

## **Transparency International EU – request for proposals for the development of new website**

In the following document, you will find more specifics about the project, including our specifications, budget, and proposed timeline. For any questions on the information contained in this document or for further details, please contact Lucinda Pearson, Communications Officer at TI EU on [lpearson@transparency.org](mailto:lpearson@transparency.org).

We look forward to receiving your proposal by 8 May 2022

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### **Guide to this RFP**

The objective of this RFP is to select a provider to work with our team to develop a new website for our organisation.

We have decided to launch this project given various shortcomings of our current site and our plans to develop a more active presence online and on social media.

The new website should:

- Present information in a clear and compelling way
- Be structured in a simpler and more logical manner
- Provide a more engaging user experience, including strong social media integration and user-friendly sharing and print-to-PDF functionalities
- Be fully editable, content-wise, by members of our communications team
- Be equally accessible and fluid on desktop, tablet and hand-held devices
- Be accessible to the visually impaired
- Include site analytics and a basic translation functionality

### **Background**

Transparency International EU is the Brussels office of the global anti-corruption movement, Transparency International, which includes over 100 chapters around the world. Since 2008, Transparency International EU has functioned as a regional liaison office for the global movement and as such it works closely with the Transparency International Secretariat in Berlin, Germany.

Transparency International EU leads the movement's EU advocacy, in close cooperation with national chapters worldwide, but particularly with the 24 national chapters in EU Member States.

Transparency International EU's mission is to prevent corruption and promote integrity, transparency, and accountability in EU institutions, policies, and legislation.

Our target audience for this website includes:

- The "Brussels bubble": members and staff of the EU institutions and member state representations, the media, the NGO community and wider civil society
- Those in the EU and elsewhere working / doing research / making policy at the nexus of transparency / anti-corruption and EU decision-making (universities, media, foundations, governments, international organisations etc.)
- Members of the public interested in EU accountability and anti-corruption issues
- The Transparency International global movement
- (Potential) funders and other external stakeholders

## **Project Goals**

The goal of the new website is to optimise the way information on our research and advocacy are presented to the target audience, with a view to boosting engagement and generating (renewed) interest in and support for the issues we work on.

The site should enable us to do so in an attractive, compelling and technologically up-to-date manner.

## **Proposed Sitemap**

In Annex 1 you will find some mock-ups of a structure for the homepage and some content pages that we feel will suit our needs. These are for guidance while preparing your submission so please feel free to suggest alternatives for user-friendliness given your expertise in this matter.

Below we have included a list of permanent content that we would need on the site (with the ability to edit the content ourselves):

- Homepage (content specified on mock-up 1)
- Search function
- About us pages (about TI EU - history, mission, governance structure and documents, team composition, accountability and ethics, funding)
- Transparency International across the EU (map detailing our offices across the EU with links to those offices)
- Issues pages (overarching issues with links to further specific issues, with the ability to add more ourselves)
- News, events, and press release pages (with the ability to add more ourselves)
- Contact page
- Twitter feed
- Donation functionality on the map mentioned above

We would also need to be able to add the following content ourselves on an ad-hoc basis:

- News, events, and press release pages
- Project pages
- Team members

### **Scope of Work**

We are looking for a vendor to provide the following services in the scope of this project:

- Project management of the new website, from concept phase to launch
- Visual design of the website (TI EU will provide TI's international brand guidelines)
- Technical design of the website (suggesting which CMS to use, and technical build)
- Design of the structure of the site
- BETA testing and quality assurance

Optional (please provide as an extra cost):

- Ongoing hosting and maintenance of the website

The team at Transparency International EU will provide all text and copy for the site. Please do not include costing for this in your proposal.

### **Technical Requirements**

As we do not have staff members with web development skills, we would like to find a user-friendly solution for keeping our site up to date with new content and making edits. Therefore, we prefer for a template system be used. This could include WordPress, Drupal, or a custom-built template.

We will have a select number of staff that will need access to the backend of the website. Therefore, user accounts must be included in the build. Given usual staff turnover, these should be able to be assigned to new users at any time.

We also need the ability to mark members of staff as authors or contact points on news items and events. Therefore, the current Team page should be linked with the news and topics sections.

The website should also work with a system of topic tags, bringing all content on the same topic together in one place.

### **Budget**

The budget for this project is 20,000 Euros including VAT.

### **Project Timeline**

Our aim is to award the project by the beginning of May and to launch the new website by the end of October 2022.

### **Criteria for Selection**

In our evaluation we will be looking at:

- Demonstrable affinity with our field of work / the NGO sector
- Examples of similar projects completed by your agency
- Client references (please include with your proposal)
- Project budget by item and value for money
- Ability to deliver mobile / responsive design
- Feasibility of the proposed project timeline with major tasks and milestones

### **Format & Proposal Details**



Your proposal should be sent to Jennifer Boizumault, Head of Internal Operations, [jboizumault@transparency.org](mailto:jboizumault@transparency.org) before 8 May 2022. It should be submitted in pdf format.

Please include a few mock-ups of potential pages, the CVs of the proposed project team, some examples of similar projects (these can be links), a detailed budget, and a proposed timeline for the project.

This RFP will be open for submission for from 12 April 2022 . All proposals should be submitted to the address above before midnight on 8 May 2022.

**Contact details for questions**

For any questions related to this project, please contact Lucinda Pearson at [lpearson@transparency.org](mailto:lpearson@transparency.org)

## **ANNEX 1 – ideas for screen layouts**

The following screens are for illustration only, they represent the content that we could include on the homepage and mock-ups of a layout for the content that will be shown on the site.

Please note that these do not need to be adhered to. We encourage agencies to propose variations on this or new ideas.



## WHO WE ARE

Brief paragraph of text

*Learn more button leading to About us?  
Maybe unnecessary due to menu option*

## IMAGE CAROUSEL WITH LATEST NEWS / POSITIONS / EVENTS

## OUR STRATEGY FOR CHANGE

Short text leading to the What We Do section

## DATA

Real time data for the EU on integrity, tax and public procurement

## DISCOVER – 6 issues from 2030 Strategy

**ISSUE 1**

**ISSUE 2**

**ISSUE etc.**

Sign up for updates



The Brussels office of the global movement against corruption

## **IMAGE CAROUSEL WITH LATEST NEWS / POSITIONS / EVENTS**

### **OUR STRATEGY FOR CHANGE**

Short text leading to the What We Do section

#### **DATA**

Real time data for the EU on integrity, tax and public procurement

#### **DISCOVER**

**ISSUE 1**

**ISSUE 2**

**ISSUE 3 etc.**

Sign up for updates

## **PRESENTATION OF TI EU**

Short text: Establishment, function, evidence-based advocacy approach

Buttons/icons to click on in the page, but also accessible through the About Us drop-down menu:

- Governance, Accountability & Ethics
- EU national chapters
- TI globally
- Staff
- Careers

## **OUR THEORY OF CHANGE**

Text linking to TI EU priorities in relation to the 2030 strategy

## **SUCCESSES TIMELINE**

Reference to impact and key moments in TI EU's work and projects

### **Separate page? ISSUES – Reuse 6 issues from homepage**

Introductory paragraph about work in that specific area, followed by related projects and/or advocacy work. Possibility to aggregate news about that policy area by using tags (just make more prominent).

**SHORT TEXT**  
Presenting the priority's content

**Project 1**

**Project 2**

**Project 3**

**Latest news on the priority**

**News 1**

**News 2**

**News 3**

**FILTER FUNCTION (blog posts, press releases and events) select menu**

**LATEST POST**

**Post 1**

**Post 2**

**Post 3**

**Post 4**

**Post 5**

**Post 6**

Etc.

**FILTER FUNCTION (select menu)**

**LATEST PUBLICATIONS**

**Post 1**

**Post 2**

**Post 3**

**Post 4**

**Post 5**

**Post 6**

Etc.