

**Open Call for tender OC/004/2012/EITPROC**

***Provision of digital communications services***

**Contracting Authority: European Institute of Innovation and Technology**

**Annex 1 - Terms of Reference**

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## 1. BACKGROUND INFORMATION

### 1.1 About the EIT: overview

The European Institute of Innovation and Technology (EIT) is an independent body of the European Union, set up in 2008 and headquartered in Budapest, Hungary. Its mission is to increase European sustainable growth and competitiveness by reinforcing the innovation capacity of the EU (Article 3, [EIT Regulations](#)) and its overall goal is to create a new European way of delivering essential economic growth and societal benefits through innovation by helping transform innovative ideas into products and services that create sustainable growth and jobs.

In short, the EIT's mission is to facilitate the following transitions:

- from **idea to product**
- from **lab to market**
- from **student to entrepreneur**

by integrating the three sides of the Knowledge Triangle (higher education, research and business) in areas of high societal need.

This translates into developing a new generation of innovators and entrepreneurs. To do so, the EIT has created highly integrated structures (→ [Knowledge and Innovation Communities](#)), which link the higher education, research and business sectors to one another thereby boosting innovation and entrepreneurship. The KICs focus on priority topics with high societal impact, currently: climate change mitigation (→ [Climate-KIC](#)), information and communication technologies (→ [EIT ICT Labs](#)) and sustainable energy (→ [KIC InnoEnergy](#)).

Further information on the EIT and the KICs (budgets, organisation, activities...) is available on the EIT's website: [www.eit.europa.eu](http://www.eit.europa.eu) and upon request. All information shall be delivered equally to all tenderers.

### 1.2 Current website and digital presence

The EIT's website ([eit.europa.eu](http://eit.europa.eu)) has been online since April 2009 and is current configured as such: programmed in PHP/HTML, administrated with a TYPO3 Content Management System and hosted with an Apache 2 server.

Each of the three KICs have its own corporate website<sup>1</sup> and other separated and dedicated web platforms (e.g education programmes websites), with which the EIT's website ([eit.europa.eu](http://eit.europa.eu)) "interacts" through news duplication, links towards contents on these three websites, events and other links.

During 2011 and the beginning of 2012, the EIT has strived to improve the contents of the EIT website and populate it with rich information. Some small improvements have been made in terms of design and presentation of the contents. The EIT has worked on producing more news items, success stories and editorials, taking contents from the KICs websites or creating contents and success stories about their work. The EIT would like to continue in this direction, populating its web with a lot of rich contents coming from different voices within the EIT community.

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<sup>1</sup> Cf. [climate-kic.org](http://climate-kic.org), [kic-innoenergy.com](http://kic-innoenergy.com) and [eit.ictlabs.eu](http://eit.ictlabs.eu). Within this cloud of websites, there are also dedicated webs (sub-sites) for education, some local webs for co-location centres.

However the website still lacks a clear organisation of the contents, a stunning design and suffers from the multiplication of platforms and duplication of contents (3 KICs website, separated websites for events, Education programs...).

The website should integrate better the contents coming from all EIT related websites (e.g: portal), be better linked to social media, and reach a better audience (currently: average of 12 000 unique visitors per month, 20% internal)<sup>2</sup>.

The EIT's social media presence has been recently launched and focuses mostly on Twitter and Facebook, with a growing amount of interest and followers. The EIT also has a YouTube, LinkedIn and Flickr Pro account. Activities are developed by other voices in the EIT community in parallel.

In terms of human resources, the EIT has a dedicated post as editorial webmaster (including tasks such as website editorial maintenance, community management on social media and web project management).

The EIT digital communication activity is targeted at all EIT stakeholders and at all European citizen interested in the EIT's activities.

More specifically, the digital communication target groups include:

- European Institutions (including the European Commission, the European Parliament and Council) and Member States,
- KICs themselves: partners, participants, co-location centres
- Business sector: this includes corporations, SMEs and individual entrepreneurs
- Education sector
- Research sector
- Investment sources
- Students: alumni, currently enrolled in a KIC program or potentially interested
- The international/global community
- Media: general and specialized

## **2. CONTRACT OBJECTIVES AND EXPECTED RESULTS**

### **2.1 General objective**

The objective of this contract is to find a contractor to cover all EIT's needs in terms of Digital Media Services.

