

6 July 2017

CALL FOR TENDERS

SELECTION OF COMMUNICATION AGENCY FOR:

Conceptualising and creating a new Caritas Europa corporate website

Caritas Europa (CE) is the network of 49 Caritas organisations in 46 European countries. It is one of the seven regions of Caritas Internationalis. Our vision is of a civilisation of love and justice where every human person can flourish and live in peace and dignity as part of one human family. CE has a heartfelt commitment to analyse and fight poverty and social exclusion, and to promote true integral human development, social justice and sustainable social systems in Europe and throughout the world. CE advocates for, and with, people in need in order to transform society into a more just and inclusive civilisation. CE recognises the need for mutual learning and innovation in all we do. CE is active in the fields of advocacy, humanitarian aid and institutional development. More information on us can be found on our website: www.caritas.eu.

Caritas Europa is issuing this call for tenders with a view to selecting a service provider, who shall perform the duties described in this call and the attached terms of reference.

Should any problems of interpretation arise in the course of drawing up the tender documents, interested parties may submit via e-mail (see the address under point 7 below) a request for further information.

There is no commitment on the part of CE to accept any tender or part thereof that is received in response to the call for tenders. CE reserves the right to accept tenders with non-substantial defects and to reject tenders received after the deadline for receipt of tenders, without indemnity or justification.

CE reserves the right to modify or cancel all or part of the call for tenders, should the need arise, without having to justify its actions and without such action conferring any right to compensation on applicants. CE reserves the right to extend the deadline for receipt of the tenders. In that case, all the applicants and applications will be subject to this new deadline.

Tenders are not paid. No reimbursement of expenses related to the preparation of any tender will be made by CE.

The call for tenders and any further information communicated to the applicant, or which came to the applicant's knowledge in the course of the call for tenders and the performance of the work, are confidential and are strictly dedicated to the purpose of the call for tenders.

The deadline for receiving tenders is Sunday, 30 July 2017 at 23:59 CET.

1. Introduction

The Caritas Europa website www.caritas.eu has multiple functions, mainly: (1) it is the organisation's visiting card towards the general public; (2) it is an information hub for member organisations; and (3) it provides specialised and expert content to stakeholders and decision-makers. Therefore, its target audience is very varied: the general public, Caritas Europa member organisations, policy makers, students and academics, other non-governmental organisations, partners and stakeholders.

The current website does not sufficiently fulfil the defined functions, nor is it flexible enough to be adapted to suit these functions. Therefore, CE intends to completely revamp its current website and content management system (CMS).

CE expects the new website to run on a state of the art CMS that will allow for maximal time-saving and work efficiency. It should reflect the latest technological developments, respond to social networking needs and be accessible and responsive.

2. Deliverables

The service provider will carry out:

- Initial analysis of current website and of CE's needs with regard to the new website
- Advise for the new website
- Design (functional, graphical, technical) of the new website
- Development of the new website
- Migration of old and new content to the new website
- Testing
- Training on the use of the new website (including provision of a manual and style guide)
- Launch
- Support/maintenance (including hosting)

The attached terms of reference provide a more detailed description of the expected functionalities. However, CE is willing to review these expectations on the basis of expert advice from the service provider.

The service provider is expected to report on progress on a regular basis and to provide examples of the work achieved for approval and to make any adaptations on the basis of comments received from CE staff.

CE will provide any new texts and the necessary pictures.

3. Timing

A beta-version of the website is to be completed and delivered by **31 December 2017**.

4. Meetings

Alain Rodriguez and Sonia De Voght will be the service provider's main points of contact at CE. Meetings with them in view of planning and approval are part of the expected tasks. The service provider is also expected to be available to deliver any ad-hoc support if needed.

5. Required profile

The service provider will have:

- Solid and evidence-based experience in carrying out website development and deployment for pan-European networks, global associations, institutions, etc.
- Solid evidence of efficient, accessible and attractive website design.
- A sufficiently large team to ensure the continuity of the project.
- Knowledge of, and preferably experience with, EU contractual requirements.
- Excellent communication skills in English.

The intellectual property of the final and intermediate deliverables, amongst others print, web, source, planning and design will belong to Caritas Europa, according to the phases in production and payment that will be agreed with the service provider.

6. Tenders

The contract will be signed for tasks carried out in 2017.

To be considered, please send us:

- A brief technical note reflecting your understanding of the tasks and the approach you foresee to apply
- A description of the proposed back-end and front-end solutions
- Draft work plan reflecting the above elements, including a timeline
- Financial offer - per each deliverable/element
- Description of profiles and CVs of team members involved in the project
- A justification of how your experience and profile match the above requirements
- Examples of previous, relevant assignments

7. Tender process

Tenders, including the above items, are to be submitted by e-mail to Caritas Europa by the deadline of **Sunday, 30 July 2017 at 23:59 CET** to secretary-general@caritas.eu with arodriguez@caritas.eu and sdevoght@caritas.eu in cc.



This project has received financial support from the European Union Programme for Employment and Social Innovation "EaSI" (2014-2020). For further information please consult: <http://ec.europa.eu/social/easi>.