



# How to match organizational needs with desire for local autonomies

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# ILO Web Presence

- About 40'784 PDF and 135'882 HTML pages (1 April 2005)
- 45 “local sites” at Headquarter
- 40 “local sites” in the Regions
  - Africa (8 country sites)
  - Arab States (1 country site)
  - Asia and the Pacific (10 country sites)
  - Europe and Central Asia (11 country sites)
  - Latin America and the Caribbean (10 country sites)
- 3 official languages and 7 working languages (EN, FR, ES, Arabic, Chinese, German, Russian)
- 11 local languages including non-Latin languages

## The “challenge”

- The ILO currently has a “fragmented” web presence composed of about 100 different and concurrent sites...
- Therefore, the institutional need to establish rules and policies on content, navigation, and presentation
- **But** also clear needs for the ILO Regions to express their local differences and promote information sharing at regional and country levels

# Objectives

**Organizational**

**Standardization**

**Content types**  
**Content architecture**  
**Navigation**  
**Presentation**

**Regions**

**Flexibility**

# Content types

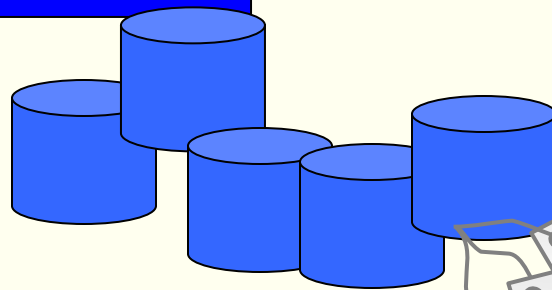
Analysis of  
the existing

## Standardization

Definition of  
“common”  
content types

## Flexibility

Use of “non-standardized”  
content types;  
Use of “specialized”  
Classifications



## Metatags:

- Classification (controlled vocabulary)
- Description (browsing)

# Common content types

## Common content types

Agenda  
Article  
Book  
Brochure  
Circular  
Code of Practice  
Database  
Event  
Fact sheet  
Image  
InstructionalMaterial  
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## Standard taxonomy

A. Work  
B. Working conditions  
C. Labour relations  
D. Labour law  
E. Social protection  
F. Education and training  
G. Economic and social  
development  
H. Economy  
I. Finance  
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# Content architecture

## Standardization

**Standard Model architecture**



**Content Types grouped into standard categories to fit most communication needs**

## Flexibility

**Customized Architecture to fit communication needs of Regions and Departments**



**Customized site map**

# Content architecture model

## Standard model

About the ILO

What do we do

Labour Standards  
Official meetings  
Events and Campaigns  
Projects  
Publications  
Training and Research  
Statistics and data

Themes

Regions

Departments

## Customized Regional model

About the Region

Activities (what we do)

Events and Meetings  
Projects

Information center

Labour Standards  
Publications  
Training and Research  
Statistics and data

Areas of work (themes)

Countries covered

# Navigation

## Standardization

General navigation model

## Flexibility

Choice of Navigational model depending on the complexity of the content architecture

[Navigation map](#)

# Presentation

## Standardization

**Branding**

**Layout**

→ **Page structure**

→ **Page components**

## Flexibility

**Branding (controlled co-ordination)**

**Layout**

→ **Different Page structure modules to chose from**

→ **Freedom to compose Page components from  
a library of pre-defined fragments**

# Technology

- Use of the appropriate technology is instrumental
- Build the site through modular “fragments”:
  - Branding
  - Navigation
  - Content
- Allow for an “in-context” approach
  
- Easy management of multilingual sites

## Lessons learned

- Always start with the analysis of existing published content. What is there corresponds to a **necessity of communication**
- Adopt a bottom-up approach and blend it in a solution that satisfies the global organizational needs (top-down)
- Keep the presentation layer “simple”
- Allow sites in several “local” languages
- Support the units and in particular the Regions throughout the process



# Thank you !

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