

Annex to the Terms of Reference

Characteristics & minimum requirements for the new AMConnected Platform

1. The platform shall have:

- **Public Home Page**, universally accessible, which will contain information that UNWTO wishes to make available to the general public, to any company or entity (regardless of its status as an affiliated or non-affiliated entity).
- **Private Home Page**, accessible through login, which will allow access **to the private part of the platform, for exclusive use of the Affiliate Members**, of the UNWTO itself, and to any guest the administrator will grant access to.

It shall include the following features enabling users to:

- **Share information**, knowledge, best practices, activities and resources.
- Establish connections, develop **networking opportunities** (through features and “social network tools” that AMConnected offers).
- **Give visibility** to their work and initiatives
- Have access to shared resources (reports, publications, trainings, events, news,

The platform shall offer exclusive services to its users: the Affiliate Members. The structure shall be similar to that of a social network, whose users would be the UNWTO Affiliate Members, in which it will be possible to upload multimedia posts and publications (documents, audios, videos, etc.), to a customized wall, with the typical dynamics of social media: interactions, share, rate, comment, follow etc.

2. **All current features** shall be maintained and upgraded/modernized, i.e.:

- **Wall**: the wall will display the content published by the Affiliate Members. Based on the setup of the publications, users will be able to download, share, rate, recommend, follow or comment the shared content.
- **Calendar section** dedicated to upcoming events organized by the UNWTO and in the context of the Affiliate Members.
- **Communication** between the UNWTO and the users: the platform shall offer simultaneous communication tools (chat) and asynchronous ones (messages, emails, notifications, forums). It shall allow UNWTO to communicate with the Affiliate Members in a general manner as well as in a targeted one.
- **Affiliate Members Database / search tool**: the platform will offer a research

option to filter Affiliate Members based on specific criteria (by region, activity type, type of organization, years of affiliation etc.)

- **Groups / segmentation:** the platform will offer the possibility to divide the Affiliate Members community into groups to facilitate communication among users with common interests (e.g. belonging to a specific working group). It shall allow to create categories, through which users will engage by dialoguing and commenting, by sharing information and will have the option to access private chats with any of the group members.
- **Content Management System,** that supports a wide variety of formats (text, audios, videos, web, social media posts, etc.) and allows to create personalized libraries, and to save in the personal area of the platform documents and publications of interest for each user.

3. New tools and features shall be integrated in comparison with the existing ones, particularly:

- **Improvement in terms of content publication,** that includes a modern text editor, with the “auto-complete function” (allowing to import content from external sources – for example: web pages, social media posts, etc.)

Furthermore, with regards to the publication of news on the main “wall” it shall feature design and functionalities similar to those of the most popular social networks, with which users are already familiar.

- **Additional segmentation features:** offering the possibility to create thematic channels, through which users can share and consult information, and to which they subscribe to receive news alerts etc.
- **Push Notifications:** it shall include push notifications alerts to inform users about new information posted, to ensure dynamic interaction between affiliates and between affiliates and UNWTO respectively.

4. AMConnected Administrator Dashboard

The platform shall offer the necessary features for the management of the platform and the user community. It shall offer a dashboard that provides the platform administrator with relevant information on users activity, through which it will be possible to visualize and manage all aspect related to the platform and community, in particular:

- managing the permissions of each user
- easily manage user registrations and cancellations
- performing searches
- creating groups
- sending distribution messages

- display the status of the community at all times, with the main indicators
- download all data, statistics and indicators in formats that can be used in external media.

5. Languages

The platform will be available in **Spanish** and **English**; however, it should include the possibility to be adapted to other languages in future updates, in order to achieve a version available in all the official languages of the UNWTO.

In case of future updates, translations will be provided by UNWTO.

6. The AMConnected platform shall be available:

- **in Web version**, accessible from the most used desktop browsers and mobile devices (Google Chrome, Microsoft Edge, Safari, Mozilla FireFox etc.) without the need for software installation and Mobile App.
- **in App version**, both for Android and iOS.

and will be entirely adaptable to cell phones, tablets and PCs.

7. Security

The platform shall offer the highest possible security, being protected against main types of vulnerabilities, including:

- SQL injection
- Cross Site Scripting (XSS)
- Attacks against authentication and session handling
- Clickjacking
- Cross Site Request Forgery (CSRF)
- Unsafe browsing without SSL certificate
- Protection of personal data included in the system
- Distributed Denial of Service (DDoS)

For this purpose, at least one WAF type service will be implemented, which will include:

- Web security
- Anti-DDoS protection
- Content Delivery network

- Web application protection
- Web application firewall on cloud (cloud WAF)
- DDoS attack mitigation
- and attack analytics

As part of the maintenance provided, the configuration of this WAF service will be reviewed at least twice a year.

In addition, as part of the maintenance, the operating system will be periodically monitored and patched and a vulnerability scan will be performed at least once a year, which will be submitted to UNWTO for review and approval, including the measures to be taken if necessary to avoid any vulnerability or technical incident in the platform.

In addition, the platform shall include a secure SSL certificate, provided by UNWTO as long as this platform is included within the UNWTO domain (unwto.org), but whose installation shall be carried out by the awarded company as part of the maintenance service.

If for any reason it cannot be included within the UNWTO domain, the company will be responsible for its supply and subsequent maintenance.

It will have to be guaranteed that the platform - both in its web version as well as the Mobile App - complies with the established requirements regarding accessibility, interoperability, usability and security of the United Nations, as specified in the following link: <http://www.un.org/webguidelines/>.