EIT Manufacturing Web Portal

Project specification for tender

December 2020

Contents

1 About EIT Manufacturing

EIT Manufacturing is a newly established Innovation Community operating under the EIT European Institute of Innovation Technology umbrella. The year 2020 is the community's first operational year.

EIT Manufacturing – what for?

In 2020, the EU launched its new Green Deal with the aim of becoming the world's first climate-neutral continent by 2050. Europe's manufacturing industry will have a leading role to play in what is the greatest challenge and opportunity of our times. Time and time again, **Europe's manufacturing has proven its ability to lead change**. Today is no exception. Europe's industry will again take the lead as we embark on our transition towards **climate neutrality** and **digital leadership** in an ever-changing and increasingly unpredictable world. As the 'wheels of Europe', the industrial sector plays a vital role in supporting Europe's economic growth and prosperity, and even more so to speed up the recovery after the CoVID-19 pandemic.

For that purpose, EIT Manufacturing brings together close to 60 European partners from business, education, and research, from 17 countries with the goal of to ensure that global manufacturing innovation is led by Europe.

The objective is to build a network of ecosystems where people and companies can acquire skills and find opportunities; and where innovators are able to attract investors and access to venture capital.

We work in three essential areas of the innovation mix:

- **Education to help create an informed and ambitious workforce** that understands the demands of sustainability and the needs of industry. Primarily targeting: Students, adult Learners, the industry as well as the Research and Education related to manufacturing and engineering.

- **Innovation Projects to bring together ideas, inventors, and industry** to create commercially attractive technologies that deliver real results to customers. Primarily targeting: Entrepreneurs/start-ups, scale-ups and SMEs, big industrial players, investors, research, and business ecosystems.

- **Business Creation Services** to support entrepreneurs and start-ups who are expanding Europe's energy ecosystem with their innovative offerings. Primarily targeting: Start-ups, scale-ups, SMEs, investors, and large companies who could benefit from a collaboration.

AND

- **EIT RIS (Regional Innovation Scheme).** The Regional Innovation Scheme (RIS) is the EIT Community's outreach scheme. This scheme enables the transfer of good practices and know-how from the EIT's unique approach to boosting innovation and to widen participation in activities across Europe. More information: https://eit.europa.eu/our-activities/eit-regional-innovation-scheme-ris

Bringing these disciplines together maximises the impact of each, accelerates the development of market-ready solutions, and creates a fertile environment in which we can sell the innovative results of our work.

2 Project objectives

The purpose of this project is to select a supplier for web design and programming, in order to completely redesign the EIT Manufacturing current website into a user-friendly web portal, promoting a growing portfolio of activities, services and purpose, as well as a portal that is built for expansion.

The outcome of this project should be a turnkey solution, including complete migration of existing and updated content (including links) and training of the EIT Manufacturing team to manage the portal after the closure of the project.

After the delivery of the final web portal, the supplier will continue with monthly maintenance and a yearly envelope reserved for finetuning and updates, as described below.

The current EIT Manufacturing website was designed for the start-up phase of the EIT Manufacturing project. Now, the site needs to be transformed into a user-friendly and modern web portal, which can welcome more visitors, allow for easy tracking/SEO optimisation and with several administration layers.

The focus of EIT Manufacturing (www.eitmanufacturing.eu) is to promote our pillars; **Education, Innovation Projects and Business Creation Services as well as RIS activities**, share successes/news and explain how to get involved.

The new web portal should be designed with a customer/user focus in mind, addressing the following audiences (see also pillars above):

- **Entrepreneurs, start-ups, and scale-ups:** We offer access to the Gazelle Factory and our yearly Business Creation competition, BoostUp! for start-ups, we offer a

path from the idea to the customer: we assess the idea, work with a coach to develop the venture, deliver the most appropriate services needed, invest in the company, provide support through the process of business creations and enable entrepreneurs to benefit from a powerful network of partners. For more mature start-ups and companies this service is offered in expansion and commercialisation.

- **Industry:** We offer our industrial partners, both SME and large corporations, several ways of involvement in all our three business lines, including access to bright students, new technology and top-quality partners.

- **Students and learners:** We offer / we will offer Master School programs, PhD programs and shorter programs, such as the EIT Manufacturing Winter School & MOOCs.

- **Innovators/Entrepreneurs:** We offer anyone or any company with an innovation related to tomorrow's sustainable manufacturing access to our European network and the opportunity to commercialize their product as part of our Innovation Projects.

