




SHERPA  
Science & Rural Policy  
Linking Research and Policy for People

Terms of Reference

(A) General part	Key info, dates and terms.
Organisation	<p>AEIDL – Association Européenne pour l’Information sur le Développement Locale <a href="http://www.aeidl.eu">www.aeidl.eu</a> Chaussée St-Pierre 260 B- 1040 Brussels</p> 
Title	“SHERPA Project Website Development and Maintenance. Terms of Reference”
Timeline	<ul style="list-style-type: none"><li>• Quotation submission deadline (08.11.2019)</li><li>• Final decision date (11.11.2019)</li><li>• Development start date (14.11.2019)</li><li>• Launch deadline date (20.12.2019)</li></ul>
Contacts	<p>Thomas Chullikal (<a href="mailto:tch@aeidl.eu">tch@aeidl.eu</a>) AEIDL Chaussée St-Pierre 260 B- 1040 Brussels Tel: +32 2 736 56 43 - ext 223</p>
Confidentiality	All information, data and documents are confidential in nature.
Copyright	Any content, document and imagery and asset (and their relative editable files) produced or purchased within the context of the project are property of the consortium.
Offer requirements	<ul style="list-style-type: none"><li>• Tentative work plan</li><li>• Relevant experience (e.g. example of previous EU projects websites)</li><li>• Cost breakdown and total cost</li><li>• Ongoing maintenance/support practice</li></ul>

<b>(B) Project</b>	<b>Contextual information about the project</b>
Overview	<p><u>SHERPA – Sustainable Hub to Engage into Rural Policies with Actors (48 months). 17 partners.</u></p> <p>The overall objective of SHERPA is to gather relevant knowledge and opinions that contribute to the formulation of recommendations for future policies relevant to EU rural areas. It will use results of on-going and past research projects to engage citizens, stakeholders, policy makers and scientists in the development of strategic thinking and practical recommendations for the formulation of modern rural policies.</p>
Objectives	<p>The project will: i) take stock of scientific evidence relevant to future rural policy and research activities; ii) use this evidence to engage citizens, researchers and policy makers at local and EU levels in debates about options for policy and priorities for research, iii) use the outcomes of engagement to formulate recommendations for rural policies relevant the period post-2020, and future agendas for research. SHERPA aims to develop a science-society-policy interface that will continue after the end of the project. It will use a suite of approaches to science-society-policy interactions in 40 Multi-Actor Platforms covering 20 EU countries and at EU level, and state-of-the art multimedia tools for two-way communication with citizens and policy audiences.</p>
Target audiences	<ul style="list-style-type: none"> <li>• Policy makers (European, national, regional, local)</li> <li>• EU, National, regional and local authorities</li> <li>• Scientists</li> <li>• EU, national, regional stakeholder organisations</li> <li>• General public</li> </ul>
Available assets	<p>Logo + brand identity (colours palette, typography, etc.) are under development (expected in November).</p> <p>Site-map will be provided upon approval of the offer.</p> <p>Stock images selection and text contents will be provided upon request during the website development.</p>
<b>(C) Design</b>	<b>Visual expectations</b>
Design brief	<p>The site should be simple and uncluttered, with a clean design including different conforming elements (tabs, buttons, blocks, etc.). The design should be in line with the logo and branding guidelines (probably in two colours – provisional green and orange).</p>
Layout / navigation	<p>Home page with simple vertical listing navigation to link to five main internal web pages.</p>
URL examples	<ul style="list-style-type: none"> <li>• <a href="https://rural-urban.eu/">https://rural-urban.eu/</a> - We like the theme and navigation system logic</li> <li>• <a href="https://h2020-coastal.eu/">https://h2020-coastal.eu/</a> - We like the structure of the main menu (perhaps a bit reduced)</li> </ul>
Responsiveness	<p>The site has to be optimised for all type of mobile devices (phones, tablets for both iOS and Android operating systems).</p>
Accessibility	<p>The site has to be fully accessible by all users following the requirement for <a href="#">W3C</a> compliancy.</p>

Design process	<ul style="list-style-type: none"> <li>• x3 homepage proposals (PDF) + min x2 iterations</li> <li>• Homepage design approval (milestone)</li> <li>• x1 key internal pages' proposal (PDF) + min x2 iterations</li> <li>• Internal pages design approval (milestone)</li> </ul>
<b>(D) Functionalities</b>	<b>Technical features &amp; functionalities</b>
Content Management System (CMS)	Wordpress or Joomla web site with integration of existing library database.
Languages	English with automatic machine translation into all official EU languages.
GDPR	Standard privacy / Cookie Policy for the website has to be developed. The site must include all GDPR-related features (eg: privacy consent for all forms, consent for cookies on first visit, etc.)
Header	Logo, navigation menu and social links.
Home page	<ul style="list-style-type: none"> <li>• Full screen-width image carousel</li> <li>• Animations (elements move upon loading or scrolling)</li> <li>• Links to other internal pages: Latest news, upcoming events, blog articles, library, links.</li> <li>• EU Map to display regional Multi-actor platforms</li> <li>• Newsletter registration link</li> </ul>
Footer	EU acknowledgment, contact, site map, privacy policy
Page utilities	Convert page to PDF button, share buttons (LinkedIn, Twitter, Facebook, etc.).
Events	<ul style="list-style-type: none"> <li>• Listing of upcoming events + RSS</li> <li>• Dedicated page for each event</li> <li>• Archive of expired events</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Blog section that allows comments and interaction</li> <li>• News section</li> <li>• Events section</li> <li>• Section to describe and link to dedicated external pages for each of the 40 MAPs (one webpage each)</li> </ul>
<b>(E) Content</b>	
Content population	Page content will be delivered in a Word document and should be added and formatted by the supplier at the beginning and afterwards will be modified/added/adjusted via the CMS.
On-page SEO	Include a meta-description for each key page of the site and 3-5 keywords about the themes of the project.
<b>(F) Services</b>	<b>Related services</b>

Domain name	TBC
Security	<ul style="list-style-type: none"> <li>• Security to be managed by AEIDL.</li> <li>• Regular update to CMS and installation of security updates.</li> </ul>
Hosting	<ul style="list-style-type: none"> <li>• Web site will be hosted through AEIDL.</li> </ul>
Quality Assurance and Testing	<ul style="list-style-type: none"> <li>• The site has to be fully tested before its public launch.</li> </ul>  <ul style="list-style-type: none"> <li>• QA to continue after launch.</li> </ul>
Traffic statistics	<ul style="list-style-type: none"> <li>• Matomo Tracking code will be provided by AEIDL</li> </ul>
Training / Manual	<ul style="list-style-type: none"> <li>• User manual about the main admin operations via WordPress</li> </ul>
Maintenance and support	<ul style="list-style-type: none"> <li>• Full documentation of plugins and customisation shall be provided by the contractor</li> <li>• Full back-up and roll back features to be provided by contractor</li> <li>• CMS periodic upgrades (core+plugins/modules)</li> <li>• Ongoing technical support for the duration of the project (4 years)</li> </ul>