

EuroGeographics Website Request for Tender

1. Introduction

We want to appoint an organisation that will work with us to:

- Build a new Association website, which performs well, is secure, and provides a positive experience for visitors and editors.
- Host the website
- Provide ongoing support, updates and overall maintenance of the website
- Help develop the website further

Incorporate as much as possible of our current design, but we are open to the possibility of a facelift.

The Association website will provide:

- Public and stakeholder information about EuroGeographics and its members
- Members only area and information
- Event management area

This tender document seeks costed proposals to help us do this work.

2. Association background

EuroGeographics - Connecting you to maps, geospatial and land information for Europe

EuroGeographics is an independent international not-for-profit organisation representing Europe's National Mapping, Cadastral and Land Registration Authorities. We believe in a society empowered by the use of trusted geospatial services from these official national sources.

Our strength lies in our extensive membership and we are proud to represent around 90% of the official bodies responsible for geodetic surveying, topographic mapping, cadastral surveys and land registration in geographical Europe. We deliver benefits for each regardless of the geographical, technical, political, organisational, linguistic and business parameters in which they work.

EuroGeographics supports the public good by representing our members' interests, maintaining networks that help our members improve their capabilities and role, and by facilitating access to and use of our members' geospatial data and services. By providing a single point of contact, we enable government, business and citizens to benefit from their collective expertise, products and services.

Our current website can be found at www.eurogeographics.org

Our brand values are:

- Quality
- Authoritative
- Trustworthy
- Innovative
- Up to date (currency of data)
- Expert
- Professional

3. Website background and review

The EuroGeographics website has two sections, one for the general public, and one which is password protected for members.

What we like about our current website

Front end

- The current website is a repository of knowledge and information about EuroGeographics and its members, providing a valuable resource for all stakeholders.
- Our URL is very well known and used by members and the wider geospatial community.
- The website is used to find out about EuroGeographics and other geospatial events and news
- Recognisable colour pallet
- Separation between public and private (member) areas
- Look and feel and our overall experience. Additionally, we would like to retain the same branding and imagery.

Back end

- The ability of staff to update content easily and efficiently, download information from forms and small design updates

What we do not like

Front end

- Responsiveness is not working correctly; on the mobile view the pages freeze while scrolling, the menus are not functioning correctly.

Back end

- The existing event tool is outdated and struggles to maintain alignment with our WordPress theme. Some plug-ins are rolled back to the previous version which elevated some issues but didn't fix everything.
- The login options are not functioning properly
- The website behaves inconsistently across various browsers.
- Certain pages in the non-members area redirect to blank pages.
- Links and images are not displaying correctly.
- There is a need to clean and archive data, as the number of outdated forms has accumulated over time.

- Rethink the forms which gather the data we use for our communications. These forms are linked to Mailchimp.

4. Objective for the Association website

Overall objectives for the Association website

It must:

- Reflect the Association's Purpose (see our Articles of Association https://eurogeographics.org/app/uploads/2018/03/Article_of_Association_v1.pdf)
- Reflect our Strategy
- Describe our membership and our activities:
 1. Facilitating access to data, services and expertise
 2. A society empowered by the use of trusted geospatial services
 3. The voice of Europe's National Mapping, Cadastral and Land Registry Authorities
 4. A tradition of sharing knowledge and expertise

It should:

- Position EuroGeographics as the voice of European National Mapping, Cadastral and Land Registration authorities that enables easy access to members' data and expertise.
- Demonstrate the use and value of location to link information and action across national boundaries to benefit people and planet.
- Provide a modern, professional, innovative, interactive and intuitive website that aligns with our brand values and strategy, thus acting as our shop window to the outside world.

Target Audiences:

- Members of the Association
- Stakeholders – EU / EC and Institutions; UN, other national and international bodies; partner organisations
- Data users – both current and prospective, describing our datasets and providing detail about them. General public – provides some basic information about who we are and what we do (as per our Annual Review)

Objectives:

External section of website

Messaging and any changes to written content: To be provided by EuroGeographics

- Clearly articulate the roles, responsibilities and relevance of EuroGeographics and its members.
- Deliver consistent clear messages, labelling and best use of language for the audience (i.e. representation means something to members internally but not necessarily to external stakeholders, where it might be best referred to as political engagement).

Desirable design

- Clear and uncluttered, professional look & feel

- Include our imagery.
- Reflect the European scope of our activities and membership i.e. we cover geographical Europe not just the EU
- Scalable design, efficient coding, modular architecture

Structure

- Ensure content can be found logically with a useable search function.
- Simple pathways to find information in as few clicks as possible.
- We would like to hold a UX research, requirements gathering

Imagery

- The website should be appealing and user friendly.
- We would like to reuse our existing imagery.

Usability

- We must be able to edit all content ourselves
- Responsive for viewing and using on mobile devices.
- Meet accessibility criteria.
- Preference for using WordPress as the CMS
- Good access control for editors with simple approval procedures for uploading new content.
- Simple way of managing new membership login/password requests.
- Potential to create or link to a customer/members relationship database (CRM).

Access to expertise and data

- Provide easy access to members' knowledge, experience, capabilities and expertise.
- Promote what EuroGeographics delivers (publications, position papers etc.) that show what the Association does and its impact.
- Provide easy access to members data (products and services at both European and National level).
- To provide customers with a clear path to enable them to do business with us easily.

Transparency

- Demonstrate the ethical and legal responsibilities of the Association (Governance).

Members

- As on the current website, provide a membership directory of searchable information.
- Represent our members' interests and provide a voice for our members to external stakeholders, specifically the European Commission and Parliament.

Specific objectives for members' website – accessed by password

- Facilitate easy, straightforward, intuitive access to all information on the website (a searchable library/database of information)
- Reduce confusion about where to find information.
- Make it easy for members to gain access to the members-only section of the website, and for individuals in an organisation to have separate logins and administration rights.

- Make it much clearer to the members if they are logged in or out of the 'internal' website, and to have some consistency when logged in around navigation.

Specific objectives for the EuroGeographics team

- Provide a simple way of managing content providers and editors and their access rights
- Simple content update templates
- Simple uploading of new content
- Good method of archiving documents and images used on the pages.
- Simple way of managing new membership login/password requests
- Integrate links to Mailchimp to utilize the collected data for future purposes.

Technical Requirements:

- WordPress Version: Should be stable and easy to update across the years.
- Careful use of Plugins to ensure their alignment with the website's core functionality and futureproof.
- Clear guidelines on how data will be stored, managed, and backed up.
- Security Requirements
- Good overall performance: Page Load Speed, Smooth Navigation, Analytics and Monitoring

5. Additional requirements

SEO-Friendly: Quality content with proper headings and meta tags

Integration with Social media

- LinkedIn
- Facebook
- Instagram
- Twitter
- Newsletter subscription

Integration with MailChimp to include the management of the contact database.

Event Management

- Event calendar
- Tool to enable event registration

Maintenance, Training and Support

- Hourly rate for technical support
- Detailed maintenance contract
- In house training for the IT Manager

Clear guidelines on how data will be stored, managed, and backed up

Hosting of an existing basic WordPress website for one of our projects : <https://un-ggim-europe.org>

6. Tender requirements

Build a new Association website with a bigger focus on quality and longevity. To achieve this, we are looking for proposals that not only showcase technical expertise but also demonstrate a commitment to creating a website that stands the test of time. The importance is on delivering a robust and user-friendly WordPress site that aligns seamlessly with the Association's objectives. Prospective bidders are encouraged to provide detailed plans, timelines, and innovative solutions that address our specific requirements for a durable and high-quality web presence.

Responses to this requirement

- Should be sent to: alina.talipova@eurogeographics.org
- It must be provided in English
- Word or PDF format
- Please provide your company information, registered address, and the main contact person and their contact details.
- Please provide an explanation of standards to be used, and compliance with any legal requirements (e.g. accessibility)

Please detail:

- The process you will go through to deliver a new Association website
- The timeframe for delivery
- A categorised budget to cover different aspects
- What tools will be used for providing website analytics

We would also like you to quote for:

- Archive existing website
- Fixed price for hosting of the new Association website with a back-up and maintenance service
- Fixed price for hosting of an existing basic WordPress website: <https://un-ggim-europe.org> with a back-up and maintenance service
- 24/7 technical support should a problem arise
- Hourly rate

Evaluation Criteria

The tender will be evaluated against the following criteria

- Degree to which it meets our requirements
- Quality of response
- Cost - we reserve the right not to award the tender to the lowest costed proposal
- Business within the EU