Case Study One
REQUEST FOR SERVICES

for drawing up a specific contract under the Framework Contract No

Title of the specific action planned: Presentation analysing challenges for EIT digital communications

Authorising service: EUROPEAN INSTITUTE OF INNOVATION AND TECHNOLOGY (EIT)

1. Subject

1.1. Background

The EIT's current website has been online since June 2014 and is currently configured as such: programmed in DRUPAL, administered with the CK Editor Content Management System and hosted on an Apache 2 server.

Each of the EIT's five Knowledge and Innovation Communities (KICs) has its own corporate website[1] and other separated and dedicated web platforms (e.g educational programme websites) and are an important source of information for the EIT. The EIT's website 'interacts' with these five websites through news duplication, links towards content on these five websites, events and other links. The EIT's website and those of the five KICs largely mirror each other in terms of design and, to a limited extent, content. This creates a clear identity and level of consistency that must continue. The EIT uses branding guidelines in the form of an EIT Community Brand Book; this must be consulted by the Contractor and fully adhered to when designing the website and developing content.

Since the EIT's first website went online in 2009, the EIT has strived to continuously improve the content of the EIT website and populate it with rich information. Improvements have been made in terms of design and presentation of the content. The EIT has worked on producing more news items, success stories and editorials, taking content from the KIC websites or creating content and success stories about their work. The EIT would like to continue in this direction, populating its website with content from different voices within the EIT community. The website has a multilingual section that contains a description of the EIT in the remaining 23 official EU languages, and hosts a 'mini-site' at innoveit.eu. This mini-site changes annually to provide a fresh look for the EIT's main external event: innoveit.

The EIT's social media presence focuses mostly on Twitter and Facebook, with growing interest and followers. The EIT also has YouTube, LinkedIn and Instagram accounts. Activities are developed in parallel with other actors in the EIT community.

The EIT's website is and should continue to be a portal that helps innovators and entrepreneurs navigate through the different opportunities offered by the EIT Community.

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[1] Cf. Climate-kic.org, kic-innoenergy.com, eitrawmaterials.eu, eithealth.eu and eitdigital.eu. Within this cloud of websites, there are also dedicated websites (sub-sites) for education and some local websites for Co-location Centres.

1.2. Objectives

The objectives of the present request for a presentation that analyses the challenges for the EIT's digital communications are to:

- Show an understanding of the EIT's position in terms of digital presence in the European innovation landscape

- Improve the organisation and consistency of the EIT's website and content

- Improve the design and usability of the EIT's website to maximise the impact of the website and make the website easily navigable and useable for all users, including disabled users

- Increase the visibility of the EIT's website on the most popular search engines with the intention of expanding visitor numbers and page views

1.3. Target audience

As a body of the European Union, the EIT must share its activities and results with citizens of the EU. All communication about the EIT Community should demonstrate the ways in which its innovation and entrepreneurship activities and results are contributing to a European 'Innovation Union'.

More specifically, EIT target groups include:

- Brussels-based decision- and policy-makers

- Potential multipliers (EU-level umbrella organisations)

- Innovators and entrepreneurs

  - Business: They include business leaders, entrepreneurs, consultants and investors
  - Higher education: These stakeholders include academia, educators, university administrators (rectors, vice-rectors and supporting staff) and students
  - Research: Stakeholders from the research field include professors, scientists, post-docs and other active researchers

1.4. Nature of the services requested

The tenderer will complement and facilitate the EIT's digital communications work by providing recommendations based on:

- The EIT's website.

- Documents and information available on the EIT's website

- The EIT Community Brand Book (a PDF of this document will be sent to each tenderer upon request).

The contractor will provide the following deliverables:

Presentation of recommendations. The tenderer should provide a report (between 1 500 and 3 000 words) that:

- Shows an understanding of the EIT's position and challenges in terms of digital presence in the European innovation landscape.

- Provides recommendations for improvements in terms of organisation and consistency of the content and of the EIT's website, as well as recommendations for a new online strategy.

- Provides well-thought-out design and usability possibilities for the EIT's website that maximise the impact of the website and make the website easily navigable and useable for disabled users. Proposals should capture the idea of the EIT as a driving force in innovation, with strong stakeholder connections. Original ideas that demonstrate a strong understanding of how the EIT can inspire innovators and entrepreneurs and how the EIT can be placed at the forefront of innovation and entrepreneurship in Europe, will be given particular attention.

- Provides recommendations to increase the visibility of the EIT's website on the most popular search engines with the intention of expanding visitor numbers and page views. These recommendations should be divided into short-term fixes (including fixes to be implemented by the Contractor and by EIT staff) and long-term work that EIT staff should be able to implement, including following training.

- Suggests features that could be incorporated into the EIT's website that would increase interest, engagement and effect.

It is the responsibility of the tenderer to obtain the materials necessary to carry out the above work, to provide necessary background explanations, and to fully adhere to the EIT's visual identity. The presentation and any other work should be provided in English.

The tenderer is responsible for ensuring that all proposed content, visual or otherwise, is copyright cleared and that the necessary permissions have been obtained. The tenderer is also responsible for making sure that data protection laws are respected at all times. Any material produced for the purposes of this contract shall be regarded as the intellectual property of the EIT.

1.5. Dates, duration and places of performance

The duration of the execution of the tasks shall not exceed one (1) month. The place of performance will be the contractor's office and the results will be delivered to the EIT's Headquarters in Budapest.

1.6. Specific technical specifications

The tenderer must respect the visual identity of the EIT and individual KICs:

https://eit.europa.eu/ and https://eit.europa.eu/eit-community.

2. Special provisions on payment

2.1.   Interim payment: Not applicable

2.2.   **Payment of the balance: According to Article I.6.3. of the Framework Contract**

2.3.   **Reimbursable expenses: According to Article I.5.3. of the Framework Contract**