

REQUEST FOR QUOTATION

Request for proposals for a Website development and maintenance service

The European Nuclear Education Network aisbl (ENEN) is launching a ‘Request for Proposals’ in order to establish a new website in the frame of the Project “Joint European Canadian Chinese development of Small Modular Reactor Technology (ECC-SMART)”, that has received funding from the Euratom research and training programme 2019-2020 under grant agreement No. 945234, in which ENEN is involved.

In order to comply with the established need of a Project Website, this Bidding Process is established to welcome offering companies to send offers for the maintenance and development of the requested website according to the following:

WEBSITE TECHNICAL SPECIFICATIONS:

1. PURPOSE AND AIMS

The purpose of the requested website is to inform the nuclear community and the public about the ECC-SMART Project. This includes the following objectives:

- a. Inform about the content of the Project: main objectives, consortium members, main activities to be conducted.
- b. Inform about how it evolves throughout time
- c. Generate engagement by, amongst others, implementing a comment and communication channel where the community could exchange ideas and know-how.
- d. Allow promotion of developed activities and outputs of the projects: events (conferences, webinars, meetings, etc.), diffusion of deliverables (PDFs documents, links to other websites or platforms), data storage (simple database)

2. TARGET AUDIENCE

The target audience intended to be reached are: the scientific community, technological stakeholders and the general public.

3. FEATURES

Users of the website should be able to obtain information in an easy and engaging way from the website. A clear and welcoming structure and format has to be implemented allowing information to be presented in written, through images and through videos as well as allowing the target audience to interact through the communication channel.

The proposed software should allow the previous features to be implemented and provide in general a design that is:

- Modern, attractive and responsive
- The whole website content must be in English.
- Special attention will be given to: safety, backup options and cookie management in compliance with the GDPR.

- An SSL certificate will need to be provided as well, options will be discussed with ENEN.
- The website is expected to be responsive i.e. adaptable for reading on tablets and mobile devices. A special attention to the details will be given to all the versions (e.g. favicon icon in all the versions)
- All the non-strictly necessary elements will be deleted in order to avoid inappropriate browser indexing. Unnecessary plugins will not be kept in the website, since they could represent a potential vulnerability when outdated

Additionally, the following capabilities must be available:

- Clear tracking of the website use statistics
- Search Engine Optimization
- A simple editor interface or web content management system to allow the administrators (ENEN) to perform basic website content development additions.

4. WEBSITE STRUCTURE AND NAVIGATION

The initial sought sitemap for the website consists of a hierarchical structure of website pages that are accessed from the Home page that shows fundamental information of the Project, giving the users the option to further navigate into other pages of the Website. From this Home page, that would contain a set of banners, texts, images, logos and an explanatory video about the Project, as well as a News section showing the latest posts; the user will be clearly presented options (menu) to navigate to the following pages:

- ABOUT page: where more detailed information about the Project will be presented
- Project TEAM page: where the Members of the Consortium that conduct the Projects are presented further.
- Project EVENTS, NEWS and PUBLICATIONS page: where the following items are gathered:
 - Description of future planned events related to the Project (such as workshops)
 - The full list of news posts published in the website
 - A set of publicly published documents resulting from the work done in the Project at the respective times.
- Discussion FORUM page: where the communication channel with the public will be allocated.

The following section further establish the requirements for these pages.

5. PAGE DESCRIPTIONS

In line with the general design features, the pages are expected to be simple yet engaging and providing sufficient level of information. The minimum structure they should initially allocate is specified below.

1. Home Page: The Home page will be the first point of contact of any user that normally accesses the website and will allocate the following:
 - Display the Project Logo and the menu to access the subsequent pages (About, Team, Events/News/Publications and Discussion Forum)

