

Terms of Reference (ToR)

Development and Design of a New CEMR Website

Date of publication on the CEMR website:
04 October 2023
Deadline for submissions
26 October 2023
To be sent to: admin@ccre-cemr.org
Subject: “CEMR new website development”

1. About CEMR

CEMR is the largest and oldest organisation for local and regional governments (LRGs). We help build a more peaceful, inclusive, just, and resilient Europe by unlocking the power of local democracy. We endeavour to become the main network of territorial leaders with a vision to ensure local and regional governments are best equipped to drive the transitions of their territories and communities towards Europe 2050 and address global challenges.

Our current website: <https://www.ccre.org/en>

2. About the task

To this end, CEMR is looking for a certified and experienced developers' agency or a developer with a certain knowledge of SEO, to ensure the migration process from the old website to a new Website Management Tool in a fast and efficient way. Recommendations, best practices, and onboarding process will be expected to allow CEMR staff to monitor and manage the new website in the most efficient way.

3. Expected results

The implementation of the following activities will have to take place around this year, before the end of 2023 (15 December 2023 as a deadline) and will result in:

- i. Developing an outstanding website that has a responsive design and will install the codes for Google Analytics, Tag Manager and other tools to track and analyse data on our website.
- ii. Select the best Content Management System to optimise our website, improve its SEO and user experience, and provide certain autonomy for us to update its content very easily.

- iii. Review the current website and analyse how the migration of the content can be done in the most efficient way without jeopardizing our procedures and way of work.
- iv. Provide a manual on best practices and guidelines on how to manage the website for business continuity.
- v. Deliver two prototypes of the website design to be presented by the 7th of December.

4. Steps

The tasks to be implemented by the Contractor and the deliverables:

- Negotiate with CEMR selected staff members to agree on the needs, process, steps and outputs.
- Elaborate on a plan to deliver the functional website (design overview and functionalities).
- Communicate with CEMR selected staff members on the ongoing production of the website (show the pre-production website) and establish a Website Guidance Manual.
- Deliver by the beginning of December a functional website.
- Provide maintenance and website updates when required.
- Deliver to CEMR the backend of the website (backup).

5. Technical specifications for the website development

Language. All deliverables shall be provided in English and in French. Website content will be written in both languages, the Contractor needs to ensure a tool for translation within the website and admin panel of the website (content creation).

Format. All deliverables shall be delivered electronically.

Communication channels. The Contractor will ensure the communication flow on updates and deliverables with the client. It will be crucial for the Contractor to update the client with any update in the most efficient and transparent way.

6. Expertise required

Interested organisation/expert(s) are expected to fulfil the following profile:

- Deep knowledge of coding languages (HTML, JavaScript, C++, C#, Python, etc.).
- Experience with LMS systems.
- Excellent communication skills to ensure a good collaboration for the migration.
- Search Engine Optimisation (SEO).
- Fluent in English and French as an added value.

7. Application

Interested expert(s) are invited to submit the following documents:

CEMR / CCRE

+ 32 2 511 74 77

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- A curriculum vitae, a portfolio of a legal entity, demonstrating the bidder's background and experience relevant to the assignment, and a list of developers, and employees working for our project (or if freelancer selected, needs to be approved by CEMR).
- Signed references of customers.
- Proof of tax registration and VAT regime
- Registration documents of a natural person – entrepreneur, or legal entity/enterprise.
- To be sent via email, registered mail and a sealed envelope.

8. Application Process

The bids should be set out clearly under specific headings showing how the contractor meets each of the five selection criteria. The bids should be submitted to admin@ccre-cemr.org by 26 October 2023.

9. Selection criteria

CEMR will select an offer providing the most advantageous combination of cost, quality, and sustainability to meet the requirements.

10. Price

The maximum funding for this work is between the range of EUR 15.000 to 30.000 (VAT excluded) which should include all fees, expenses and any other costs linked to the assignment.

CEMR is committed to equality, diversity, and inclusion.

Contact point:

<p>Admin</p> <p>Redouane Rzine</p> <p>Administrative and Logistics Assistant Conseil des Communes et Régions d'Europe (CCRE) Council of European Municipalities and Regions (CEMR) admin@ccre-cemr.org +32 2 265 09 31 www.ccre.eu – www.cemr.eu</p>
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<p>Technical</p> <p>André Fernandes</p> <p>Digital Communications Officer Conseil des Communes et Régions d'Europe (CCRE) Council of European Municipalities and Regions (CEMR) andre.soaresfernandes@ccre-cemr.org + 32 2 500 05 40 www.ccre.eu – www.cemr.eu</p>
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