Terms of Reference
for a website for the TRANSATLANTIC Project

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Deadline for submitting the various items: 12 May 2024

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1. ABOUT

The CPMR Atlantic Arc Commission, together with the partners involved in the TRANSATLANTIC consortium (Forum Oceano, CEIMAR), is launching a call for tenders for the design and hosting of a project website for internal and external use.

a) About the Conference of Peripheral Maritime Regions (CPMR)

The Conference of Peripheral Maritime Regions brings together more than 150 Regions from 24 States from the European Union and beyond. In particular, the Atlantic Arc Commission gathers 15 Member Regions from Portugal, Spain, France, Wales, Ireland and Québec. Representing about 200 million people, the CPMR campaigns in favour of a more balanced development of the European territory. It operates both as a think tank and as a lobby for regions. Through its extensive network of contacts within the EU institutions and national governments the CPMR has, since its creation in 1973, been targeting its action towards ensuring that the needs and interests of its Member Regions are taken into account in policies with a high territorial impact. The Atlantic Arc Commission advocates for a more sustainable Atlantic area on topics such as fisheries and aquaculture, marine renewable energies, connectivity, decarbonisation and prevention of ocean pollution.

b) About the Transatlantic Pilot Project

A pilot project is an initiative funded by the European Parliament of an experimental nature designed to test the feasibility of an action for no more than two years. The TRANSATLANTIC project aims at developing cooperation between EU Regions and non-EU Regions and stakeholders (regional authorities, clusters, SMEs, universities and research centres), for the green and blue economy of the Atlantic territories on topics such as offshore renewable energies, ports and climate change adaptation. The project will set up extensive exchanges via workshops, on-field visits and communication through social media and the Advisory Board.

2. THE WEBSITE

c) Aim of the website

The main aim of the new website is twofold:

- To be a centre of information and resources about the project and to connect stakeholders from various Atlantic territories. The website should highlight the work carried out by the partners and allow for the dissemination of its results. The objective of the website is to raise awareness about the TRANSATLANTIC project, to inform and communicate about past, ongoing and upcoming actions and events, to disseminate the results obtained by the different partners and stakeholders and to make available the various tools developed in the framework of the project (Advisory Board and Matchmaking Platform) so that stakeholders from the project and external ones can connect and continue cooperating.

- To host a Matchmaking Platform, which will be focusing on the development of contacts between stakeholders for the development of cooperation on green marine infrastructure and adaptation to climate change of green marine infrastructure and sustainable blue economy in the Atlantic territories. The Matchmaking Platform will involve and display the research institutions, clusters, authorities and companies related to the core theamtics of the project.
The website will be disseminated through the social media dedicated to the project (LinkedIn and X of the project, and of each partner), promoting its visibility and allowing users to easily access and view its content.

**d) Structure and Content**

**Structure and Content**

The website will first display the logo of the project in a separate upper banner. Below this banner, there is the navigation menu.

The navigation menu should display the 1st level sections and have a dropdown menu with sub-sections when moving the cursor over the 1st level.

When clicking on each item, users will have access to its content.

When clicking on “Matchmaking Platform”, the person will enter a platform hosted by the website or by an external platform (technical solutions to be discussed with the communication agency). This platform will comprise the list of stakeholders working on topics and in areas related to the project and looking for cooperation with other stakeholders.

**Navigation**

For guidance purposes the following structure is proposed. It can be adapted in accordance with the service provider’s recommendations.

- **About**
  - The project
  - Partners
  - Work Packages
  - Advisory Board

- **Resources/Deliverables**
  - Workshops & Webinars
  - Capacity building trainings
  - Study visits
  - Catalogue of best practices
  - Recommendations & Roadmaps

- **Matchmaking Platform**

- **News & Events**

- **Search bar**
Language
The website will be in English.

Sections/Pages

- Home Page

The home page should contain a fixed upper banner with the project logo on the top of the home page, on the left. Below this there should be the sections (about, resources..) with an internal keyword search tool. A carrousel of moving pictures that can be easily modified should be below this. A short paragraph about the project (title, aim, budget, duration, coordinator, partners). The home page should display the most relevant news and the upcoming events since the other ones will be in the news section. A map should show the partners and involved stakeholders (Advisory Board). The CPMR will provide the coordinates of each project’s partner so that the communication agency indicates them on a map (Google Maps style), where we can click on the pinpoint which will display the name, address, website of the partner. CPMR contact should be in the lower banner of the home page, with icons with links to social media profiles of the project in the middle of that lower banner. On the right of the banners, the credits for the website and the mention of the European financing of the project.

- About

This section will contain four sub-sections: the project (structure and objectives), the partners (all in one page with links to their website, social media accounts and contacts), the work package, the Advisory Board.

  ➢ Project

This page will contain the description of the project, the duration, the budget, the activities planned explained in a general manner. The official logo of the project can be downloaded in this section by anyone.

  ➢ Partners

A brief description of each partner, their logo, as well as link to their website and social media profiles will be included in this section. The visual display will be built in an attractive manner, making all partners be showcased at the same level.

  ➢ Work Packages

This section will contain in a single package the title, description and duration of the work packages of the project.

  ➢ Advisory Board

This section will display the Members of the Advisory Board and the results of the meetings in which they took part. Their social media will be displayed on this webpage as well as possibilities to contact them. A map with the members of the Advisory Board will be displayed.
• **Resources / Deliverables**

This section will contain all the downloadable materials of the project: publications, reports, communication materials, pictures, etc. The section will be divided into categories of deliverables as described in the Navigation part (Workshops & Webinars, Capacity building trainings, Study visits, Catalogue of best practices, Recommendations & Roadmaps). The possibility of filtering the publications should be integrated.

Resources/deliverables will be linked to the “News and Events” section so that when clicking on a deliverable, you can also be redirected to the events section (particularly for videos of the workshops) and the other way around. Technical solutions can be discussed on this topic.

• **Matchmaking Platform**

**Definition of the Matchmaking Platform:** The Matchmaking Platform is a tool to see and connect with stakeholders working on the same topics as the project and interested in developing their contacts. It will identify and connect (match) companies, institutions, experts and authorities with common interests in the field of green marine infrastructure and sustainable blue economy, offering complementary services, expertise, policies, technologies or business strengths. The goal is to create cooperation opportunities that mutually benefit the parties concerned. It is the most efficient way to find, meet, and talk to new collaboration partners online. Participating actors deliver the elementary information about what they are searching for, and what they have to offer. The success of the Matchmaking Platform is based on the quality of the information. The more precise the collected information, the better the outcome of the Matchmaking Platform. The Matchmaking Platform needs to be accessible for different levels of digital literacy and respect the applicable privacy regulations (EU/Canada).

**Functioning of the Matchmaking Platform:** When clicking on the Matchmaking Platform icon, the user will enter a new section of the website where he will see a map of the stakeholders who already registered on it. It will be possible to select the criteria to see only the stakeholders you are interested in according to the country or the type. When registering, the stakeholders will automatically be added to the map according to the location they indicate.

While navigating on the platform, the user can see identified and qualified categories of stakeholders and on which topics they work (by clicking on categories of stakeholders and/or identified topics within the blue economy and the green marine infrastructure topic). It will also allow access to the contact details of these stakeholders (email, phone number, missions range). Technical solutions will be discussed to allow for an easy way to give credentials to the stakeholders registering on the platform. The identification of actors and the definition of the right volume of data in link with the privacy regulation to add on this platform will be discussed with the communication agency.

The stakeholders will be classified according to their country (in the Atlantic area), region, working thematic (aquaculture, blue economy, offshore renewable energy, adaptation to climate change, ports...) and type (SMEs, cluster, university, research centre, NGO, association, local authority, regional authority, national authority...). When registering, the user of the Matchmaking Platform will have the possibility to enter these data (several options can be chosen) and will have to confirm they can share these data in line with the GDPR regulations by clicking and ticking on the option “By registering to this platform, you consent to share your data online...” (to be discussed with the communication agency). They will also have the possibility to tick a box saying that they are open to other types of cooperations, projects and topics than the ones indicated when registering.

The Matchmaking Platform will allow to contact these stakeholders to connect and discuss potential collaborations through a private message system (technical solutions can be discussed).

**Technical constraints:** The platform must be easy to use and to update for the administrator. The platform will last at least 2 years after the end of the project and can be renewed if the project is renewed (2026-
2028). This will be discussed with the communication agency. Technical solutions to host this platform will be discussed with the communication agency, as it can be an internal platform or an external one.

Both the website and the Matchmaking Platform will have analytics, in order for the administrators to have access to the number of views and connexion. The Matchmaking Platform must not take too much volume in order to have a functional website. The Matchmaking Platform also needs to be dynamic, with sources of information which may trigger reactions from people registered, and therefore have an easy way of use.

- **News and Events**
  
  This section will be built in the form of a blog allowing to publish entries with time and date in a blog-style section where past, ongoing and upcoming events can be added. The section will also include links to download articles according to various sections (project’s events, external events, partner’s events), which will be discussed with the communication agency. This section will also allow to publish videos.

  The events will be linked to the section “Resources / Deliverables” so that people on the website can click on an event and have the deliverable linked to it, once published on the website. Technical solutions can be discussed on this aspect.

- **Search bar**
  
  This functionality will allow to be redirected to a page displaying the elements of the website linked to the text written in the search bar.

- **Footer**
  
  The footer should be fixed and visible in each page of the website. It should include:
  - EU emblem and mention of funding: The emblem of the European Union along with the following reference: “This website is part of the TRANSATLANTIC project, in receipt of funding from the European Union through a grant administered by the European Commission. This website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein”.
  - Contact of the CPMR as the lead partner of the project
  - Social media of the project
  - Site map, privacy notice, disclaimer, and copyright notice

**Visual image**

The website’s colours, fonts and images must respect the graphic charter of the TRANSATLANTIC project. The overall design should comply with the project’s official image and values and reflect the work undertaken by the partners. The graphic charter can be found in Annexe 1.

**Texts and Media**

The texts, logos and guidelines will be supplied by the contracting authority in digital format. Some photos and illustrations (free of copyright) can also be supplied. The contractor can also suggest visuals of the photo or image type, free of copyright.

**Website administration**

The web administration platform must be easy for the team of administrators (2-3 people) to use. They will be the ones responsible for maintaining the dynamic aspects of the site, updating content and publishing documents online.
The access to the “admin part” will be via an account with all administration rights and a function enabling the creation / management of new accounts.

Administration mode must allow access to complete editing of all the pages in both visual mode and html, as well as the editing of menus and sub-sections. All contents and graphics should be accessible and modifiable. The system must provide as much flexibility as possible to enable administrators to add pages, menus and sections if necessary.

The team of administrators must be able to take control for any future changes / developments required on the website. When the website is delivered, full comprehensive access must be supplied for the administration menu, with the necessary codes. The FTP codes giving access to folders and files on the platform must also be provided.

**Technical Characteristics**

The website must be delivered with an instruction manual in English or French that is comprehensive and easy to understand. It should also cover all aspects of website editing. The contracting authority has a preference for WordPress.

The administrators must be able to easily upload files (maximum size to be discussed) in all formats used by Microsoft Office (Word, Excel, PowerPoint, etc.), in addition to images (.Jpeg, .png etc.), videos and PDF. Ideally, pictures should be automatically resized to fit the webpages. It should be possible to easily locate these uploaded files from the back office for publication on the website. The section “News and Events” will allow to host videos and to watch them. Videos can be hosted on the CPMR’s Youtube account but with a window on the website to see these videos. Technical solutions will be discussed with the communication agency so that this does not slow down the functioning of the website.

The site must be reactive and accessible using any browser on PC or MAC and particular attention must be paid to development so that the site and all its sub-sites are easy to browse online from tablets, smartphones and all mobile web browsers.

As soon as site is online, the website must be optimised for search engines (optimisation of URLs of pages of the sites, descriptions and metadata of the pages etc.).

**Budget**

The cost of the website should be comprised between 8,000€ and 10,000€ all services included from the creation of the website to its maintenance after the end of the project.

**Website Analytics**

The site will have an in-house reporting tool with statistical monitoring, as described above, both for the website itself and the matchmaking platform. The integration of a third-party app such as Google Analytics should be a possibility.

**Domain name and hosting of the Web Platform**

The suggested domain name is *transatlantic.eu*

The website designer should be responsible for registering the domain name until at least December 2028,
with the possibility to renew it in case the project lasts longer than expected.

The website could be hosted via WordPress. Technical solutions can be discussed.

The website should be hosted for at least 2 years after the end of the project early 2026. The Matchmaking Platform will be maintained at least 2 years in the same way. The possibility for a longer hosting must stay available according to the discussions with the communication agency.

The cost of the offer must include maintenance and hosting until that date.

The communication agency should provide help in case a functionality of the website does not work well during 6 months after the first release of the website.

3. TENDER PROCESS

e) How to respond to the call for tender

Offers should be sent in one single file in PDF format by email to Mathilde Maure (mathilde.maure@crpm.org / +33 2 99 35 40 58) with the following subject: “Call for Tender: proposal for the TRANSATLANTIC project website” by 23:59 (CET) on 12 May 2024. The CPMR will send a confirmation of receipt of offers by email to each tenderer. Tenderers might be contacted for further details on their offers. For any questions related to this call, please contact mathilde.maure@crpm.org.

The service provider must provide the following items:

- A detailed budget with a reverse planning schedule for the development of the site
- A description of the visual characteristics on the basis of the information provided;
- Three examples of prior websites as set out in these terms of reference;
- Examples of possibilities to have a matchmaking platform;
- References of clients with whom you have worked previously on similar projects;
- Guidance for the training of administrators in the use and modification of the various sections which should be simple to use and adaptable.

f) Tender Selection Criteria

The selection will be based on the following criteria and noted out of 100 points, set out in descending order of importance:

● Ease of navigation for Internet users both for the website and the Matchmaking Platform /30
● Price and proposed cost of all services provided (excluding VAT) /20
● Visual quality / creative design /20
● User-friendliness of the back office for the administrators /20
● Retro planning / schedule /10


g) Awarding and formalisation of the contract - Timeline

The contracting authority shall award the contract to the most economically and technically advantageous proposal.
Each tenderer will be contacted at the latest on 20 May 2024 to receive an answer regarding the offer.

Once the contracting authority has approved one of the bids, the awarded service provider must specify a reserve planning schedule and a website delivery date must be agreed by both parties, ideally a month after the contract start. They must provide at this stage with a presentation on the website, and a presentation on the administration of the website, which should be extremely simple for administrators, along with a short user manual for the administration of the site.

h) Transfer Of Rights Of Creation And Design Elements / Rights Of Use And Reproduction

The contracting parties agree that, at the end of this consultation and subsequently, when the deliverables are handed over to the contracting authority, each service provider undertakes to transfer all pecuniary rights of creation, representation, distribution, reproduction and exploitation relating, directly and/or indirectly and on all media, to the elements, photos, images, logos, brand(s), design(s), model(s), graphics and concepts used for the design and production of the service that is the subject of this call for proposals.

The service provider makes a commitment to the contracting authority to ensure that all elements, both tangible and intangible, contributing to the performance of the service are, before their transfer to the contracting authority, the property of the service provider who has obtained, within the limits and in the forms legally prescribed, the transfer of all the rights relating thereto.

In particular, in the case of photos, images, logos, trademarks, designs and models, each service provider must either ensure that they are freely available or obtain the transfer of copyright.

i) Terms of service provision

The successful tenderer assumes full responsibility for the technical, legal and economic suitability of the tender submitted and undertakes to take all necessary measures and to have the technical, material and human resources and resources necessary for the best performance of the contract. All the costs that give rise to this commitment.

j) Minimum solvency requirements

Natural or legal persons, French or foreign, who have full capacity to act and who prove their economic, financial or professional solvency may be eligible for the award of this contract. The purpose or activity of the successful tenderer will be directly related to the object of the contract and will have an organisation with personal elements and sufficient materials for the proper execution of the contract.
ANNEXE 1 – TRANSATLANTIC PROJECT GRAPHIC CHARTER