Through digital communications, the EIT intends to:

- Give a clear information to visitors about EIT activities, disseminate results and good practices emerging from the EIT network
- Increase the innovation community's interest (businesses, research, students...), manage and enhance its reputation as a key driver of innovation in Europe

The contractor shall be responsible for developing and implementing – in close collaboration with the EIT - technical, graphical and other aspects of the EIT's digital communication platforms, as well as for hosting the EIT website and other specific online contents.

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<sup>2</sup> Cf. Annex I: Usage statistics – January 2012

## 2.2 Foreseen planning and expected results

### *Foreseen Planning*

Webhosting and part of the audit services are needed immediately after the signature of the contract, whereas services such as website makeover are not expected to start before mid 2013.

Maintenance is required during the whole duration of the contract. Special layouts and developments may be required during the whole duration of the contract.

### *Expected results*

Topics	Responsibilities	Expected results
<b>New website/web portal</b>	<ul style="list-style-type: none"> <li>• Audit of the current website (taking into account the existence of a network of EIT-related websites)</li> <li>• Web Project Management</li> <li>• Web architecture/navigation</li> <li>• Web Design</li> <li>• Web Programming (PHP MySQL/HTML/CSS)</li> <li>• Integration of data</li> <li>• Testing</li> <li>• Launch</li> </ul>	<ul style="list-style-type: none"> <li>• Building an effective strategy for the EIT's online portal</li> <li>• Respecting EIT's existing graphical charter</li> <li>• Programming clean code (respect W3C)</li> <li>• Develop easy to use, user-friendly web tools</li> <li>• Respecting usability rules and standards</li> <li>• Ensuring that agreed deadlines are met</li> </ul>
<b>Website maintenance</b>	<ul style="list-style-type: none"> <li>• Technical Maintenance</li> <li>• Training</li> <li>• Web hosting (server management)</li> <li>• Special layout implementation</li> </ul>	<ul style="list-style-type: none"> <li>• Assist EIT editorial webmaster after the new website has been released (improvements, new features...)</li> <li>• CMS trainings</li> <li>• Maintaining availability of the contents 24/7</li> <li>• Providing fast, secured hosting</li> <li>• Providing back-office tools available, secured at all times</li> </ul>
<b>Social Media and Direct Marketing</b>	<ul style="list-style-type: none"> <li>• Development of new features and campaigns for EIT/KICs Social Media</li> <li>• Management of the EIT newsletter and subscribers through a dedicated tool</li> </ul>	<ul style="list-style-type: none"> <li>• Efficient implementation of the newsletter, new social media features and project management</li> </ul>

### 3. SCOPE OF WORK

#### 3.1. EIT new website or web portal

The contractor will be responsible for a complete makeover of the EIT website (<http://eit.europa.eu>). In collaboration with the EIT, the contractor will launch a smart, rich and innovative website for the EIT. This mission is comprised of all the steps of web project management, from the audit of the current web to the delivery of the final product.

#### *Objectives*

The objective of the complete makeover of the website is to put emphasis on contents: allowing a better integration of information about EIT-related activities, and creating a container to emulate the development of EIT as a “think tank” (articles, research, contributions, content-oriented approach).

#### *Technical requirements for the EIT website*

- The website shall be based on a standard Open Source CMS such as Wordpress, Drupal, Typo3, Joomla! or any other widely spread open-source solution available at the time of the project
- The website shall be based on an open source database system (MySQL)
- The EIT does not wish to base its system on a proprietary solution or non-standard CMS solutions that could have possibly been developed by the contractor, or base its development on proprietary development schemes like ASP/IIS. Flash/Action Script/Javascript can not be used as the core language of development of the website (no full-Flash or full-Javascript).
- The website must be W3C compliant, usable on common browsers (IE 7/8, Firefox, Safari, Opera, Chrome...), respect standards in terms of navigation, user-experience, SEO and so on.
- The website must offer some basic features to guarantee its accessibility to the disabled<sup>3</sup>
- The website shall allow for the management of several contributors and administrators

#### *Foreseen contents*

The website will include some features (plugins or extensions). The full set of features will be decided upon during the course of the project, according to the audit that will take place before the actual project plan is implemented and the decisions that will follow in terms of how the content should be organised. The CMS solution chosen will allow for easy implementation of plugins or extensions, while guarantying that the EIT website still loads rapidly (<4 seconds for an average connexion).

