Call for Tender

Website Development and Support

25 June 2019

European Trade Union Institute

Boulevard du Roi Albert II, 5 box 4
B - 1210 Brussels, Belgium

Call for Tender

- Overview

- About ETUI

- Objective

- Goals

- About ETUI's current online services / presence

- Current arrangements

- Requirements

- Support, service and maintenance

- Hosting *(optional)*

- Content of Tenders

- Procurement Procedure

- Submission of Tender Offers

- Closing Date for Submission of Tenders

- Cost of Tender

- Period of Validity of Tender

- Withdrawal of Tenders

- Tender Evaluation

- Budget

- Contract

- GDPR clause

- Brexit Clause

- Estimated timetable

- ANNEX

Overview

The European Trade Union Institute (ETUI) is procuring a supplier for a Framework Agreement of ETUI's websites (www.etui.org) and sub-websites, which includes:

1. Website development/redesign of the **main** ETUI website www.etui.org and
    integration of the following **sub-websites** :
    worker's participation http://www.worker-participation.eu/;
    EWC training https://www.ewctraining.eu/;
    EWCdb http://www.ewcdb.eu/
    European Social Dialogue database https://stage.esddb.eu/
    ECDd http://ecdb.worker-participation.eu/
2. Website support, service and maintenance
3. Hosting (*optional*)

The requirements are outlined in the **Requirements** below.

About ETUI

The European Trade Union Institute is the independent research and training centre of the European Trade Union Confederation (ETUC) which itself affiliates European trade unions into a single European umbrella organisation. The ETUI places its expertise – acquired in particular in the context of its links with **universities**, **academic**, **practitioners** and expert **networks** – in the service of workers' interests at European level and of the strengthening of the social dimension of the European Union.

The Institute is composed of two departments:

*   A **research department** with three units:

    *   Europeanisation of industrial relations;

- Economic, employment and social policies;

- Working conditions, health and safety.

- An **education department**

The ETUI conducts **studies** on socio-economic topics and industrial relations and monitors European policy developments of strategic importance for the world of labour. It creates, what is more, bridges between the academic sphere, the world of research and the trade union movement in order to encourage independent research on topics of decisive relevance to the world of labour.

The ETUI Education is organising different **training** and learning activities. It provides the ETUC and its affiliates with programmes and exchanges that strengthen the European trade union identity.

The ETUI provides **technical assistance** in the field of health and safety with a view to achieving a high level of occupational health and safety protection for workers throughout Europe.

The ETUI creates and maintains several unique **databases** on European companies, work councils, strikes map, social dialogue, risctox on hazardous substances.

A **Foresight studies** unit is in charge of studying long-term challenges for the European trade union movement and its implications for the operation of the Institute.

Objective

The overall objective is to modernise the ETUI website (etui.org) to make it more accessible and user-friendly for any visitor and to provide connectivity with the current or future services and products of ETUI. This objective can be achieved by offering a redesign, UX principles, new functionalities and a technical update.

The additional objectives include:

1) integration and redevelopment (to the same extent as ETUI.org) of the sub-websites and transfer of contents to the new website into one multisite architecture with the www.etui.org as the central website and common backend (CMS) shared with other websites.

2) Preparation of a technical development and maintenance solution (ticketing software) to allow debugging and future development of the websites. Proposal for options to choose from as well as workflow description should be submitted, to be decided by the ETUI.

By means of elaborating a structure to integrate the mentioned websites into a common structure a vision of future website development of the ETUI should be outlined so that future website projects can be easily plugged into this universe/structure.

Goals

- Inform ETUI audiences of the various online products and services provided by the institute;
- One back-office for all websites to generate coherence and economies in terms of website management, hosting (optional), development, administration and editing;
- Adopt and develop a user-based perspective: communicate clearly and in structured manner main activities of the ETUI and provide accessibility to wide-ranging (often very specific and specialised) contents. Provide space for dissemination of ETUI's unique datasets and various contents (presentations, infographics, videos, visual content)
- Increase in unique visitors and in page views per visitor as well as reduce the bounce rate.
- Increase traffic from other websites and social media accounts
- Increase web inquiries for training courses
- Greater rate of citations and more paper downloads
- More retweeting and re-posting of blogs or other contents.
- In general, increasing the reputation and visibility of the ETUI including visual rebranding of online services.

