

## TENDER: WEBSITE & INTERNAL COMMUNICATION TOOL

### Part 1: Introduction

- Please find below two tenders from the EEB. Tender 1 is the main tender, tender 2 is optional.
- We encourage applicants who have the necessary skills to apply for both tenders. Such applicants must, however, treat each tender as a separate project and price them accordingly. Applicants either make a bid for both tenders or only for the first. Bidding on the smaller tender 2 only is not an option.
- Applicants interested only in the main tender 1 should be happy to work in close collaboration with another service provider if that turns out to be necessary, to ensure a coordinated result.
- When sending us your offer, please include information about your company's environmental commitment/sustainability policy – this is an integral part of our selection criteria.
- When sending us your offer, make an estimate of time necessary and hourly or daily rates with all tax including vat – divided by subtasks
- Submit tenders in English to Nick Meynen, EEB Project Officer [nick.meynen@eeb.org](mailto:nick.meynen@eeb.org)

**The deadlines for both tenders: Wednesday 22 November 2PM CET.**

### Part 2: About the EEB

- Created in 1974, the EEB is now the largest federation of environmental citizens' organisations in Europe. It currently consists of over 140 member organisations in more than 30 countries (virtually all EU Member States plus some accession and neighbouring countries), including a growing number of European networks, and representing some 15 million individual members and supporters.
- We work on a vast array of environmental issues and our policy officers work with experts, our members, politicians and the media to protect and further develop environmental policies.

**Our website for more information: [www.eeb.org](http://www.eeb.org)**

### Part 3: Tenders

#### Tender 1: revamp a website & create a sub-website

- SDG Watch Europe is looking to revamp its website. It currently does not do justice to the work carried out by the 100+ members organisations. This means a much more advanced structure with more visuals and maps, conveying the image of a serious, trustworthy NGO coalition
- The dynamic part where new content is added on a regular basis needs to clearly distinguish between SDG Watch Europe commonly agreed text and text from one of its 100+ members, with the former having a slightly more prominent space.
- The new website should be Wordpress-based, allow for easy management internally and coded in an open and accessible way to permit other third party developers to easily adjust.
- The audience of the SDG Watch Europe website includes our members, representatives of the EU institutions and member state governments, journalists, other NGOs, progressive business and members of the public.
- The funding for the revamp of the website comes from a new 3-year long project called "Make Europe Sustainable For All". This projects brings 25 organisations together – but not all of them are in

SDG Watch Europe. The project does work “in service of” SDG Watch Europe. So while a separate URL for the project will be needed and will be linked to from the main site – it will only contain the minimum of content: that content which is really so project specific that it can’t sit on the main sdgwatcheurope site.

Please include the following costs in your quote:

- Design and development of new easy to navigate website
- Transfer of data from the current CMS-system
- Annual costs for domain name and hosting (including backup). We may decide to handle this ourselves depending on the quotes provided.
- Annual costs for technical support.
- Basic Google Analytics tracking on all pages.
- Webmaster tools set up
- SEO fields on all pages
- Responsive design, with slick page scaling for tablets and smartphones.

## **Tender 2: internal communication tools**

Some members have expressed a need to communicate more internally on a fast response basis (sudden calls to action f.e.) but the Steering Group of SDG Watch Europe does not want mass emails of members to all members. There is now a bi-monthly internal newsletter where messages from one member to all other members are shared but some members want more, especially for things that can't wait 2 weeks. There is also a g-drive for documents but some members want that functionality (a place to upload and download documents) to be accessible from the new website. A members-only zone with documents + an option to comment on documents + an option to have internal debates was expressed as a need by some. There are doubts and a fear that without enough ownership this could be a 'white elephant' where a large costly infrastructure is made but not used. There are fears of complexity that people don't want to have. However, we are open for fresh ideas on how to meet the needs of some of the 100+ members without creating an extra burden for those who don't wish to use a new separate platform to check, neither more notifications in their inbox. This second tender is a smaller than the first and it is optional: we will only go for it if we receive a sensible way forward.

## **Part 3: More information**

At this stage, we are not looking for a proposal that explains in great detail how everything in the detailed concept note below can be implemented – but it gives a clearer picture of the scope of the project, the needs and the ideas that have been agreed upon by the executive committees of both the SDG Watch Europe coalition of NGOs and the 3-year long project Make Europe Sustainable For All.