Contents foreseen for the website (to be produced by the EIT in the course of the next 2 years):

- Videos relating to activities such as education programmes, archive of conferences...<sup>4</sup>
- Events pages
- Company profiles (EIT / KICs start-ups...)
- Basic news
- Infographics
- Maps of the EIT network, partners
- Research Articles, contributions

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<sup>3</sup> Full accessibility requirements: [http://europa.eu/geninfo/accessibility\\_policy\\_en.htm](http://europa.eu/geninfo/accessibility_policy_en.htm)

<sup>4</sup> Cf. <http://www.youtube.com/eiteu> - more contents will be produced in 2012-2013

- Powerpoint presentations
- Focus on EIT innovations
- Focus on entrepreneurship successes at EIT
- Student testimonies
- Alumni section with specific information
- “Catalogue” / information about educational programmes
- Interactive track finder to promote the education programmes
- Social Media preview (e.g Twitter feed)
- Blogroll with links to EIT-related projects or websites
- Job offers
- Administrative contents (budgets, human resources, legal documents...)
- Call for experts, procurement

This is an indicative set of possible functionalities that could be required for the implementation of the EIT website:

- News box, news slider
- Agenda, Calendar of events
- Search engine
- Blogs
- RSS feeds embedding
- Photo gallery
- Language selection with an access to a summary page for 22 EU languages
- The possibility to embed media (Maps, videos...) and to comment on contents
- Static pages (administrative information)
- Meta-data on documents uploaded (for better search)
- Questionnaires
- Registration forms for events
- Interactive map of the EIT network
- Integration of social media share buttons
- Interactive education programme selector
- Interactive incubator selector
- Contact form embedding

Detailed specifications for the project will be defined together with the Contractor when the contract is in place and following an audit of the current situation. The different steps and deliverables for this project are described below.

### *3.1.1 Audit of the current website and project management*

During this first phase, the contractor will realise an audit of the EIT’s current website taking into account its relations with the whole network of “EIT-related” websites: KICs, co-locations if applicable, other websites (education platforms...).

The contractor will draft a report including:

- General recommendations for EIT webs (standards, good practices) including webs outside eit.europa.eu (KICs website, other EIT-related websites) – in terms of design, navigation, SEO, accessibility, social media...
- An inventory of all the existing contents around EIT, possible contents to create, how to present and integrate these contents better in a unique platform or in a portal, taking into account any administrative and resource constraints

- A summary of research and benchmarking activities related to digital communications in the field of innovation, entrepreneurship, education and research – or case studies from similar institutions that have been proven successful in terms of digital communications
- A benchmark of the best open-source CMS solutions to answer the needs of the project and general recommendations for managing the contents of the website and its evolutions

This report will serve as a basis for the specifications of the website redesign project. In order to lead this audit, the contractor will have to organise interviews with relevant people at the EIT Headquarters in Budapest and within the KICs if necessary (some travel is foreseen). Following the audit, the contractor will also implement a project plan and define the different roles and workflows.

The service will require the contractor to participate to 2 meetings in person in Europe.

Deliverable:

- Audit report containing results of analysis and researches as well as recommendations and project specifications: planning, estimated contents and developments, roles and workflow, etc.

The price for the provision of the services necessary to perform the audit shall be all inclusive as indicated in the Price list (Item 1).

### *3.1.2 Web architecture and navigation*

The contractor will deliver proposals outlining the architecture of the future website (detailed sitemaps) and first wireframes, using standards methods in terms of user interface design and usability.

The website will be very-much content oriented and will not feature any impractical navigation elements or any kind of disturbing animation during the process of navigation. The final interfacing should be the simplest and the most logical possible for the users.

In this context, the contractor is expected to use modern and user friendly means to help the EIT organise the contents: card sorting, mind mapping... As the web content organisation is a crucial point for information clarity, the EIT foresees the organisation of one or two sessions using one organisational methodology such as card sorting or mind mapping.

Deliverables:

- Wireframes & Sitemaps
- Functional specifications of the site

The price for the provision of these services shall result from step 3.1.1 (audit and project specifications). The estimation of the appropriate time and workforce to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (experts).

### *3.1.3 Web design*

The contractor will have to define the visual identity of the site, while respecting the main lines of the EIT's brand book existing graphic charter (logo, colours).