- **European citizens:** As part of EITM citizen outreach programme, the web portal needs to bring information targeted to any citizen that wants to be aware of what EITM is focusing on, delivering to society or get involved in our activities.

The current site is built on WordPress. **We expect all suppliers to propose a recommended solution and pricing based on WordPress (mandatory), and (optional) Drupal, including a clear motivation for which platform to choose and why, with pros and cons. The supplier can also choose to propose another open platform than the two listed.**

The web portal project includes the deliverables & functionalities listed below, and we expect the providers to propose a *fixed price* **for a budget limited to approximately 50K EUR NET of VAT,** i.e. a turn-key solution for the web portal (main homepage) and the sub portals. The fixed price should include:

- Visual design of the web portal (including the three to four sub web portals covering the knowledge triangle: innovation, education, and business creation, and also a sub-portal for RIS. Suggestion and delivery of a user friendly, responsive navigation adapted for all main browsers (Chrome, Safari, Internet Explorer, Edge, Opera, Android-in app, Safari in-app... etc.): Ux Design.

- Proposal for a distinctive imagery/look and feel with the fixed price including rights to the images proposed for the web portal, at least 20 images, treated by the provider design team.
- Design of easy-to-use page layouts that are easy adjustable (images and text positioning etc.) internally by EIT Manufacturing. (at least 3 -5 iterations over the design, testing and launch phase)
- Back-end & front-end development/programming and design based on the chosen visual and technical solution. (at least 3 -5 iterations over development, testing and launch phase)
- Project management, including weekly project updates, and managing and setting up a series workshops with client to define the Ux and navigation for the main page as well as additional workshops covering education, business, creation, innovation, Co-location Center structure and Regional Innovation Scheme (at least 6 *2 workshops).
- Setting up and updating Google Analytics, with ongoing updates as part of monthly maintenance fee after final project delivery and approval.
- Setting up and managing Search Engine Optimization for the web portal and sub portals – ongoing updates as part monthly maintenance fee after the delivery.
- Setting up an easy-to-use administration system with 2-5 EIT Manufacturing Super Users with rights to the whole site, and 6+ admin rights for the sub portals, as well as individual rights for some content such as the regional pages, job postings, news, updating ongoing activities, partner member names and contacts and blogs.
- Testing and feedback before go-live.
- Migrating and inserting selected existing site content to the new web portal, including re-sizing imagery, logos, and pictograms etc. if needed.
- Go-live, training and evaluation for the project teams, including creation of a PPT user guide in English for the different categories of users.
- Content Management of the web portals' pages for usual content that would be required for EIT (pages, news, posts, events etc) in co-moderation/co-administration with EIT Manufacturing's IT team.

The project will start as soon as a supplier is chosen, and the contract/service agreement is signed, in January 2021. The first go-live of the platform is expected in March – April 2021, depending on the refined project plan & timeline with deliverables to be defined at project kick-off. The main web portal/home page and the sub web-portals dedicated for

business creation and education are tentatively identified as first priorities, as indicated in below project timeline (to be further refined with the chosen supplier.)

The new EIT Manufacturing web portal will include links to some additional external sites and services which are *not* part of this project, such as a EIT Manufacturing's Learning Platform, Open Innovation Platform, and the Intranet.

3   EIT Manufacturing web portal project team

The EIT Manufacturing core project team consists of:

- Project Owner: **Cristina Carneiro**, Communications Director, EIT Manufacturing

- Project Manager: **Hanna von Wendt**, Corporate Communications Manager, EIT Manufacturing

- Project coordination & support: **Majda En-Najimi**, Community Manager, EIT Manufacturing

- Finance, IT & Purchasing: COO **Dimitris Mavrikios**

- EIT Manufacturing **IT**

- Additional team members will be consulted, if needed, to represent the Innovation, Business Creation, Education, RIS pillars and the communications team, as well as the Co-Location Centers and RIS Hubs.

4   Web portal structure

The overriding structure of the EIT Manufacturing web portal will consist of:

1) One (1) main web portal/homepage for EIT Manufacturing
2) Four adjacent sub web-portals for each of the pillars; innovation, business creation and education (not necessarily with these names, but with names referring to the actual uses as described above), and RIS.

In total, the main web portal and the four sub web portals should contain between 10 to 25 subpages, with an option to add at least three layers of navigation (possibility to add more.) The first version of the web portal will most likely include less content but be enriched later.