## **Summary**

Funded through the “Make Europe Sustainable For All” DEAR-project, the EEB will build a new website for SDG Watch Europe based on the existing website available at [www.sdgwatcheurope.org](http://www.sdgwatcheurope.org) – while maintaining the URL. The new website will be renewed based on the needs of SDG Watch Europe members and in very close consultation with the SDG Watch Europe Steering Group.

One small sub-project is a new DEAR project-specific website ([www.makeeuropesustainableforall.org](http://www.makeeuropesustainableforall.org)) that will be part of the new sdgwatcheurope website. The DEAR project will merely be one of several “campaigns” ([People’s Budget](#) will be another one) and the content will be stripped down to the minimum necessary. Whatever can be put on the general SDG Watch Europe site will be put there.

### Indicative timeline:

- 15/11 EEB digests proposals, makes a proposal to Steering Group for the selection of a service provider and SG decides at the 17/11 meeting
- 17/11 Communicate to winning service provider
- 30/11 sign contract / MoU with EEB
- Building of the websites: December and January
- Launch: early February

### Technical prerequisites:

- The CMS should be easy to use and free (strong preference for **WordPress**) so that after the end of the 3 year project it can be easily taken over by the SDG Watch Europe Secretariat. Today, everything is set up through Wix.
- Take [measures for people with disabilities](#) to be able to use the site

### Visual identity / look and feel:

- We do not want to reinvent the **visual identity of SDG Watch Europe**.
- The SDG watch Europe logo stays unchanged and is our branding basis
- The look and feel of the new website has to be similar to the existing one.
- Footer: Logos and disclaimers of EC will need to go somewhere at the bottom
- **Explanation in the about section of the relation between Make Europe Sustainable For All project (3-years only) and SDG Watch Europe coalition (for many more years!)**

### Deliverables for donors

The deliverable for DEVCO is:

*“The current SDG Watch Europe website will be re-developed by the EEB in coordination with SDG Watch Europe to become the central information point for European Civil Society Organisation (CSOs), providing the latest information on: follow up and review processes for the Sustainable Development Goals (SDGs) in the UN; implementation of the SDGs in Europe; CSO activity at European, national and global levels; how CSOs and citizens can become involved; the three annual campaigns. The website will allow inter-active modules for posting messages, launching petitions and will be linked with to those of all co-applicants and the national SDG platforms.”*

## Interactivity

For the public: a comment section under news articles BUT people need registration & rules for commenting.

For the members: A members-only space for up & downloading documents, to replace the g-drive. Maybe with the option to comment on the documents. Maybe with discussion fora. To be checked with service provider through separate tender, tender 2.

## Detailed description

**www.sdgwatcheurope.org is meant to:**

**\*be THE site for civil society & policymakers active on the SDGs in Europe.**

\*be a **space for the national-level campaigns and national SDG coalitions** to share information about Member States' SDG implementation and to find allies.

\*have **country-specific sections** with contact info on national SDG coalitions.

\*All things that are country specific need to make sure there is integration with the country specific information on SDGs at <http://act4sdgs.org/> - no double work!

\***links to other online tools**, in particular the SDG Watch Europe's and the members' **social media** channels and SDG-related apps, the **SDG toolkit**, as well as **links to other key platforms** such as Spotter Global

\*have **tools to work with policy makers** (such as “MPs or MEPs for SDGs”): visual tools like MEPs with a picture of an SDG, petitions to MEPs, a place where all things relevant for MEPs/MPs comes together.

\*have an **interactive calendar and associated map of events**

\*have **photo's, infographics and video's that are downloadable**

**\*have a map showing the members and observers**

\*a section for CSOs and citizens on **how to get involved**

\*links to the different **campaigns**

\*a **petition** function: **members need to be able to start petitions**

**\*RSS feed**

**\*scoreboard**

## Project website

**The project website “Make Europe Sustainable for all”, reachable through a drop down menu “campaigns” where the People’s Budget will be another one) will be stripped to the project-only things.** For all info of project activities that are not under the umbrella of SDG Watch Europe. Everything that can go to the SDG Watch Europe site needs to go there so this project site is stripped to the minimum needed.

### DYNAMIC

Three annual campaigns: short introduction and links to more information where already available including project campaign tools + News about project campaigns.

### PERMANENT

- Introduction to the campaign / project
- List of project partners, their intro and logo and links to their websites
- Links to national-level cross-sectoral SDG coalitions
- Contacts campaign team