The visual identity of the site must be modern and innovative, respecting some universal standards in terms of web design (e.g legibility of the text, universal web colors) and modern trends. Several

proposals (a minimum of three) will have to be produced in order to allow the EIT to choose the most suitable option: three proposals for the homepage and three proposals for interior pages.

Once a decision on the design has been taken, the contractor will be in charge of implementing the stylesheets (CSS) and ensuring that the design will function at the same level of high quality on all web browsers (Internet Explorer, Chrome, Firefox, etc).

The contractor will also have to provide a graphic charter document for the web site including the main elements of the CSS stylesheet (color of the links, style of the titles, fonts, color of text, size of images...)

Deliverables:

- Graphic design mock-ups (several (minimum three) proposals)
- Functional page with a test of the selected design before its complete integration
- Graphic charter document of the website

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (experts).

#### *3.1.4 Web development/Programming*

The contractor will develop the website using standard open-source dynamic language (Latest version of PHP) for the core, and respecting existing development standards like W3C. The contractor will take care of the implementation of the latest version of the open-source CMS selected.

Other potential programming languages to be used:

- Flash/Action Script can be used in the case of a specific animation of the website (e.g: Map of the network).

- AJAX/ Javascript usage should also be foreseen for certain elements of the website.

The solution should be free of use and installation at least for the main features, to choose from the main open-source solutions existing on the market (e.g: Wordpress, Drupal, Typo 3...) and have a supporting community big enough to ensure that the website can be upgraded after the end of the project. Any proprietary solution or solution that is not enough wide-spread should be excluded. If a template or specific features have to be purchased for the implementation of the CMS, the contractor shall be fully responsible for the purchase of these elements.

Deliverables:

- Test CMS platform
- Beta version of the site for testing and upload of content
- Tech specifications

The contractor shall be responsible for the testing phase of the new website prior to its launch: cross-browsing compatibility, dead links, development bugs etc.

- Beta version of the site

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (experts).

### 3.1.5 *Content Integration*

The contractor will be responsible for the integration of the previous or existing web content into the new system selected (CMS migration). This integration could be manual or automatic depending on the choice of CMS.

Following the launch of the new site and CMS training for relevant staff members, the EIT will be responsible for the content updates and integration of new contents.

Deliverables:

- Final site ready to launch

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (experts).

### 3.1.6 *Training*

The contractor will have to deliver a CMS training session(s) to all the potential contributors of the site.

Deliverables:

- training session(s) prior to the launch and more upon request at a later stage if requested by the EIT
- CMS user manual for EIT editors

The price for the provision of this service shall be as indicated in the Price list (Item 2).

## **3.2 Maintenance of the website, upgrades and hosting**

### *3.2.1 Assistance & Light Technical Support*

Following the launch of the website, the contractor will be expected to provide technical assistance for the whole duration of the specific contract concluded under the framework contract: 25 days of technical maintenance per year, to be used according to EIT's needs.

This basic day-to-day technical assistance comprises:

- Integration of basic new features on the website (new light plugins or extensions), small developments (e.g: integration of an online questionnaire).
- Bug resolution
- Answers to any technical questions from EIT staff by email or phone

The contractor shall provide contact details (email + telephone number) for the contact person (no generic address) and back-up for:

- Technical assistance relating to the CMS
- Technical assistance relating to the hosting of the website

The contractor shall answer any request of the EIT within 36 hours. In case of bugs caused by the contractor, priority should be given to the resolution of the problem (e.g issue with the design, display of the contents...). The bug should be solved within a reasonable time frame. This bug resolution time will be excluded from the 25 days maintenance per year mentioned above.

The EIT shall be notified in advance of scheduled routine maintenance as well as any emergency situations that may arise.

Deliverables:

- Support Contacts
- Maintenance of the website

The price for the provision of this service shall be all inclusive as indicated in the Price list (Item 4).

### *3.2.2 Hosting*

The Contractor shall be in charge of hosting all EIT digital contents online, including all the pages of the website. The Contractor will allow the use of the server for file sharing (uploading zip files for example). The hosting solution foreseen is a shared hosting with 100 GB physical space and 100 MBytes traffic.