About ETUI's current online services / presence

The ETUI 's online presence comprises several websites

1) Main website www.ETUI.org (eZ Publish 5.4)
2) 'Satellite' or sub websites providing specific services for specific audiences:
   a. www.ewcdb.eu – (Drupal 7) online database portal with information on European Works Councils and SE works councils;
   b. www.worker-participation.eu (EZ Publish 5.4) – website dedicated to European Industrial Relations and outlet for Unit 1 communication with experts and practitioners in the field; 400K+ pageviews a year.
   c. http://ecdb.worker-participation.eu/ – (Drupal 7) European Social Dialogue database portal ;
   d. www.ewc-trainining.eu (Drupal 7) – online portal for marketing ETUI education courses for European Works Councils; 120K+ pageviews per year.
   e. www.labourline.org (proprietary CMS)
   f. European Social Dialogue database (Drupal 8)
3) ETUI social media accounts on Twitter, YouTube, Facebook, Instagram, LinkedIn, Flickr and Medium

Up till now these online services remain only loosely coordinated and are managed by various units within the ETUI. They lack access to common elements in the backend, have different graphical UI, taxonomies, administrators, maintenance and development, workflow & editing processes, etc. This call is seen as an opportunity to better coordinate, structure all these content under the **same servers and same CMS** (excluding labourline.org).

Current arrangements

- CMS of the two websites www.etui.org and www.worker-participation.eu (eZ Publish 5.4) is obsolete and cannot be developed any further; the back-office of the two websites are separate and not coordinated. Items available on www.etui.org are not accessible from www.worker-participation.eu (e.g. publications' announcement, staff pages, etc. posted on www.etui.org need to be reproduced for www.worker-participation.eu; the same applies to any template or functionality on the two websites). All of this generates

considerable inefficiencies and extra costs (financial, human resources, coordination, administration, project management).

- The **eZ Publish** platform, on which the main website (https://www.etui.org/) and Workers' Participation (http://www.worker-participation.eu/) websites run are no longer supported, leaving them vulnerable to attack by hackers and the ETUI to possible legal action regarding the violation of new data rules.

- The ETUI's three sub websites : http://ecdb.worker-participation.eu/ http://www.ewcdb.eu/, www.esddb.eu (temporarily www.stage.esddb.eu) and https://www.ewctraining.eu/ run on **Drupal V7** software at the moment,. This situation presents us with an opportunity to **upgrade** and **consolidate** all our websites onto **one main CMS**, making it much easier and simpler to maintain and update.

- The current design and visual identity of (some of) the websites is outdated and unappealing as well as largely incoherent (apart from the pairs www.ewcdb.eu + www.esddb.eu and www.etui.org and www.worker-participation.eu). It is also not very user friendly, cluttered and organised with a ETUI (source) driven logic rather than user oriented. This makes the ETUI look introspective and behind the times. The new design must be **responsive** and have a **multi-device** friendly approach (desktop, mobile, tablet).

- CiviCRM : CiviCRM is an open source CRM built by a community of contributors and supporters, and coordinated by the Core Team. CiviCRM is web-based software used by a diverse range of organisations, particularly not-for-profit organizations (nonprofits and civic sector organizations). ETUI is using the CiviCRM as a central users' management tool to collect lists of participants, trainings, events, newsletters, database of stakeholders and contacts. The integration of CiviCRM is required for the upcoming website.

Requirements

- Selection of a new, secure and well-supported CMS to be used instead of the current ones. Provide a detailed analysis with arguments supporting the choice of the preferred CMS.
- Import existing content in the new websites, the relevant content will be selected by the ETUI team.
- Redesign of the main www.etui.org and sub-websites (responsive approach for mobile, tablet, desktop users)
- Fix content findability issues by implementing Information Architecture policies
- Improve searchability of content in the website. Use live suggestions and elastic search or automated tags with semantic approach. Advanced search engine for publications, trainings, contents… with RSS and track alert available for users. Filtering and faceting search queries required.
- Taxonomy-driven content display. Content is not dynamically displayed in certain sections because most of the pages are static pages.
- Integration with ETUI's CRM (CiviCRM): ability to send newsletters, register participants, events, users profile …
    - Extranet (my.etui.org): participants to a training or a conference can create user's page and profile (using CiviCRM) to download documents (agenda, presentations, list ot participants…), bookmark publications to read them later, receive alert for upcoming publications or trainings on selected topics or tags. Users should be able to modify preferences, register for events, subscribe to newsletters…
    - User portal connected with ETUI's CRM (CiviCRM)
        - Login, logout, manage profile
        - Management of user's products (newsletter subscription, training registration, event registration, publications downloaded)
    - Integration of current CB newsletter archives (with searchability)
- Public and private API available for connection with services and products (in line with the standards)

