



**CPMR
CRPM**

Terms of Reference

25 March 2020

Specifications for the design and hosting of a project website “REGIN” (*Regions for Migrants and Refugees Integration*)

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Deadline for tender submission: Tuesday 14 April 2020

Contracting Authority:

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1. BACKGROUND AND PRESENTATIONS

As part of the launch by a consortium led by the CPMR (<http://cpmr.org>) of the “REGIN” project (Regions for Migrants and Refugees Integration) on 1 February 2020, the CPMR is launching a call for tenders for the design and hosting of a project website.

- **Presentation of the CPMR (Conference of Peripheral Maritime Regions)**

The Conference of Peripheral Maritime Regions of Europe (CPMR) is a French not-for-profit association (under Law 1901) with a membership of some 160 regional authorities from 25 states from both within and outside the EU. It aims to promote recognition of the essential role of the Regions as key actors for growth and balanced development of the European Union, in areas such as economic, territorial, maritime and blue growth policies, transport, climate change, energy, as well as migration policies.

- **Presentation of the REGIN Project (Regions for Migrants and Refugees Integration)**

The REGIN project is co-funded by the European Union (DG HOME) under the AMIF programme (European Asylum, Migration and Integration Fund), reference AMIF-2018-AG-INTE-1 Local and regional integration networks. It will run from 1 February 2020 to 31 January 2022. This project is coordinated by the CPMR as leader of a consortium consisting of 10 partners:

Regions/Public administrations:

- [CPMR](#) (Lead Partner)
- [Azores](#) (Portugal)
- [Campania](#) (Italy)
- [Catalonia](#) (Spain)
- [Murcia](#) (Spain),
- [Partnership Skåne](#) (Sweden)
- [Puglia](#) (Italy)

Technical Partners:

- [Instrategies](#)
- [Migration Policy Group](#)
- [CIDOB](#)

The goal of this project is to design, develop and assess an innovative toolbox for regions to facilitate, promote and strengthen migrants’ integration. The expected contribution is to advance robustness, accuracy and reliability of the regional authorities’ capabilities to promote inclusions, as well as improving cooperation and knowledge-sharing among them.

Four main objectives are addressed in the project:

- Objective 1: Identifying inclusion and integration indicators and related public policies at regional level;
- Objective 2: Developing a set of tools able to facilitate regional performance on promoting and strengthening migrants' and refugees' inclusion and integration;
- Objective 3: Improving planning and monitoring of inclusion and integration indicators;
- Objective 4: Interchange, dialogue and cooperation in practices and initiatives between the consortium partners.

The REGIN project targets in order of priority:

- the project partners and the stakeholders working in collaboration with them, including migrants themselves,
- all CPMR member regions
- more widely all other European local and regional authorities
- EU institutions
- various national, regional and local players working in the field of integration of migrants and refugees,
- any member of the public interested in the actions carried out within the framework of the project.

2. WEBSITE SPECIFICATIONS

• Objectives

The website will provide information and resources and be divided into several main sections:

- General description of the project and presentation of the partners
- Outputs of the project / resources available to regional authorities and stakeholders that work with them: Indicators, Toolbox and Integration Lab
- News
- Events
- Publications

The objective is to publicise the REGIN project and its partners, to inform and communicate about current activities and meetings, to publish results and to make available the different tools developed within the project.

Aside from being a channel to disseminate the results of the REGIN project on the integration of refugees and migrants and promote the exchange of experiences and innovative practices, the website will also be a platform to facilitate interaction between the partners.