The contractor will have to take care of the migration of the existing version of the EIT website from the current server to its own servers or the ones of its sub-contractor's, to cover the online presence until a new website is released. Then, the new website will normally be hosted by the contractor or one of its subcontractors. For this, the contractor will have to work with the European Commission's Directorate-General for Informatics (DIGIT) in order to connect the hosting with the domain europa.eu.

The contractor has to ensure the EIT website and all other EIT contents hosted remain online 24 hours 7 days a week and that technical support is provided to the EIT if required.

Reliability and scalability: The hosting provider must provide full communications network load balancing and redundancy. Should any individual component fail, the provider shall automatically shift the affected workload to available redundant circuits, therefore maintaining the continuous operation of the website.

The servers' hardware and software shall be scalable and shall be upgraded in order to maintain the website performance. All servers shall implement a system like RAID 5 (or better) to ensure that there will be no loss of data should a hardware failure occurs.

Servers, routers, switches, data center security, and facility power shall be electronically monitored 24 hours a day, 365 days a year. Should any component report an out of tolerance condition, technicians shall be immediately notified.

Physical security: the servers shall be hosted inside the European Union. The hosting location shall have the necessary security and safety equipment (limited access security control points, climate and humidity controlled, equipped with Fire Suppression System, power supply)

The data center, network, security system, and technical support phone system must be protected from power surge or utility power loss by Uninterruptible Power Systems (UPS) and backup diesel generators.

Data Backup: backups shall be performed on a four week cycle. A minimum of half of the backups shall be kept offsite. At a very minimum, differential backups shall be performed on a daily basis and full backups shall be performed once a week.

Deliverables:

- Hosting Space
- Maintenance of the hosting (24/7)

The price for the provision of this service shall be all inclusive as indicated in the Price list (Item 5).

### *3.2.3 Statistics Reports*

The contractor will simply embed the necessary Google Analytics code into the pages to allow the monitoring of the pages.

The first week of each month, the contractor will send a report to the EIT outlining key facts and figures of the previous month, such as number of unique visitors, visits, bounce rate, SEO, origin and technical equipment of the visitors, relationship with social media...). This report will be combined with data about social media. Content of the report will be defined together with EIT.

Deliverables:

- Statistics report

The price for the provision of this service shall be all inclusive as indicated in the Price list (Item 6).

### *3.2.4 Domain purchase*

Under this contract, the EIT may negotiate the purchase of new web domains (free or not free) according to article 126.e of the Financial Regulation. The contractor will redirect the purchased domain towards eit.europa.eu.

Deliverables:

- New domains

## **3.3 Digital marketing and Social Media development**

### *3.3.1 Audits and Consulting*

The contractor is expected to share his knowledge about trends in this domain on a regular basis (through, for example, its own corporate blog or by email communications). The contractor will provide a report including an audit of the EIT's current social media presence and activities as well as potential recommendations for improvements.

The contractor could also provide the EIT with Social Media trainings: 1 or 2 days sessions upon request to enhance staff's skills in terms of Social Media and community management.

Deliverables:

- Access to news, case studies about social media developments
- Social Media training sessions

The price for the provision of social media training shall be the one indicated in the Price list (experts if not falling under Item 3).

### *3.3.2 Purchase of social media services*

If purchases have to be made in order to access some features on social media platforms (e.g “pro” accounts or subscription), the contractor will have to be responsible for the purchase of this item upon request and/or authorisation by the EIT. The contractor will also have to purchase any kind of external tool, account or software subscription proved necessary to improve EIT social media activities upon request and/or authorisation.

Potential Deliverables:

- Pro accounts
- Subscription to paying sites

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (experts).

### *3.3.3 Social media programming*

On an ad hoc basis, the contractor will have to develop specific features intended to improve EIT’s social media activities, such as:

- Specific pages development on social media sites, promotional pages, landing pages, campaigns
- Online surveys or polls

The implementation of these features will depend on new trends and new tools available and emerging during the duration of the contract.

Deliverables:

- Project documentations
- New features

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (experts).

### *3.3.4 Redesign and redeployment of the newsletter into a new system*

The Contractor will have to provide necessary tools to allow the EIT to compose and to send a newsletter to an existing database (‘mailing list’) of users of 10.000.

The purchase of a tool such as Mailchimp or similar is foreseen, in such case the contractor will have to handle the purchase and the licensing. The tool will provide import features of the current email

database, the possibility to customize the design, an access to the database of subscriptions, the possibility for a user to unsubscribe without manual handling from EIT and the possibility to send all the emails at once.