- Online training module integration (currently using Moodle https://etui.moodle.school/login/index.php) including secure payment system
- Publications library (tagged and linked) and infographics / data visualisation section
- Online reading tool (reader)
- Online calendar (events, training, activities)
- Google analytics (google data studio), live statistics tools and source files for datasets (open data portal), statistics needed to measure ETUI's impact
- Comparative tool for country information with easy back-office editing and import tools from spreadsheets (Excel, Access, Google Docs) – modules to compare values on qualitative and quantitative data compiled by researchers (an existing point of departure: http://www.worker-participation.eu/National-Industrial-Relations/Compare-Countries).
- Reforms Watch page integration and redesign (EU map)
- Web-shop and online payment system for trainings, events and publications
- SEO/SEA (search engine optimisation/accessibility)
- Citation tool – to quote a publication, an article or a researcher. Module integrated in the CMS
- Website look and feel
- A redesign of the website's visual identity is required and can be developed based on the current ETUI visual identity for publications.
- Include responsive design using a mobile first framework and all designs will have to be implemented for mobile, tablet and desktop viewports.
- Include mention for accessibility compliance to standards (W3C AAA or AA) and focus on, font size increase, adequate contrast of text and background, and any other guidelines mentioned here http://ec.europa.eu/ipg/standards/accessibility/index_en.htm
- Webpages of ETUI networks (e.g. GoodCorp, TURI, TTUR, Netlex) to maintain a distinctive visual identity (using colors).
- Main content types
  - Infographics, charts, graphs
  - Videos
  - Podcasts
  - News
  - Publications (books, working papers, reports, policy briefs, foresight briefs, guides, background analysis, periodicals, catalogues)

- o Newsletters
- o Databases
- o Blog posts, opinion posts
- o Events
- o Training sessions
- o Authors

- Features
  - o Role based access and content management (superadmin/editors/authors)
  - o Approval system for content publishing
  - o Social media feed
  - o Social media sharing (integration required)
  - o Newsletters (integrated with CRM)
  - o Faceted search engine / elasticsearch
  - o Secure Payments gateway for online services such as events, trainings, publications
  - o Contact authors
  - o Request analysis or monitoring from ETUI staff
  - o Creation of RSS feeds (general and category/ content type based)
  - o Unification of all newsletters in one service
  - o Education department needs Quality Improvement System fully integrated into the website; and a facility to distribute course materials to training participants
- Multisite structure allowing separate DNS for the existing websites with the full integration of their back-offices.
- Multi-language (EN-FR) design available for website(s)
- Focus group methodology to test the new websites as well as procedure and rules to include feedback from testing. The provider is to specify how many rounds of feedback will be covered. Usability tests (compliance with the WCAG 2.0 standards and focus group assessment) and provide written report on the results of these tests.
- GDPR compliance and updated cookie policy clause

Support, service and maintenance

The contractor is requested to provide support for bug fixes, technical improvements and development and technical assistance to ETUI that are involved in content editing. The contractor is requested to include in the proposal to be submitted compliance with the above and also a SLA (service-level agreement) for the exact nature and time to respond and time to solve the support tickets created by ETUI users. The cost for the support services is required to be included in the proposal to be submitted. The contractor is expected to propose a ticketing service solution and a workflow design to accommodate bug reports and development requests from ETUI staff. The workflow design should include a transparent link between tickets requested, time spent on their solving and charges (invoicing) by the provider.

The contractor is required to provide all the necessary resources to manage and maintain the framework such as framework updates, security fixes, backup/restore functionality, DNS services, email, etc. The contractor is requested to provide onboarding and training sessions to all users that will be indicated by ETUI in content editing tasks, configuration and setup tasks and also in usage reporting.

The cost of the training and onboarding will be included in the proposal.

Hosting *(optional)*

The contractor is required to provide and manage web hosting services required for the uninterrupted and fast access of users to the website and all actions they can perform on the website (search, navigate, manage their profile, register for events etc). By uninterrupted, ETUI expects a SLA of 99,99% uptime and by fast, ETUI considers a maximum DOM load time of 2 seconds over ADSL connection.

