

TERMS OF REFERENCE

***For contracting a company to develop 3 landing pages
in the context of implementation
“Resilient CSOs + Responsible Budgeting = Accelerated AA implementation” Project***

1. Background: General description of the project

Independent Analytical Center Expert-Grup, as lead partner, in consortium with the Institute for European Policies and Reforms (IPRE), Institutum Virtutes Civilis (IVC), and Friedrich-Ebert Foundation started implementation in January 2023 of the EU-grant project “Resilient CSOs + Responsible Budgeting = Accelerated AA implementation”.

The general objective of the project is to build and consolidate the capacity of civil society organisations (CSOs) to support the implementation of the conditionalities attached to Moldova’s accession process to the EU and the Association Agenda, at the national and local levels.

Specific objectives:

1. Improve capacity, ensure resilience, and enhance participation of CSOs in the budget monitoring and advocacy at the central and local levels, with a priority focus on budget analysis in the context of AA implementation and Moldova’s accession process to the EU.
2. Enhance the capacity and involvement of the three CSOs' platforms (i) the Moldovan National Platform of the Eastern Partnership Civil Society Forum (ii) the EU-Moldova Civil Society Platform and (iii) the Domestic Advisory Group on Trade and Sustainable Development, to provide cohesive support for the implementation of the AA and the conditionalities attached to Moldova’s accession process to the EU.

The main activities of the project are:

- Developing and delivering a capacity-building training program for CSOs on budget expenditure monitoring, aiming at enhancing their participation in budget expenditure monitoring and advocacy at central and local levels;
- Drafting and publishing expenditure monitoring reports by the selected CSOs, covering topics on certain projects and policies at the local and central levels related to the Europeanization agenda;
- Conducting visibility and advocacy events on budget monitoring at the local and central levels;
- Establishing a well-functioning joint secretariat for the coordination of the three above-mentioned CSOs platforms;
- Delivering a capacity-building training for members of the 3 CSOs platforms (mentioned above) in key competencies linked to the AA and Europeanization agenda;

- Launching an awareness-raising and information campaign among CSOs on the importance of civic engagement in advancing the AA and Europeanization agenda;
- Launching an advocacy campaign on national and European levels, to inform the domestic and international audience, about the state of play with the Europeanization reforms agenda.

Target groups and final beneficiaries of the project:

For the implementation of the **specific objective 1** of the project, the target group is 15 community-based CSOs from 5 development regions of the country: North, Centre, South, TAU Gagauzia, and Transnistria, which will benefit from capacity building and will be provided grants to conduct budget monitoring and advocacy activities.

For the implementation of the **specific objective 2** of the project, the target group is represented by the three platforms of CSOs: the Moldovan National Platform of the Eastern Partnership Civil Society Forum, the EU-Moldova Civil Society Platform, and the Domestic Advisory Group on Trade and Sustainable Development, whose capacity will be improved and be supported financially.

Ultimately, relying on the outcomes of the project, the beneficiary of this project will be the entire population of the country, including the Transnistrian region, who will benefit from the accelerated implementation of the AA and the advancement of the Europeanization process.

2. Scope of the assignment: Developing 3 landing pages

As a part of the communication and visibility strategy of the project, which aims at increasing the level of information and awareness about the importance of civic participation in the budgetary and policy-making processes at the local and central levels in the framework of the implementation of Moldova's Europeanization agenda, the project envisages:

1. Adapting the existing website www.bugetulmeu.md. Specifically, a new landing page should be created and integrated on www.bugetulmeu.md. It will serve as a dissemination platform for all the materials and reports linked with budget analysis in the context of AA implementation and Moldova's accession process to the EU (specific objective 1).

2. Adapting the existing website of the Moldovan National Platform of the Eastern Partnership Civil Society Forum (EaP CSF) www.eap-csf.md. Particularly, two landing pages should be created and integrated on the www.eap-csf.md: one designed for the EU-Moldova Civil Society Platform (EU-MD CSF) and one for the Domestic Advisory Group on Trade and Sustainable Development (DAG). These pages will serve as a dissemination channel for all the information linked with the activities and events of the civil society platforms (specific objective 2). It will be ensured that the newly developed pages are compatible with www.eap-csf.md.

3. Deliverables

- 3 landing pages created, configured and incorporated;
- full source code handover;
- the documents regarding the system configuration and deployment (deployment);
- user manuals;
- agreement for the maintenance period, guarantee and support during the guarantee period;

- training offered to content managers.

4. Website Requirements and Functionality

The pages will be developed based on accessible tools that would allow their full managing: from the structure to content, in an exclusively visual and dynamic manner. In this regard, it will be used a Content Management System accessible to users with computer operator knowledge (Microsoft Windows, Microsoft Office, Microsoft Internet Explorer, Mozilla Firefox, etc.). The Content Management System for above-mentioned websites is WordPress.

In the process of designing the landing pages, will be also taken into account some international recommendations, such as:

- World Wide Web Consortium (W3C) (<http://www.w3c.org>) recommendations on the quality of websites content, the possibilities of viewing the information appropriately, rendering on a wide variety of Internet browsers, and compatibility with different computer platforms;
- WAI (Web Accessibility Initiative) (<http://www.w3c.org/WAI>) recommendations on providing equal access and equal opportunity to people with diverse abilities;
- WCAG recommendations (Web Content Accessibility Guidelines) <http://w3.org/TR/WCAG20>, compliance with WCAG 2.1, ATAG 2.0, ADA and Section 508 requirements.
- W3C recommendations (<http://validator.w3c.org>) regarding the testing of official websites. The landing pages will be tested according to these recommendations.