Deliverables:

- Design proposal for the newsletter
- Newsletter editing and sending tool, configuration of the tool
- Mailing list management tool
- Integration of subscription form into the website.

The price for the provision of this service shall be all inclusive as indicated in the Price list (Item 7).

### **3.4 Special layouts and specific development**

#### **3.4.1 Special layouts for events**

The EIT organises events and calls which require intensive online promotion. The EIT could request the contractor to produce special pages to advertise an event (such as: conferences, call for applicants, etc.).

Depending on the projects, the contractor will help the EIT to define the best strategy to promote the event: dedicated pages connected to the main portal, and/or specific layout for the main portal homepage. The contractor will then be in charge of the project management, the design, the programming, the hosting and all developments required by the operation.

Typically, these special pages would be hosted together with the EIT website (for example: [eit.europa.eu/name\\_of\\_the\\_event](http://eit.europa.eu/name_of_the_event)) but have a dedicated event design and presentation. Some customisation of the website homepage could be required.

These pages would include features such as registration forms, agendas, social media integration, questionnaires, speakers' profiles,...

Such pages would be subject to the signature of a specific contract. The EIT foresees that these special communications will happen on average between three to seven times per year.

Deliverables:

- Projects specifications, technical specifications, designs, programming
- Products

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (experts).

#### **3.1.1 Other specific developments**

The EIT may require the development of specific functions for the website, like the integration of an online questionnaire. In this case, the contractor will evaluate the time necessary for developments and take care of the possible design, programming and integration.

The EIT may also require some specific content integration/infography services (web-design or Flash development) to enrich some of its raw contents or data: creating an interactive map or publishing the results of a research in a designed format (graphs, charts). The contractor will then integrate the raw content in some specific images or Flash/Javascript features integrated to an article or a text.

Specific contracts will be committed for these purposes.

Deliverables:

- Project specifications, technical specifications, designs, programming
- Products, images, Flash items

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (experts).

### **3.5 Mobile developments**

The contractor will provide the EIT with an optimised version of the website for mobile device usage. The contractor will be charged with an analysis of the EIT's needs, of the development and implementation of the contents of the optimized site, of the testing and hosting of the site. The site will have to be functional with smartphone browsers.

The contractor may be asked to provide with the development of applications for smartphones (e.g iPhone, Android...) and other portable devices.

Deliverables:

- Project specifications, technical specifications, designs
- Products

The price for the provision of these services shall result from the estimation of the appropriate time and resources to be allocated for its execution, with particulars in support. The prices applied shall correspond to those indicated in the Price list (experts).

### **3.6 Purchase of additional tools**

If the purchase of online tools to help perform the tasks described above is deemed necessary (e.g. Newsletter CMS such as Mail Chimp, pro accounts on social media sites, Card sorting online platform access such as Optimal Workshop, etc...), the contractor should provide the EIT with a proposal of the tool and price subject to approval by the EIT prior to the purchase.

The price will be negotiated according to Art. 126.e of the Financial Regulation.

## **4. PERSONNEL REQUIREMENTS**

### **4.1 Overall requirements**

The contractor will be expected to ensure that there is a lead project manager who is the central point of contact between the company and the EIT for tasks and deliverables. More generally, a stable workforce for this project will be provided by the contractor. The EIT estimates that during the

first year of the contract, at least 300 working days (in total for the whole team) of work will be required to execute the tasks satisfactorily.

In addition to the project manager, a project team must be set up. Continuity shall be ensured by the contractor in case of absence of a team member (back-up).

In the event of sub-contracting for some tasks, the contractor should inform the EIT of the companies or freelancers contracted. Any sub-contracted worker should be registered in the EU.

## **4.2 Key experts**

All experts who have a crucial role in implementing the Contract are referred to as key experts. The profiles of the key experts for this Contract are set out below. It is not necessary that each of these profiles correspond to a single individual. One expert may have the skills and experience required to cover more than one role in the Contract (example: 1 post for web development and integration). For some expertise, several workers could be required (e.g: lead web developer and assistant web developer) depending on the estimation of workforce to be defined. Equally, one role may be divided between two or more experts if the Tenderer believes that this will be the most effective way to achieve the desired results. All lead experts must have a good command of English.