The contractor is required to provide all the resources and actions for a secure, monitored and managed hosting environment for the deliverables of the tender. The contractor must also provide the required reports for the above services.

The contractor is required to provide SLA of the type and time to act for the above web hosting services and the means for ETUI users to submit tickets.

The cost for the above services must be included separately and mentioned in detail in the proposal.

(end of optional)

Content of Tenders

The official language for the proposal, contract, reports, and any other documents is English. The bidder is welcome to enclose brochures and other printed information, although the comments in the offer to the tender requirements should be listed as specified without relying on information in enclosures or elsewhere.

- Brief description of the company / organization and an outline of recent experience on assignments of a similar nature.
- Proposed methodology, timeframe and work plan for performing the assignment, along with comments or suggestions on the Requirements. This should include an outline/breakdown and timeline of various stages (structure, interface design, graphical design, import contents, …) with a clear indication of resources available and required for each stage (profile of staff, past experience, credentials)
- List of the proposed staff by area of responsibility (with names when available) and the tasks that would be assigned to each to carry out the assignment.
- The company should include a list of all subcontractors the company intends to use during the assignment. For each subcontractor the name and VAT numbers should be included. The scope of each subcontractor's assignment area should be thoroughly presented. The subcontractor might be subject to financial and legal status control. The responsibility for subcontractors shall remain with the main company, in accordance with the contract, also for listed subcontractors.
- The company should provide at least two references of customers in which a similar assignment was completed (contact person with email and telephone number).
- Price breakdown in fees (showing unit rates) according to the table on the next page.

Procurement Procedure

Submission of Tender Offers

The tender offer is to:

- Be submitted in English in one (1) electronic version
- Include all relevant individual/company names, address, contact persons and e-mail address, VAT-number (or other relevant tax registration number)
- Be signed by an authorised representative of the bidder
- Be submitted as a PDF file by email with the subject **Tender for a Framework Agreement for ETUI's Website** to the following address: mkoksal@etui.org
- Be marked as confidential
- Specify an e-mail address of the supplier to which requests for clarifications may be sent

By submitting a tender, the bidder confirms that the company:

- has not been convicted of any criminal offence and is, if requested, able to produce an extract from a legal register, or in the absence of such a register, a certificate issued by an authorized legal or administrative authority in the country of origin or in the country where the supplier is based, as means of proof.
- is not in debt with either the tax authority or the enforcement service regarding the payment of any required taxes and/or social security contributions (certificate(s) may be requested by the buyer where appropriate). VAT-number, if any, should be stated.
- is, if requested, able to present adequate papers proving that they have not been convicted of any crime concerning the exercising of a profession, been the subject of a legal verdict or been found guilty of gross misconduct whilst providing a professional service.
- is not bankrupt or currently the subject of bankruptcy proceeding, compulsory liquidation, compulsory management arrangement or accord.

The bidder also confirms that they have not cancelled payments or been made the subject of a trading ban or any other similar arrangement. The bidder also confirms that the individual/company has the financial capacity, as well as the technical, quality assurance, research and development capacities and abilities for the assignment/fulfilment of the bidder's contractual obligations.

Closing Date for Submission of Tenders

Final date for receipt of tenders is 17:00 on **25 August** 2019. Tenders received after the final date of receipt of tenders will be disregarded. ETUI may extend the final date for any reason, including requests from invited bidders to do so.

Cost of Tender

Costs for the preparation of tenders will not be reimbursed.

All costs must be included in the tender offer. The costs are to be specified in Euro, excluding VAT. The costs should be separated as indicated in the Terms of Reference. If VAT is applicable, indicate the VAT % to be charged separately, i.e., not included in the price of services.

Period of Validity of Tender

The offer outlined in the tender is to be valid for a minimum period of 90 calendar days after the closing date. If necessary, ETUI may ask for the bidder's agreement to an extension of the period of validity in writing.

Withdrawal of Tenders

A bidder may withdraw its tender at any time prior to the closing date, if notice of the withdrawal is received by ETUI prior to the closing date. Notice of withdrawal is to be sent by an authorized representative in an email to mkoksal@etui.org and marked **Withdrawal of Tender for a Framework Agreement for ETUI's Website**.

Tender Evaluation

Exclusion and Qualification Criteria

First, ETUI will examine the tenders to determine whether they are complete, the documents have been properly signed, and the requirements have been addressed. A tender may be rejected if the tender is incomplete, not signed, or fails to address the

requirements or if the tender price exceeds the indicative budget ceiling (if any). The annexed declaration of honor is an integral part of this tender application. Without a signed Annex, the bidder won't be eligible for selection.