In addition to sub web portals for the pillars, the web portal should include a dedicated section for each Co-Location Center (to be updated locally, and with a possibility to be translated), and a template for national RIS (Regional Innovation Scheme) Hubs.

In addition to the web portals, there are four (4) sections that will require special attention, programming and reviewing, including dedicated workshops, namely:

1) **A section describing EIT Manufacturing Partners**
   - Creation of a separate administration category to update partner/member details (so that these updates can be done at regional level and/or by individual contributors)
   - Adding a page on the main landing page, where all partners/network members and contact details can be easily found (with a search function)
   - Only partners or network partners related to each region or pillar should be *automatically* visible on the local pages
   - Possibility to add cross-links from the partners logos and info to the activities (see below)

2) **A section describing the ongoing projects/activities with easy-to-use filtering**
   - Creation of a separate admin category for project updates (so that these updates can be done at regional level and/or by individual contributors)
   - Only projects related to each region or pillar should be automatically visible on the dedicated pages (CLCs/Education/Business Creation/Innovation/RIS/Cross-KIC)
   - An easy-to-use project filter for projects including: a) Pillar (education, business creation, innovation, RIS, Cross-KIC, External co-operation projects), b) Leading partner organisation, c) Involved partners, d) Project leader contact and contact mechanism, f) Flagship/focus area, g) link to project social media, any external websites and possibility to add presentations and videos whenever applicable, h) possibility to add tags for easy search. (more filters may be added)
   https://eitmanufacturing.eu/activities/eit-projects/

3) **The newsroom area**
   - Creation of 2-3 standard layout news pages
   - Easy functionality for page creators and visitors to like & share news on social media (or other platforms) with one click
   - Creation of a separate admin category for project updates (so that these updates can be done at regional level or by individual contributors)

- Only news related to each region or pillar should be automatically visible on the dedicated pages (CLCs/Education/Business Creation/Innovation/RIS/Cross-KIC), with an option for transversal publication
- An easy-to-use archive to search for the news a) Pillar (education, business creation, innovation, RIS, Cross-KIC, External co-operation projects), b) Leading organisation, c) Involved partners, d) Project leader contact, f) Flagship/focus area, g) link to project social media, external websites and possibility to add presentations and videos whenever applicable, h) possibility to add tags for easy search. (more filters may be added)

4) **Events & registration page**
- A page format dedicated to present events, including a possibility to add a calendar invite (add to calendar function), linking to a form for registrations page with ability to extract the data of the persons registered in an excel, and complying to EU's GDPR requirements
- An additional feature on the events page should include the possibility to add a live streaming link window to the page
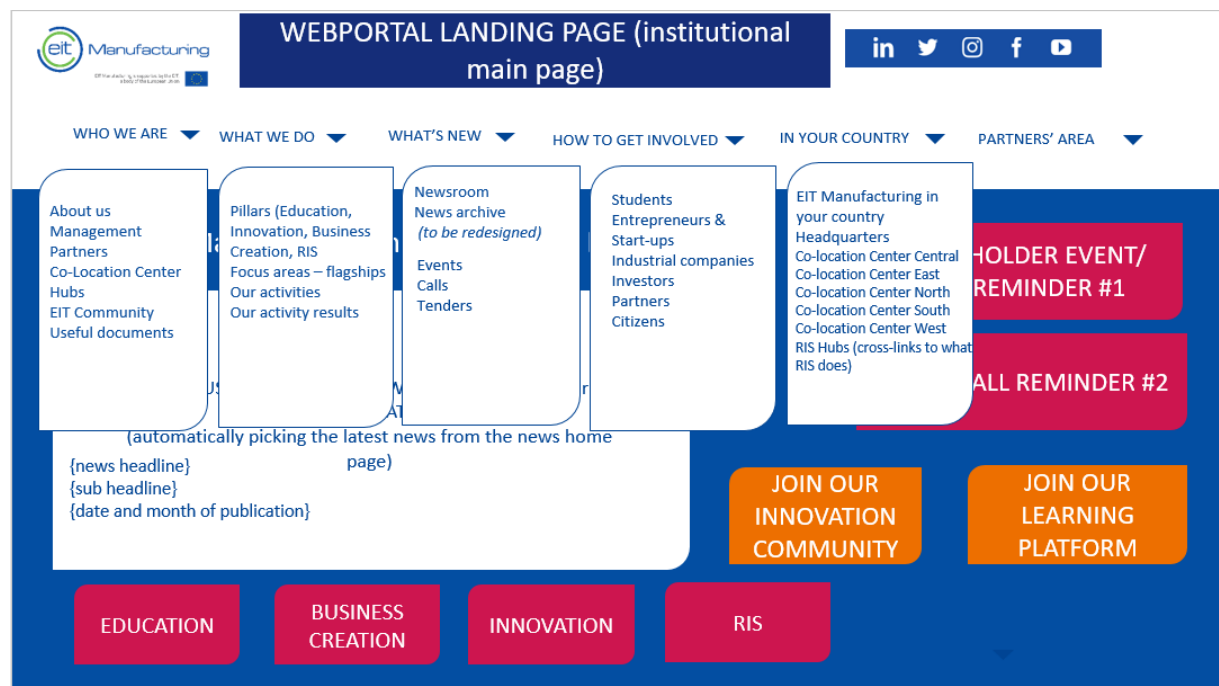