The team proposed by the Tenderer must have all the skills and experience described below:

### *4.2.1 Web Project manager*

Tasks:

- Provides effective leadership for the project team, ensuring that team members are and stay motivated
- Conducts the project: proposals for project strategies, planning, definition of tasks and deliverables, organize meetings, review of project deliverables, quality control, risk analysis and management, status reports, problem reporting and management systems, follow up and organisation.
- Guide sub-contractors in charge of project activities and review their deliverables. Estimate costs, timescales and resource requirements for the successful completion of each project to agreed terms of reference.

### *4.2.2 Web designer*

Tasks:

- Organisation and design of the layout of web products (e.g. pages, templates etc)
- Use Adobe Creative Suite, especially Photoshop, Illustrator, InDesign and Flash and their equivalent open source
- Use HTML and CSS 5
- Deal with browser compatibility and web design standards
- Mobile adaptations (CSS stylesheets).

### *4.2.3 Usability expert*

Tasks:

- Planning and performing usability tests
- Conceptual design of web interfaces
- Proposing best practices on web usability

- Ensuring of compliance to web standards (e.g W3C, WAI)
- Best practices in dealing with Multilanguage websites

#### 4.2.4 *Web Developer/Programmer*

Tasks:

- Translate requirements (use-cases) into detailed and accurate solution design specifications, adequate for web development or customisation of standard web products
- Definition of the logical and physical structure of websites and web pages
- Definition and integration of the various required technological components
- Development of web-enabled applications, from front-end to back-end systems
- Creating/maintaining applications for web environments
- Produce the relevant documentation and documentation for the support team

#### 4.2.5 *Content Integrator*

Tasks:

- Uploads or transfers contents into a Content Management System
- Manages the editing of the content
- Proficient with HTML/web standards

#### 4.2.6 *Social Media Expert*

Tasks:

- Manages marketing campaigns on platforms such as Twitter, Facebook, YouTube, blogs...
- Shares his/her knowledge (via trainings)

## 5. LOGISTICS AND TIMING

### 5.1 Location

Regarding the project management, one meeting face-to-face at each major step of the projects will be held face-to-face with the EIT. The place of performance of the tasks shall be the Contractor's or the Institute's premises or exceptionally any other place depending on the nature of the specific tasks.

The Contractor's staff involved shall be reachable via telephone and e-mail during normal working hours (09.00-17.00). When required by the tasks to be performed, the usage of mobile phone should be considered during normal working hours. The contractor will also offer the possibility to be contacted through video-conference (long-distance meeting) or other web tools such as Skype.

The project advancement meetings can be held at the EIT headquarters, in Budapest, Hungary, in which case the contractor is expected to be able to travel. The contractor will manage projects from its own offices (within EU Member States).

### **5.2 Equipment to be provided by the Contractor**

The Contractor shall ensure that experts are adequately supported and equipped. In particular they shall ensure that there is sufficient administrative and secretarial provision as necessary, to enable experts to concentrate on their primary responsibilities.

The Contractor will be able to work by long distance means, through video chat with screen-sharing possibilities. The Contractor will possess all the necessary softwares and licences attached to perform all the tasks described in the Scope of work section: Adobe Suite or similar as well as hosting services, either in house or subcontracted.

### **5.3 Commencement date and Period of execution**

The indicative intended commencement date for the first contract is October 2012. Actual commencement will take place after entry into force of the Contract. The period of execution of the tasks will be 48 months.

## **6. REPORTS**

### **6.1 Reporting documents**

Each report shall be submitted in 2 copies in the English language. The EIT will comment on all reports within 20 working days. In the absence of observations from the EIT within the deadline, the report will be considered as being approved.

## **7. TRAVEL AND ACCOMMODATION**

The contractor is expected to travel within Europe in order to perform the tasks described in this document. The travel expenses will be reimbursed by the EIT upon presentation appropriate supporting document (flight ticket(s) and boarding passes) up to a maximum of 400 EUR per person per round trip including tax if any. Accommodation expenses will be reimbursed by the EIT up to a maximum of 150 Euro per night per person, including breakfast, against presentation of supporting documents (hotel invoices etc...).

No subsistence expense and taxi will be reimbursed by the EIT.

### **8.1 TERMS OF PAYMENT GUARANTEE FOR PRE-FINANCING**

See Art. I.4 and **II.15.1** of the Framework Service Contract (Annex 2).

See Contract.