6 July 2017

TERMS OF REFERENCE

NEW CARITAS EUROPA CORPORATE WEBSITE

1. Introduction

The new Caritas Europa (CE) website will allow visitors to easily understand the identity, vision and mission of the network and to learn about all the activities that the secretariat carries out. To this end, these terms of reference set out in more detail the expectations CE has for the website. They form an integral part of the call for proposals.

2. Nature of the contract

After the contract between CE and the chosen service provider enters into force, and once the kick of meeting has been held, the service provider is expected to respect the below specifications. Any add-ons proposed by the service provider that provide added value and are accepted by CE in writing will automatically become part of these terms of reference. They will be defined before the new website is implemented, with the budget adapted accordingly.

3. Services to be provided

The service provider is expected to provide project management, including meetings, consultancy, reporting and participation in the activities within the scope of the project. A weekly report is to be sent to **Alain Rodriguez** and **Sonia De Voght** (CE Communication Unit). In-person meetings are expected to be held twice a month, more at the beginning of the project for validation processes if necessary. During the "analysis phase" of the current website, the service provider will interview CE staff members to identify their needs and will address these needs during the "advise phase."

The service provider will develop and deploy, the front-end and the back-end, including content migration. It will present three sets of mock-ups of graphical proposals for all tools, with two rounds of corrections if necessary. CE has the right to demand for additional rounds of corrections if the originally requested changes have not been properly taken into account. All graphical elements must respect the visual identity of CE. Before go-live, the service provider must carry out a thorough quality check and ensure that all links function properly.

The service provider is expected to:
- Create a responsive website;
- Comply with all relevant industry standards;
- Ensure compatibility with most common browsers (e.g. IE, Edge, FireFox, Google Chrome, Safari, including older versions thereof);
- Optimise access (by using meta-tags, titles, alt descriptions, etc.), catering in particular for the needs of visually impaired web-users in order to ensure ease of access;
- Ensure search engine optimisation.

The service provider is to implement a strong and efficient security system, using advanced spam-proof Captcha or other tool.

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caritas europa is the network of Caritas organisations on the European continent – http://www.caritas.eu

The website should be as dynamic as possible in terms of interlinks between documents, materials and pages. This means that if one specific document or item is changed, all pages on which these items are displayed are generated/updated automatically.

The website must have a clear and logical structure, with breadcrumbs allowing to navigate backwards, and a simple and efficient tagging system (especially in view of interlinking content as defined above).

The service provider must ensure that CE has access to all aspects and elements of the website (front- and back-end) in order to adapt, edit, duplicate, add to or delete any parts thereof.

Before go-live, the service provider will give an onsite presentation to all staff and provide in-depth training on style, feel and use of the website to the CE Communication Unit. It will also provide CE with appropriate manuals and style guides for maintaining and updating the website.

The new website will integrate existing CE websites: www.caritascares.eu and the mapping website (currently internal only) as mini-sites (see below under tools).

4. Tools to be provided

The service provider is to provide the tools listed below in such a way that they can be easily replicated and adapted when need be.

- SEO friendly: the website has to include all the tools and structural techniques that contribute to increasing CE's SEO ranking.
- Menu: must fit in 1 level and be clear and easy to use with easy access to all relevant information on the website.
- Quick search and advanced search: solid and efficient (google-like) search engine that is capable of searching in all content of the website, with filtering by date/topic/relevance/tags. The results must appear in chronological order that is reversible. The search should also provide any relevant related searches (like google).
- Dynamic page URL: the system must create clear, clean, click-friendly URLs that makes it easy for the end user to understand what content is behind the link and to improve CE's SEO ranking.
- Mini-sites: the system must be flexible to allow for the creation of special sections/mini-sites that might present a different visual identity than the corporate site. Mini-sites have to be flexible and offer the possibility to enable or disable a variety of different contents, depending on the specific needs of the topic covered in the mini-site (e.g. for campaigns).
- Different types of templates/pages: home page, section landing page, section internal page, sub-page, and mini-site.
- Analytics: each page, section, mini-site must be referenced.
- Action buttons: print, increase-decrease font size, social network sharing (prominent).
- Network plug-ins: these should be easily included/inserted; for your reference, CE is currently on Twitter, Facebook, Google+, YouTube, Flickr, Instagram, LinkedIn.
- Contact form: two easily adaptable templates – one general and one for use in specific sub-sections, the latter could be some sort of private helpline.
- Calendar of events.
- Event section: possibility to distinguish between internal and external events.
- Registration forms for events: possibility to create forms in different languages (or have one multilingual form) with the results extracted in one table. Fixed response fields for

dates with a calendar and hours with a dropdown list. The system must be able to send an email confirmation to those who have registered.
- Connection to Mailchimp: possibility to link content from the website to a mailchimp template.
- Mailchimp templates: aligned to the look and feel of the website. One template for a one-topic newsletter and one template for a multi-topic newsletter, including adapted and adaptable newsletter subscription forms.
- Document library (back end): a one stop shop with facilitated automatic uploading of the documents and the possibility to use each document in multiple parts in the front-end (interlinking).
- Resource centre section: filtering by date, by topic (themes covered by CE) and by type. Type must cover: blogs, articles, stories, emergency alerts, toolkits, facts & figures, institutional documents, positions papers, joint positions and briefing papers. It is important that the filter can be adapted to include new topics and types if needed.
- Press centre: for press releases, statements and op-eds. Display CE secretariat press contacts and provide an automated feed of Caritas Europa in the news.
- "Latest": e.g. on the home page, a display of all the latest materials uploaded on the website without distinction to type (each type of content is distinguishable by its design). It should also be possible to limit the types of content that will appear.
- Member organisations section: information about members and their work, relevant contact details, stories/articles from members (e.g. with the "latest" tool), integration of members' social media feeds (twitter/facebook) – possibly a social media wall that combines feeds from all members.
- Multimedia section (back end): for videos and photos, with easy uploading/embedding function and intelligent compression and resizing, that is linked to our social media channels (YouTube, Flickr).
- Google translation tool (or other): possibility for website visitors to easily translate the contents into their national language.
- Section for vacancies, volunteering opportunities, calls for proposal.
- Solution for highlighting and informing about current campaigns.
- Polls/quizzes.
- Donate section.
- FAQ.
- Comments section: on/linked to specific pages/articles or other content.
- Link to Baobab (Caritas Internationalis extranet).

5. For reference
We have identified a few websites that inspire us due to the style, structure or solutions they have/use:
- https://www.amnesty.org/en/ (structure of the content and display of information);
- https://www.globaltaxjustice.org/ (institutional style structure that is attractive and clear);
- http://ecdn.eu/ (home page elements);
- https://epha.org/ (style with larger images and consistent layout from topic to topic);
- https://redcross.eu/ (simple structure)
- https://www.crs.org/ (structure and style).