Website technical constraints

No.	Category	Option	Technology
1.	Operational System	Mandatory	Linux
2.	WEB Sever	Mandatory	Apache
3.	Programming language	Mandatory	PHP
4.	DMS	Mandatory	MySQL
5.	Development Platform	Optional	WordPress
6.	Text Coding	Mandatory	UTF-8

5. Structure and content of the landing pages

General recommendation:

- The front pages must be easy to navigate so that visitors can quickly find and access the necessary information;
- The home page design should be suitable for all categories of visitors (minimum resolution 1200 x 768 px., fast loading, balanced elements and optimized multimedia, etc.);
- The website content will be entered and displayed in Unicode format (UTF-8) which will allow the text display in Latin characters (including Romanian diacritics) and Cyrillic;
- Responsive design: accessible on various devices including desktops/laptops, mobile phones and tablets;

- Compliant with international accessibility standards (accessible via screen readers, colorblind-friendly color schemes, etc.);
- Compatible with all modern browsers;
- Landing page, in addition to their specific components, will also include common components namely: header and footer (logos and disclaimers will be provided);
- The Contractor is expected to choose solutions and frameworks that would allow for contents to be managed securely and easily by the project team;
- The Contractor will be expected to develop at least 3 different design options for each landing page. The project logos have been developed and more detailed specific design guidelines will be shared with the Contractor.

Specific requirements:

For the landing page integrated on www.bugetulmeu.md.

The page should as a minimum consist of following compartments:

- A homepage providing information about the project and offering quick access to the different sections (sub-pages), links to social media
- Publications (for monitoring reports)
- Activities (including subcategories: events, press releases, news)
- Resources (for training curricula, multimedia resources)
- The user interface and the CMS must be made in 2 language versions: Romanian and Russian. Switching from one version to another will be done synchronously, without leaving the page already accessed

For the DAG and the EU-MD CSF landing pages integrated on www.eap-csf.md.

The page should as a minimum consist of following compartments:

- A homepage providing information about the platform and quick access to the different sections
- Members
- News/Events
- Publications (for Joint Statements, policy briefs)
- The user interface and the CMS must be made in 2 language versions: Romanian and English. Switching from one version to another will be done synchronously, without leaving the page already accessed.

The exact map of the pages will be developed in the first stage of the work together with the project team.

The landing pages must respect the rigors of the visual identity manual and the EU visibility guidelines, which will be provided to the Contractor.

6. Features of the landing pages

RSS. This web feed will allow users to access page updates without having to access it. RSS will deliver the news as an XML file. RSS should include news, events, and publications. Language versions will be taken into account.

Social media. The pages will be integrated with some of the social media platforms for sharing: Facebook, Twitter, YouTube, and Instagram. The visit counter via Google Analytics will also be connected.

Layout. The pages will be properly visualized in the following browsers: Internet Explorer, Firefox, Opera, Safari; Chrome. Minimum screen resolution of 1200 x 768 px., without horizontal scrolling. However, the design will automatically scale for resolutions higher than the standard.

The layout will be adapted for mobile devices (tablet, smartphone in any portrait/landscape orientation).

Statistics. The page must be connected to the Google Analytics platform for collecting detailed information about visitors

Compliant with the WAI recommendations (Web Accessibility Initiative). The recommendation for persons with visual impairment should be integrated into different aspects such as text, color, shapes, and other ways of interaction with visualizations.

Subscription to the news. The news subscription module with the possibility of connecting to MAILCHIMP.

7. Execution Deadline and Maintenance

All activities should be completed within 3 months from the date of inception, which is estimated on 1 April 2023.

The Contractor will provide assistance within 28 months from the work handover, as well as obliges to solve the technical problems/errors that will occur and ensure the maintenance during this period. The maintenance does not involve the further development of the webpages or the introduction of the content, but only the assurance that all the agreed functionalities work correctly.

8. Selection Criteria and Evaluation

The company should have:

- At least 3 years of proven experience in similar web pages design;
- Ability to work well in a team and to complete tasks within the established deadlines;
- Previous experience working on projects funded by the EU or other international development partners will be considered an advantage.

Submissions received will be evaluated according to the following criteria:

- Profile and experience of the company - 35%;
- Experience and qualification of the team proposed to deliver the work - 40%;
- Capacity to manage and deliver the objectives of the assignment based on the deadlines provided in this document - 25%.

Required documents for submission:

Interested companies are invited to submit technical and financial offers that will contain the following:

- Technical offer in (to be submitted in the template provided);
- A brief description of the company (1-2 pages);
- Certificate of company registration;
- Clients portfolio;
- Company's portfolio describing its experience;
- CVs of the team members assigned to deliver the tasks;
- Financial offer. The offer must be submitted at a zero VAT rate. Expert-Grup will provide all the necessary supporting documents;

- Other relevant documents or recommendations.

Incomplete proposals will not be considered.

The above-mentioned documents shall be prepared in Romanian or English and sent to procurari@expert-grup.org

Any questions should be sent to: ecaterina@expert-grup.org (Project Manager). Financial-related inquiries must be submitted to iulia@expert-grup.org (Financial Manager).

Please mention "Proposal for Landing pages development" in the subject line.