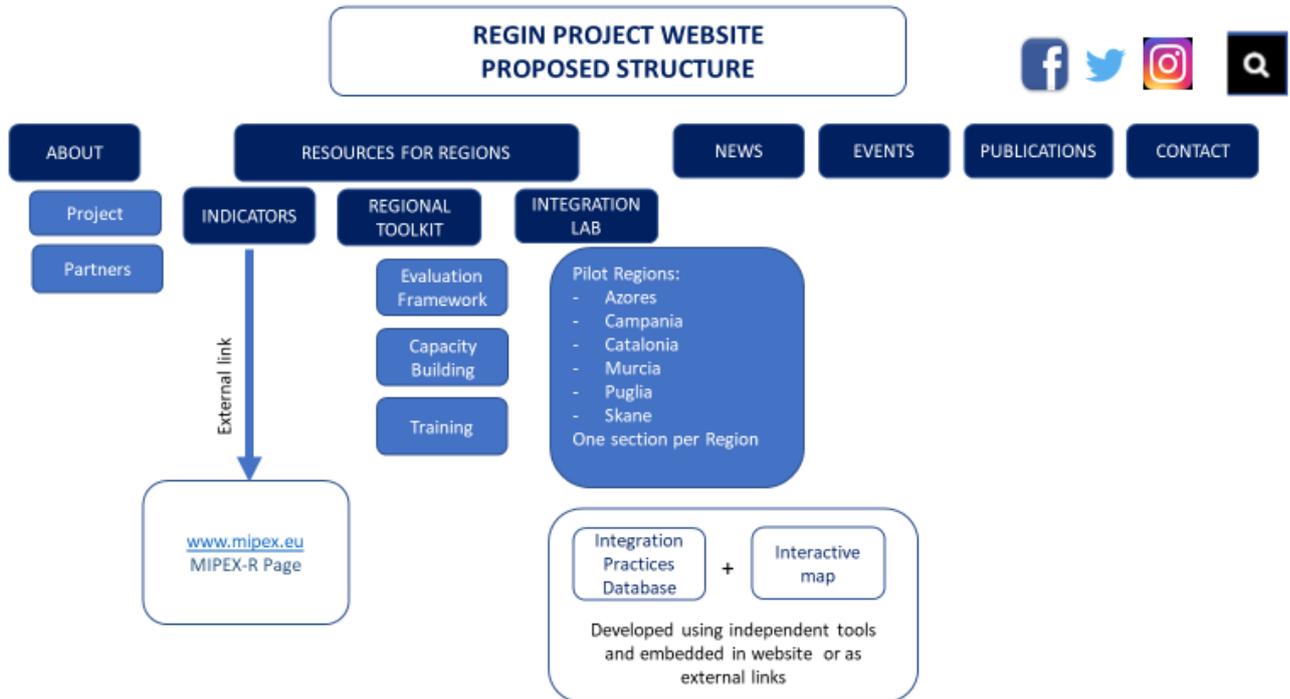
The website will also contribute to visibility of the project via social media networks (Twitter, LinkedIn etc.),

• Structure and Content

Inspiration for the design and structure may be taken from the following websites:

- <http://www.cleanatlantic.eu/>
- <https://mentproject.eu/>
- <https://admin4all.eu/>

For guidance purposes the following structure is proposed. It can be adapted in accordance with the service provider's recommendations and the contracting authority's needs.



The site will be linked to

1. an existing website www.mipex.eu, which will have a dedicated MIPEX-Regions section developed under the RGIN project.
2. a database of innovative integration practices with search filter and an associated interactive map. It is intended to develop these features using separate tools to be embedded in the website or accessible via an external link.

The development of the RGIN website should take into account the above elements which will be developed at a later stage of the project

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. Links to social media (icons) should be displayed in this area. An internal search tool by keyword should also be available from the top menu.

Footer

Information/links in the footer should include:

- EU emblem and mention of funding*
- site map
- contact details
- privacy notice
- disclaimer
- copyright notice



*The emblem of the European Union which is funding the project, should be visible on each page of the website, along with the following reference: 'This project is funded by the European Union's Asylum, Migration and Integration Fund.'

Information and examples of how to display and use the EU emblem can be found in the [guidelines for beneficiaries and other third parties on the use of the EU emblem in the context of EU programmes](#).

Sections/Pages

- **Home Page**

Home page with photos, a short introductory text about the project, an area displaying the latest news and events (3-5 items), Twitter feed, (<https://twitter.com/REGINProject>), direct visual links to outputs, etc.

The home page will have a graphic banner at the top of the page, which the contracting authority must be able to modify as and when necessary (insertion of text and importing of photos/images in JPEG, PNG, formats etc.).

The home page should also have an internal keyword search tool.

- **About**

A brief description of the REGIN project will be included (with the structure and organisation of the project and the objectives and results.

There will be a presentation of the partners (full partners of the projet + associate partners)

Logos of partners could appear fixed at the bottom of the page for example, with links to respective websites

- **Resources for Regions**

This section will include the following sub-sections:

- **Indicators**

This section will have a short description of regional policy and outcome indicators developed under the REGIN project and link to www.mipex.eu MIPEX-R page (to be developed during the project).

- **Regional Toolkit**

This section will include outputs of the project:

- Evaluation framework to identify innovative regional practices on migrant integration and a catalogue of innovative actions.
- Capacity Building Guidelines for regional stakeholders working on migrant integration issues
- Training Guidelines for regional authority staff working on migrant integration

- **Integration Lab**

This section will focus on the actions led by the 6 pilot regions that are partners of the REGIN project to develop an innovative initiative on migrant integration.