- Banners with the Project full name, quality images and fundamental descriptions of the Project.
 - The Project Introductory Video. This simple yet instructive video will be put together by the bidder as part of the service and is expected to contain:
 - A 5 to 10 minutes sequence of initial information and interviews to some of the Leaders of the Project Team combined in a modern fashion. The interview videos will be provided by ENEN.
 - It will be transferred to ENEN to be hosted in its YouTube Channel (to save website space) and shown in the website.
 - A News post section displaying the three most recent posts
 - The EU Logo and corresponding standard acknowledgement of funding text
 - The Logos of the institutions that make up the Project Consortium
 - A common page footer (that will be common to all the other pages) containing fundamental reference information.
2. ABOUT the ECC-SMART Project Page: This page provides further detail on the Project explained to a higher degree of scientific rigor. It will allocate the following:
- Introductory background on the SCW Technology, accompanied by image(s)
 - The Project goals/objectives, accompanied by a summary more graphic poster-like image.
 - The Project Structure and Organization, accompanied by images displaying its architecture
 - Other References section, allocating links to other related pages (eg: GIF, IAEA, etc)
3. Project TEAM Consortium Page: This page presents the team of institutions that form the Project Consortium. It will allocate the following:
- The list of countries where the Partner Institutions are hosted, together with the list of facilities that will take part in the work.
 - A 1-D World Map indicating the previous countries in Europe, Canada and China.
 - A table listing the Partner Institutions and their expertise and/or role in the Project
 - Images of the main facilities that will perform experimental contributions to the Project (including a short description in their caption and a link to the website of the facility)
 - Array of Logos of the previously listed Institutions, linked to their main websites.
4. Project Events, News and Publications Page: This page will inform about the parallel events that are planned to be celebrated in the scope of the Project, such as Workshops, Symposia and Education&Training events. Additionally, it will provide access to consult the full list of news posts that have been published in the website and a section where corresponding publications will be made accessible (view and download) to the interested user. It will allocate the following:
- An informative banner about the interesting 'Events' that will be celebrated on top of the work performed by the Partners.
 - Blocks of text and image with further description of the planned events, that will initially be:
 - Workshop #1
 - Workshop #2
 - Symposia #1
 - Symposia #2

- The previous blocks will initially be informative but will later have to easily be developed a bit further in the future, when the event will indeed be near to its celebration, to include more detailed information. These developments would consist in:
 - Including the main dates associated to the event and venue (if non-virtual)
 - Including a “Registration” link for the public
 - Adding a specific page to describe the detailed instructions to:
 - register and submit the necessary information
 - view the Program Structure
 - Further information about the venue or online event
 - A button to access the “Full list of news posts” of the website, which will lead to a new page that lists all of them and the user can click on any to read it.
 - A button to access the “List of Project Publications”, which will lead to a new page where a list of viewable and downloadable documents (generally pdfs) will be presented with title and a brief description of its content.
5. Ask ECC-SMART Discussion FORUM Page: This page will provide the communication channel allowing the scientific community and general public to put questions, thoughts and know-how through to the Project Consortium. It will allocate the following:
- A banner welcoming the users to interact with the Consortium
 - A text block with the “FORUM Rules”, summarizing the objective of the communication channel and the fundamental requested code of conduct asked of the users that wish to publish questions or reflections in the channel. A disclaimer that the answers posted are provided with the aim to involve the community in the informative interactions with the Consortium and they represent the personal views of the responder, not those of the full Consortium nor those of the Funding Authority.
 - A Q&A Section that will show the history of posted comments and replied answers. It will allow the users to submit comments/questions, with the following minimum operational features:
 - Before the user can submit/publish a comment, he/she will need to provide the following basic information in a pop-up window:
 - Name/Alias
 - Accept the ‘rules of the forum’
 - Click the ‘I’m not a robot’ check (as to minimize spam or bot attempts)
 - The administrators will be informed by email immediately after a user posts a comment
 - The administrators will be able to eliminate any comments that are deemed not to respect the rules of the forum. They will also be able to temporarily close the income of any comments, or further refine the “pre-post” checks (such as, if needed, holding the comment unpublished until an administrator clears it for publication).
 - The administrators will be able to grant access to Repliers, when required, to post the answers to questions. The procedure for their contribution should be simple.
6. Database for Project Results Page (initially a private space): This page would allocate a simple database to be implemented approximately a year after the delivery of the initial website. Preferably it would be SQL based and would store a series of alphanumeric data sets. This page would initially be private, only allowing certain registered (user-password) and authorized users to access, view and easily input/store data within.

Other than the above mentioned and referenced further pages therein, it is not expected to add many more pages in the future, however it is important that this could be achieved in a relatively simple manner should the need arise.