Evaluation Criteria

Evaluation Criteria	Relative Importance
Quality of proposed solutions and ability to meet the Terms of Reference (e.g., similar assignments, approach, etc.)	60%
Cost	25%
Service Level Agreements	10%
References	5%

ETUI may in writing ask any bidder for clarification of any part of its proposal to assist in the examination and evaluation. ETUI may also invite any number of bidders to present or otherwise confirm the services, or parts thereof, followed by a question and answer session. The presentation will be held in Brussels, Belgium, or by videoconference/internet.

Award of assignment

ETUI will enter into detailed discussions with the bidder rated as having submitted the most advantageous bid to arrive at a contract for the assignment. If such discussions are unsuccessful, ETUI may invite the second rated bidder for discussions. ETUI is not bound to select any of the tender offers submitted.

Budget

The scope of web development and support services needed will depend on yearly work plans. All prices should be fixed and not subject to revision during the contractual years. Prices may be subject to adjustments (index) beyond the first year. Any request for an increase of the prices should be made in writing by the company at least three months in advance. Prices should be quoted free of all duties, taxes, and other costs, although any possible duties, taxes, or other costs should be indicated. The currency used should be Euro.

Contract

ETUI does not have a contract for website services. The company should submit a standard supply of services contract. The tender proposal and Requirements form part of the contract. The contract will be for a period of three years. After three years, a new tender procedure will be launched.

The parties have the right to terminate the agreement with a minimum of six months' notice. The contract becomes effective when it has been signed by both Parties. The documents are to be in English. Only the courts of Brussels (Chambre francophone) shall have jurisdiction to rule on any dispute arising in connection with the present call for tender. The present call for tender shall be governed by Belgian law.

GDPR clause

The candidate / tenderer is required to comply with the requirements of the General Data Protection Regulation (GDPR), ensuring the processing, data security and data protection of data subjects when personal data are involved in the data protection in the framework of a future contract or intention to conclude a contract.

Further information on how the ETUI handles personal data and contact details is available on the privacy notice on the ETUI website at https://www.etui.org/Legal-mentions.

Brexit Clause

"Special termination clause in relation to potential United Kingdom bidders prior to its withdrawal from the Union"

At the time of establishing this call for tenders the procurement procedure requires that the contracting party be established in an EU Member State.

At the time of publication of this call for tenders (June 2019), contracts with UK bidders are still authorised, provided the services they offer are in ETUI's interests. Should the situation change due to the uncertainties of Brexit, legal repercussions following possible withdrawal may prevent the contract in continuing to be effective beyond the date that the United Kingdom leaves the Union. Therefore, the ETUI may be obliged to terminate the contract in line with the duration of contract.

Estimated timetable

Submit proposal to: mkoksal@etui.org by 25 August 2019

Selecting supplier by : 16 September 2019

Signing Contract: by 01 October 2019

See : Annex

ANNEX

Annex - Declaration on Honour

I HEREBY CERTIFY, AS CANDIDATE/LEGAL REPRESENTATIVE OF THE CANDIDATE,

THAT THE CANDIDATE:

- is not bankrupt or being wound up, is not having his/her affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning those matters or is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations;

- has not been convicted of an offence concerning his/her professional conduct by a judgment which has the force of *res judicata*;

- is not guilty of grave professional misconduct proven by any means which the contracting authority can justify;

- has fulfilled his/her obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which he/she is established or with those of the country of the contracting authority or those of the country where the contract is to be performed;

- has not been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;

- is not currently subject to an administrative penalty referred to in Article 96(1) of the Financial Regulation;

    Signature .... Date:

_____

THAT THE CANDIDATE /legal representative of the candidate:

- is not subject to any conflict of interest;

- that the candidate will inform the contracting authority, without delay, of any situation constituting a conflict of interest or which could give rise to a conflict of interest;

Signature .... Date:

_____

To the best of my knowledge, all information provided is true and accurate.

Signature .... Date:

_____

The ETUI reserves the right to check the information provided. Together with this form, duly signed, the candidate undertakes to send any additional document which the ETUI considers necessary to perform its checks.

By signing this form, the undersigned acknowledges that he/she accepts controls/audits from the European Commission under the same conditions as the ETUI.

Signature .... Date: