

Open call for 'Balkans go circular' website development

Introduction

The Circular Economy Balkan Beacons project had started to establish centers (Beacons) that will trigger circular innovation and implementation in business and supply chain management. Beacons will launch novel circular economy systemic services primarily for small and medium size enterprises. The main goal is to create a unique eco-system that would support innovative thinking and circular economy implementation. Guiding through the process of the transformation to the new circular business model will enable them to become prepared for the new market requirements. The plan is to launch the collaboration ecosystem by targeting business, cities, innovation centers, innovators, and experts, focusing on the systemic and innovative development of circularity. Partners are: CirEkon (Serbia), Timis Chamber of Commerce, Industry and Agriculture (Romania), Cleantech Bulgaria, Athena Research and Innovation Center (Greece), Chamber of Commerce and Industry of Serbia, Wuppertal Institute of Climate, Environment and Energy (Germany), Regional Education and Information Centre for Sustainable Development in South-East Europe REIC (Bosnia and Herzegovina) and Chamber of Economy of Montenegro. This year (December 15-16, 2022) the annual Conference *Balkans Go Circular* will be organized and a website is needed for promotion of this event.

The website is intended to communicate and provide important information to participants and audience from various European countries. The target groups are decision-makers from the business world, as well as representatives of relevant institutions for the implementation of the circular economy model. The idea is that the promotion of the event is accompanied by a website with a modern, effective, and responsive design (adapted for all devices and screens - mobile, tablet, PC). The chosen platform is WordPress.

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The call tasks

The work is divided in 2 tasks:

Task 1

Design and deployment of the website with 3-6 pages, which includes:

- Homepage with following options:

A carousel with announcements

Application form ("call to action" – the Procurer will deliver a questionnaire)

A contact form

A countdown timer

Agenda (with document available in PDF format)

Prevented CO2 (per visitor, based on the IP address of the country from which they connect, the Procurer will deliver the counter formula)

- A page dedicated to the gallery of photos and video clips

- A page dedicated to biographies of keynote speakers and panellists.

Basic SEO optimization is required. Also, the site should support a minimum of 500 visitors at the same a time. The site should be connected to social networks (Facebook, LinkedIn, YouTube, Instagram) – footer/header.

Task 2:

- Maintenance Package and all necessary changes on the domains: circular-beacons.net and the new domain intended for the event.

- Maintaining the functionality of the website and updating all elements required for the security and operability of the website.

- Up to 3000 minutes of changes measured per minute for the period October - December 2022.

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The example of required changes includes but does not limit to:

- I Structural website changes (page changes, new pages)
- II Translation and uploading of new materials (updates)
- III Final processing of the submitted elements and graphics to harmonize the visual identity of all elements with the site and the submitted brand rules.
- IV Modification of elements on the website (logos, graphic elements, interactive elements)
- V Other

The delivery of changes must be guaranteed within 48 hours from the delivery of the brief (green ticket), while for changes marked "urgent" it is necessary to guarantee realization within 8 hours of the delivered brief (yellow ticket). Reported malfunctions on the website must be removed within 60 minutes of the submitted request (red ticket). Minutes spent on solving potential malfunctions and technical problems on the website will not be charged additionally or included in the minutes of the package (red ticket interventions).

The work must be complemented by a short report (up to 3 pages) with all performed activities with timestamps and time used for the activities performed. Deadline for sending the Final Report is December 31, 2022.

The Offer and submission process

The offer should include:

- The price of delivery of Task 1
- The price of the delivery of Task 2
- The price of the working minute, measured per spent minute in case the needs and requirements exceed the proposed maintenance and change package of 3000 minutes.
- Workflow tracking and reporting tool(s) through which the worktime dedicated to the project can be transparently monitored.
- A portfolio with links and photos of previously created thematic (event, conference, fair) sites.

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The offer in a single PDF document, in English or Serbian language is to be submitted via the email address: contact@circular-beacons.net.

The deadline for submitting the offer is **15th of September, 16:59h CET**.

Any question regarding this call should be directed to contact@circular-beacons.net with the e-mail Subject: "Call for BGC- website".

Timeline:

The deadline for Task 1 is 10 (ten) days from the day when the contract was signed.

Award Criteria:

The Contractor Selection will be a subject of the following scoring system:

- Price 0.4 (40%)
- Workflow tracking model 0.3 (30%)
- Portfolio 0.3 (30%) (exclusively event websites).

Payment:

- 30 days after delivering and approval of Task 1, approved invoice by the Procurer.
- 30 days after the approval of a monthly report on spent minutes for Task 2, based on the approved invoice by the Procurer.

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