7. FUNCTIONAL REQUIREMENTS

In order to assure an adequate user experience for the target audience that access the site, the website has to be capable of:

- Handling several users simultaneously, in the order of magnitude of the hundreds at the same time.
- Host videos, although as mentioned the intention will be to host then in ENENs YouTube account to save space, nevertheless the option to allocate videos directly in the website should be available, without reasonably compromising the user experience in terms of response and speed.
- Enable users to subscribe to email notifications if they wish, for example being informed each time a new news post is published. The administrators will have the option to check any modification or addition to the website to be informed to the list of subscribed users upon its publication.
- Being easily editable and updated for the Administrators (ENEN). The bid shall propose the corresponding software that allows this operation to be handled mainly by ENEN with the maintenance support of the bidder. In this sense, maintenance is understood as reasonable modifications of the website in time, that are not expected to deeply modify the initial specifications mentioned here, but rather complement them throughout time. This point will be further developed in the next section.

8. IMPLEMENTATION , HOSTING AND MAINTENANCE REQUIREMENTS

The service provided will be offered in the scope of a website maintenance contract to be proposed to ENEN. This will include the initial transposal or implementation of these technical specifications into a functioning website, guided by the design criteria, structure and fundamental data provided by ENEN together with a maintenance support service and hosting that will last for the duration of the Project (until 30/09/2024). In this regard, maintenance is understood as reasonable modifications to the page structure, technical support in the creation of new spaces (pages) if needed and fixing of detected operation bugs or errors. These additional maintenance interventions after the website is brought live shall be included in the fixed total offered price.

The final price should also include a back-up service of the whole webpage, to be provided to ENEN twice a year and the work performed to upload the site from any staging webpage used during the development phase to the final hosting that will allow public/general access to this final version as well as any updates of the platform used or any updates of the components of the webpage.

Furthermore to these technical specifications, the following points are required:

ADDITIONAL DETAILS

The owner and main Administrator of the Website when it is ready to be published live will be ENEN, although the selected offering company shall continue to provide maintenance support. The expected date to have the website ready to be launched live is 29/01/2021.

The initial raw content to display in the pages will be provided by ENEN. The selected offering company will provide the initial Website according to the specifications and further points included in this document. Regular online meetings with ENEN personnel will be scheduled to assure the alignment of ENEN's specifications and expectations and the developments of the service provider.

The offer should provide a fixed total price for the complete service, which shall not exceed the value of the contract unless new requests from ENEN exceed the contracted/requested efforts. The corresponding payments scheme, once a service provider is selected, can be considered as a time distribution of the previous price in an initial payment upon delivery of the initial Website and further yearly payments for the remaining maintenance services. The offering company will initially propose the distribution of the amounts of these payments, derived from the total fixed price offered.

Finally, in relation to the exploitation rights of the Website:

- ENEN employees will be provided full admin rights to the website and debriefed on how to perform simple actions (publish a new post, minor changes to the structure, etc.)
- Before acceptance of the final product, ENEN employees will browse the website to check if it complies with what requested (incomplete pages, missing important information, excessive untidy appearance can be cause of need to correct)
- The selected offering company will be authorized to include the product in their portfolio as a reference.
- The chosen company will have a contract with ENEN which covers the duration of the project for which the website has been designed in order to assure the maintenance of the website itself.

This webpage will have to comply with the European Commission guidelines for Visual Identities, all necessary information and documentation can be found at this link:

https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en#documents

FORMAL BID (or OFFER SUBMISSION) INSTRUCTIONS

Offering companies should send an offer including: **the technical description (including timings for the realization of each step), an economic proposal and a set of references of their previous works**. The price should include any updates of the platform used or any updates of the components of the webpage.

The Offers have to be sent to ENEN in the following way:

- By email addressed to: secretariat@enen.eu (including "ECC-SMART Website offer to ENEN" in the Subject) and cc: francisco.suarez@enen.eu.
- Deadline for the reception of proposals/offers: **27/11/2020**.

After this deadline, ENEN will select the winning offer according to the 'best value for money' policy established in the Project. Should the offers not comply with the technical specifications outlined previously or propose a too high price (particularly if it is higher than the appointed

internal budget), the tender process could initially resolve in no winner. In this case, further rounds of invitations could be considered.

Once an offer is selected, a contract will be drafted between the selected company and ENEN in order to start the services if required, or, alternatively, the offer could be formally accepted and signed by ENEN. ENEN reserves the right, in the latter case, to propose final modifications prior to signature.

To address questions related to this bidding procedure, you may contact Francisco Suárez Ortiz (francisco.suarez@enen.eu).