Figure 1. EIT Manufacturing web portal draft content structure layout with suggested (not final design)

4.1   Type of page templates/ basic navigation needed for the pages

The EIT Manufacturing web portal should include at least the following adaptable, easy-to-use page navigation and templates, such as:

- Home page for the main EIT Manufacturing web portal and the sub web-portals (innovation, education, business creation, RIS). The main home page should be modular so that the users easily can add /change some blocks whereas some blocks should be standard such as the news feed. The home page structure should allow for easily highlighting various types of news and events transversally, without having to post the same info twice.

- Adaptable drop-down menus, easy to add and attach sub-navigations

  Standard, individual page templates should at least include the following (to be refined during the project):

- Standard sub-page layout with possibility to add web elements, adjust links, columns & photos. Publication functionalities should include transversal publication to make headlines and title visible on selected pages (Education, Innovation, Business Creation, RIS, & Co-Location Center pages & RIS Hubs).
- Standard layout for job postings/job board page, optimized for sharing on social media/mail (with possibility to give user rights job postings only). Functionalities should include the possibility to highlight the topic headline, sub headline, with image and video on EIT Manufacturing home page and the other subpages with one click.
- Standard news template layout, with possibility to add images and videos. The Page should be optimized for easy sharing on social media, e-mail etc. (with possibility to give user rights only to post news). Functionalities should include the possibility to highlight the topic headline, sub headline, with image and video on EIT Manufacturing home page and the other subpages with one click. Publication functionalities should include transversal publication to make headlines and title visible on selected sub homepages (Education, Innovation, Business Creation, RIS, & Co-Location Center pages & RIS Hubs).
- Standard blog post page layout, with possibility to add images and videos and optimized for easy sharing on social media, mail etc. (with possibility to give user rights only to this a certain section). Functionalities should include the possibility to highlight the topic headline, sub headline, with image and video on EIT Manufacturing home page and the other subpages with one click.

- Easy to use layout to search and present EIT Manufacturing's ongoing activities and Partners on a global and regional as described above. (current layout of activities: http://eitmanufacturing.eu/activities/eit-projects/ & partners: https://eitmanufacturing.eu/partners/)
- Dedicated page to display one or several videos and photo gallery.
- GDPR compliant registration page template /with possibility to gather registrations for events and the like, with the output gathered in an excel.
- Additional template types may be added during the workshops.

5 Brand guidelines & Visual image

The overall design must follow EIT and EIT Manufacturing brand guidelines, colours, typography (Titillium) etc. as described in detail in the EIT brand book and EIT Community Web Design Guidelines:

https://eit.europa.eu/sites/default/files/eit_community_brand_book.pdf

https://eit.europa.eu/news-events/visual-identity

https://eitrawmaterials.eu/wp-content/uploads/2018/07/EIT-Community-Web-Design-Guidelines.pdf

EIT Manufacturing logo together with the EU Co-branding (EU Flag + sentence) must be clearly visible on every element (please see EIT brand book for guidance). Please note that EIT branding recommendations concerning the logs are expected to change in early 2021, which must be taken into account in the final design. In addition to the EIT colour palette and the EIT brand guidelines, the visual identity for the web portal and subpages should have its own distinguished look and feel, including the colours selected especially selected to distinguish EIT Manufacturing.

Main colours:

- **EIT Blue** - EIT Blue; RGB: 3.78.162; HEX: #034EA2 CMYK: 16.97.52.2
- **Magenta CMYK**: 16.97.52.2 RGB: 205.21.79 HEX: #CD154F),
  ***
- **Dark blue CMYK**: 100.80.12.63 RGB: 3.18.65 HEX: #031241
- **Light blue CMYK:** 55.5.0.0 RGB: 115.196.238 HEX: #73C4EE
- **Yellow CMYK**: 0.19.89.0 RGB: 253.205.21 HEX: FDCD15
  but the provider can also select other ones from the Brand book

Visuals and photos must be aligned with the EIT guidelines, but we expect the provider also to present an adapted, distinctive look-and-feel for EIT Manufacturing, including photos, icons etc. not only showcasing manufacturing in action but the benefits the sector brings to society at large. People, Prosperity and Planet scope and inspiring in the sense of "modern and future looking". The selected provider can also propose alternatives to the EIT colour palette, while still following EIT's brand guidelines.

6 Required functionalities of the web portal

- **Analytics & Tracking**
  - o Web portal should be optimized and linked to Google Analytics tracking to analyse clicks
- **Responsiveness:** The web portal should be supportive and responsive to all most common user displays, and allow for SMO optimized of content on social media with one click (LinkedIn, Twitter, Facebook)
- **Browser support**: The site should support all common browsers and interfaces, Chrome, Safari, Internet Explorer, Edge, Opera, Android-in app, Safari in-app… etc.
- **EIT Manufacturing administration rights and user hierarchy**:
  - o 3-5 EITM super users with access to the entire web portal, and with possibility to validate all site content (this right can also be surpassed for pillar pages, CLC pages, job postings and the like)
  - o 2-10 EITM users with full access to certain pages (e.g. either the main home page, the pages each pillar, etc)
  - o 5-20 EITM users with rights to specifically defined sections of the site (job openings, news section, events…)
- **Easy to share content on Social Media** with proposed integrated API or similar solution that enables sharing and adaptation with one-click when publishing content + making it easy for readers to share as well.
- **Easy to print** (pages adapted for printing, print icon…)
- **Multilingual capabilities**
  - o The web portal will be mainly in English but there should be an option to duplicate pages to create and publish content in additional languages.
- **Performance requirements**
  - o Web portal performance should be optimized and tested to match current standards for connection time
- **Search Engine Optimization (SEO)**
- **Standard Search function**
- **SSL** (Secured Sockets Layer) security protocol included

7 Ongoing support and maintenance and yearly update packages

In addition to this fixed-free project of about 50K EUR, the supplier should be able to provide ongoing support and maintenance to ensure functionality of the web portal.
For the maintenance and updates over a four-year period the provider should propose a price and content for the following deliverables as part of ongoing maintenance and updates including:

- Ongoing web portals maintenance for core updates / bug fixes for maximum performance, compatibility and security requirements and sites improvement annually
- Updating Google Analytics and SEO (monthly fee, starting when project is delivered, approximately 8h/month).
- *(Optional)* Navigation and other improvements look & feel for a fixed fee lumpsum (yearly fee). Proposal for both 8h/month and 16h/month, to be refined after the delivery of the project and yearly update needs.

- (Optional) Separately defined yearly improvement work packages to improve site for a fixed yearly value. Price to be provided for two options a) 8h/month & b) 16h/month.

The platform must be designed so that client is able select another supplier for the maintenance at a later stage without a complicated hand-over after the contract period ends.