It will also link to a database of innovative practices and an interactive map that will be developed using independent software tools in the second year of the project. Here you can see an example of what this section could look like (<http://saferatlantic.eu/Services>)

- **News**

This section will contain news articles and downloadable versions of the 6-monthly project newsletter as well as a sign-up form for the newsletter.

- **Events**

This page will include a calendar of all project-related events, preferably in list form. It should be possible to filter events by category (Coordination Committee, Dissemination Meeting, Training/Capacity Building, External Network Encounter, etc.)

- **Publications**

In this section visitors should be able to download the various publications produced by the project, including project brochure, reports, policy briefs, etc. It should be possible to filter by category of publication.

Visual Image

The website's colours, fonts and images must respect the graphic charter of the REGIN project. The overall design should comply with the project's official image and values and reflect the work undertaken by the consortium.

Logo du projet



Texts and Media

The texts, logos and guidelines will be supplied by the CPMR in digital format. Some photos and illustrations (free of copyright) can also be supplied by the CPMR. The contractor can also suggest visuals of the photo or image type, free of copyright. DG HOME's [multimedia library](#) may also be useful for source material.

- **Website Administration / Back-Office Section**

The web administration platform must be easy for the team of administrators (3-4 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**

Contents Management

The contents management system could be a dedicated *Web Content Management* (WCM) program functioning in the form of modules or preferably an Open Source contents management system. 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.

File Management

The administrators must be able to easily upload files (up to 25 Mb) in all formats used by Microsoft Office (Word, Excel, PowerPoint, etc.), in addition to images (.Jpeg, .png etc.) 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.

Languages

A proposal for a website based on a multilingual platform is required.

The website will be mainly in English.

However, some content will be published in other languages. These are: Spanish, Catalan, Italian, Portuguese and Swedish.

Content in different languages will concern essentially some news and events items, as well as information published in the “Integration Lab” section under the pages dedicated to specific Regions.

When a new article or page is published, it must be possible to duplicate or display the new text in another language and to switch, for example, from any page in English to the same page in the translated version and vice versa. If translation of the content of a page does not exist, it should be displayed in the default language.

Advanced Search Tool

An advanced search function for the site should be included. This search tool by internal keyword and type of deliverable should be available on the home page (Search in contents of all pages and in all files).

Browsing / Display

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.

Referencing

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

Website Analytics

The site will have an in-house reporting tool with statistical monitoring. 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 **reginproject.eu**

The website designer should be responsible for registering the domain name for a period of 5 years until at least 31 January 2025.

The tender quote should include the cost of hosting the web platform for a period of 5 years, with evolutive data storage and unlimited numbers of visitors.

3. TENDER PROCESS AND DESCRIPTION

- **How to respond to the call for tender**

Deadline (first phase): Tuesday 14 April 2020
Tenders received after this date will not be considered.

Offers should be sent by email to Claire STREET (claire.street@crpm.org) with copy to nidaa.botmi@crpm.org

The CPMR will send a confirmation of receipt of offers by email to each tenderer.

Provisional timetable and project phases – Anticipated cost of the service provided

- **First phase**

The service provider must provide the following items by 14 April 2020 at the latest:

- A detailed budget with a reverse planning schedule for the development of the site (with the website running and online by 31 May 2020 at the latest).
- A description of the visual characteristics on the basis of the information provided;
- Three examples of comparable websites as set out in these terms of reference;
- 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.

The service provided should also include the hosting of the REGIN Project website for 5 years (with the domain name), as well as maintenance of the website (for example, on the basis of a set number of hours).

The total cost of all services provided should include the website creation and maintenance, including the set number of hours over five years.

The quote should clearly set out the details under the following budget headings:

- Creation of the website
- Hosting and maintenance of the website for 5 years

- **Second phase**

Once the contracting authority has approved one of the bids: finalisation and creation of the website.

- **Completion schedules**

Completion schedules for the second phase (14 April – 31 May) must be specified in the reverse planning schedule proposed by the service provider when submitting the offer (number of days spent drawing up proposals, service provider/customer discussions, design and construction, troubleshooting).

- **Finalisation of the approved proposal and presentation**

Once its proposal has been approved, the service provider shall provide:

- - a presentation on the website
- - 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.

NB: the site should be running and online no later than 31 May 2020.

- **Tender Selection Criteria**

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

- Ease of navigation for Internet users
- User-friendliness for the administrators
- Visual quality / creative design;
- Proposed cost of all services provided (excluding VAT)
- Lead times (the website should be running no later than 31 May)