8 Examples of sites and visuals we like

https://www.eitfood.eu/

https://www.eiturbanmobility.eu/

https://www.eitdigital.eu/

9 Supplier selection process, selection criteria and timeline

9.1 Timeline for selection process

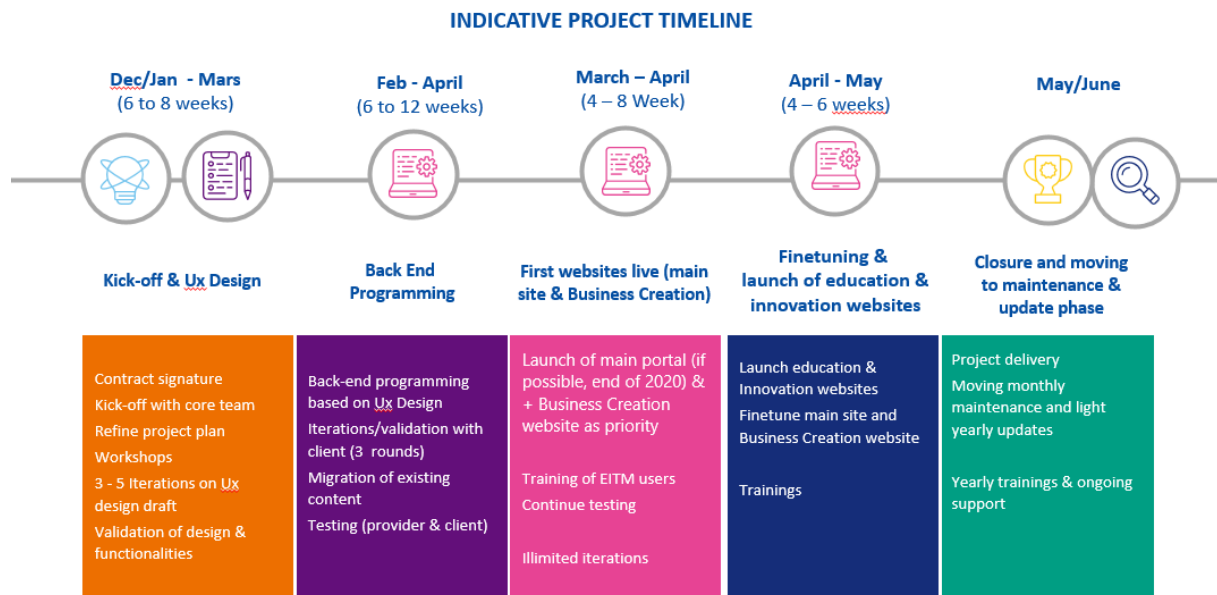The intended timeline and deadlines for the purchasing & selection process is:

INDICATIVE PROJECT TIMELINE

Dec/Jan - Mars (6 to 8 weeks)	Feb - April (6 to 12 weeks)	March – April (4 – 8 Week)	April - May (4 – 6 weeks)	May/June
Kick-off & Ux Design	**Back End Programming**	**First websites live (main site & Business Creation)**	**Finetuning & launch of education & innovation websites**	**Closure and moving to maintenance & update phase**
Contract signature / Kick-off with core team / Refine project plan / Workshops / 3 - 5 Iterations on Ux design draft / Validation of design & functionalities	Back-end programming based on Ux Design / Iterations/validation with client (3 rounds) / Migration of existing content / Testing (provider & client)	Launch of main portal (if possible, end of 2020) & + Business Creation website as priority / Training of EITM users / Continue testing / Illimited iterations	Launch education & Innovation websites / Finetune main site and Business Creation website / Trainings	Project delivery / Moving monthly maintenance and light yearly updates / Yearly trainings & ongoing support

Figure 2Indicative project timeline

Deliverables	Deadline
Publication/sharing specification document	December 16, 2020
Deadline for requesting clarifications from EIT Manufacturing (in writing)	January 11, 2021 (updated on January 6)
Deadline for submitting proposals	January 18, 2021 (updated January 6)
Intended date of notification of award	January 2021
Intended date of project delivery finalization (please see phasing of project)	May 2021 to be defined with provider (starting with main homepage and Business Creation)
Maintenance and yearly updates	Maintenance/support contract ending by May, 2024

14

Suppliers will be assessed/ranked by the EIT Manufacturing evaluation team according to six criteria as outlined in the table below.

Before making its final choice, EIT Manufacturing has the right to invite the highest ranked participants to a final pitch/ negotiation phase if there is a need to clarify pricing and project scope. In this case, all participating suppliers will be invited to participate.

All proposals must be sent to EIT Manufacturing:

Hanna.vonwendt@eitmanufacturing.eu

Cristina.Carneiro@eitmanufacturing.eu

Dimitris.mavrikios@eitmanufacturing.eu

no later than **January 12, 2021.**

9.2 Costs for preparing proposals

No costs incurred by the tenderer in preparing and submitting the proposal are reimbursable. All such costs must be borne by the tenderer.

9.3 Ownership of the proposals

EIT Manufacturing retains ownership of all proposals received under this tendering procedure. Proprietary information identified as such, which is submitted by tenderer in connection with this procurement, will be kept confidential. The potential or actual supplier should accept that during the implementation of the contract and for four years after the completion of the contract (after the last year of the maintenance contract in 2024 and run until 2028), for the purposes of safeguarding the EU's financial interests, EIT Manufacturing may transfer the proposal and the contract of the supplier to internal audit services, to the EIT, to the European Court of Auditors, to the Financial Irregularities Panel or to the European Anti-Fraud Office.

9.4 Clarification related to the submitted proposals

After submission of the proposals, they shall be checked if they satisfy all the formal requirements set out in the proposal dossier. Where information or documentation submitted by the tenderers are or appears to be incomplete or erroneous or where specific documents are missing, EIT Manufacturing may request the tenderer concerned to submit, supplement, clarify or complete the relevant information or documentation within an appropriate time limit. All information requested or answered may only be done through written communication – email only.

9.5 Negotiation about the submitted proposal

EIT Manufacturing may negotiate the contract terms with the tenderers. In this negotiation EIT Manufacturing will ask all tenderers to adjust the proposal or specific sections of the proposal within an appropriate time limit. In case of negotiation, EIT Manufacturing shall provide further information about the proceedings and timing.

9.6 Evaluation of proposals

The final decision will be based on a Best Value for Money -assessment. The quality of each proposal will be evaluated and ranked in accordance with the below mentioned award criteria. Participants will be ranked by the evaluation committee members with a number from best to worse, depending on the number of proposals.

A. **Creative proposal (30% of decision weight)**

- A concept of EIT Manufacturing home page (first draft visual design & navigation/Ux)

- Proposal for the page showcasing the activities

B. **Agency & References (15% of decision weight)**

- **Agency presentation** and references

  o **Agency overview**: agency presentation, including turnover from past three years turnover (if possible). (in PowerPoint or PDF, in English)
  o **Presentation of 2 –3 references for similar projects** including a description of project and outcome, results. (in PowerPoint or PDF, in English)

C. **Project team, timeline, technical recommendation (25%)**

  o Team presentation (team/project leaders & trainers must have enough English skills)
  o Project Timeline proposal
  o Technical recommendation:
    ▪ WordPress (mandatory), and Drupal (optional). The supplier can also choose to recommend another platform, if there is a good argument behind it. The proposal should include an assessment of pros & cons and proposal for best solution for EIT Manufacturing.
  o Presentation of agency quality assurance procedure

  (in PowerPoint or PDF, in English)

D. **Price** (30% of decision weight)

- **Pricing of** the web portal project (must be indicated fixed price for turnkey web portal solution) for WordPress (mandatory) and Drupal (optional). The supplier can also choose to recommend another platform, if there is a good argument behind it.
  - o Design (user-interface, navigation, homepages, sub-menus, pages with easily adaptable designs for each), with minimum three iterations
  - o Project management and workshops
  - o Functionalities as detailed in chapter 6
  - o Development, testing (including minimum three iterations) and go-live, and set up of admin structure with EIT Manufacturing super-users and users with different rights
  - o Migration of selected existing content (text & photos) to new platform, including SEO history
  - o Training for EIT Manufacturing
  - o Proposal and set-up of Search Engine Optimization as part of the new web portal
- **Option: Pricing and description** of the content of the monthly maintenance & update (monthly fee)
  Supplier to submit pricing in attached excel (Annex 1).

9.7   Signature of contract(s)

The successful and unsuccessful tenderers will be informed in writing (via email) about the result of the award procedure. In case the winning tenderer is unable to enter the contract, EIT Manufacturing may decide to contract with the supplier receiving the second highest ranking.

9.8   Cancellation of the proposal procedure

In the event of cancellation of the proposal procedure, EIT Manufacturing will notify tenderers of the cancellation. In no event shall EIT Manufacturing be liable for any damages whatsoever including, without limitation, damages for loss of profits, in any way connected with the cancellation of a proposal procedure.

9.9   Appeals & complaints

Tenderers believing that they have been harmed by an error or irregularity during the award process may file a complaint. Appeals should be addressed to EIT Manufacturing. The tenderers have 5 days to file their complaints from the receipt of the letter of notification of award.

9.10 Ethics clauses / Corruptive practices

EIT Manufacturing reserves the right to suspend or cancel the procedure, where the award procedure proves to have been subject to substantial errors, irregularities, or fraud. If substantial errors, irregularities, or fraud are discovered after the award of the Contract, EIT Manufacturing may refrain from concluding the Contract.

10 Annexes

Draft outline of web portal structure and content, including the sub web portals/home pages. Please note that this is not final, provider is expected to contribute with creative ideas, Ux design and visuals.

Economic proposal model

EIT Manufacturing, 16Dec2020