

## **EEB/ZMWG CALL FOR TENDER: WEBSITE RESTRUCTURING**

### **Part 1: Introduction**

- Please find below a call for tender for the restructuring/revamping of our Zero Mercury Working Group website ( [www.zeromercury.org](http://www.zeromercury.org) ).
- When sending us your offer, please include information about your company's environmental commitment/sustainability policy – this is an integral part of our selection criteria.
- When sending us your offer, make an estimate of time necessary and hourly or daily rates with all tax including VAT – divided by subtasks
- Submit tenders in English to Elena Lymberidi-Settimo, Project Coordinator for the Zero Mercury Campaign ( [elena.lymberidi@eeb.org](mailto:elena.lymberidi@eeb.org) "> [elena.lymberidi@eeb.org](mailto:elena.lymberidi@eeb.org) ) and/ or Anita Willcox, Zero Mercury Campaign Assistant ( [anita.willcox@eeb.org](mailto:anita.willcox@eeb.org) "> [anita.willcox@eeb.org](mailto:anita.willcox@eeb.org) ).

**The deadline for the tender is: 12/02/2018**

### **Part 2: About the EEB and the Zero Mercury Working Group**

- Created in 1974, the EEB is now the largest federation of environmental citizens' organisations in Europe. It currently consists of over 140 member organisations in more than 30 countries (virtually all EU Member States plus some accession and neighbouring countries), including a growing number of European networks, and representing some 15 million individual members and supporters.
- We work on a vast array of environmental issues and our policy officers work with experts, our members, politicians and the media to protect and further develop environmental policies.
- The **Zero Mercury Working Group** (ZMWG) is an international coalition of over 95 public interest environmental and health non-governmental organizations from more than 50 countries from around the world formed in 2005 by the European Environmental Bureau and the Mercury Policy Project.  
*ZMWG strives for zero supply,*

*demand, and emissions of mercury from all anthropogenic sources, with the goal of reducing mercury in the global environment to a minimum. Our mission is to advocate and support the adoption and implementation of a legally binding instrument which contains mandatory obligations to eliminate where feasible, and otherwise minimize, the global supply and trade of mercury, the global demand for mercury, anthropogenic releases of mercury to the environment, and human and wildlife exposure to mercury.*

Our website for more information: [www.eeb.org](http://www.eeb.org) / <http://www.zeromercury.org>

### **Part 3: Tender**

#### **Summary**

The Zero Mercury campaign at the EEB would like to build a new website for Zero Mercury Campaign/Zero Mercury Working Group based on the existing website available at [www.zeromercury.org](http://www.zeromercury.org)

– while maintaining the URL.

Active since 2005 the Zero Mercury Campaign, having grown into the Zero Mercury Working Group has a long history of action. We would like to see a visual update of the website, to a more modern and user-friendly visual look. The division of sections, and their related subsections should be divided between introductory and advanced mercury issues.

- We would like to convey through our website an approachable and educational tool for mercury related issues.

- On the other hand, on separate tabs we would like to make available the recent activity related:

1. to project implementation through our members in different countries, and

2. the developments related to policy at international and EU levels.

The distinction between the “introduction to mercury” section and the “Policy” and “Projects” sections should be clear. We would like a visualization of introducing the general public to mercury through its various topics (processes, products etc), and then at the end of the page have a link where an individual can arrive at how the Zero Mercury Working Group is working on that specific issue at project and policy level as relevant. Simultaneously however, we would like to have a tab where stakeholders familiar with mercury issues and/or our work, can get directly to the advanced information without going through the introductory informational section or tabs.

We are looking for a proposal that explains in detail how the concept note below can be implemented.

### **Tender: revamp a website**

- The Zero mercury Working Group is looking to revamp its website. It currently does not do justice to the work carried out by the 95+ members organisations. This means a much more advanced structure with more visuals, conveying the image of a serious, trustworthy NGO coalition.
- The new website should be Wordpress-based, allow for easy management internally and coded in an open and accessible way to permit other third party developers to easily adjust.
- We would like the website to be a one-stop-shop for individuals that are new to mercury issues and simultaneously provide a platform where stakeholders familiar with mercury issues can find updates on international policy developments and relevant project information.
- The audience of the Zero Mercury Working Group website includes our members, representatives of EU institutions and member state governments, journalists, academics, other NGOs, progressive business and members of the public.

Please include the following and their related costs (separately) in your quote:

- Design and development of new easy to navigate website
- Transfer of data from the current our current CMS system, Joomla.
- Annual costs for domain name and hosting (including backup). We may decide to handle this ourselves depending on the quotes provided.

- Annual costs for technical support.
- Basic Google Analytics tracking on all pages.
- SEO on all pages
- Responsive design, with slick page scaling for tablets and smartphones.

### **Indicative timeline**

- 25/01 Publication for tender
- 12/02 Deadline for submissions
- 23/02 EEB/ZMWG evaluates proposals and contacts suppliers / Communicate to winning service provider
- End Feb-Beginning of March: Signature of contract with EEB/ZMWG
- Building of the website: March – April
- Launch: end April- beg May

### **Criteria to be considered during evaluation**

- combination of price and quality,
- production / delivery time and service.
- having/using environmental and sustainability policy/criteria
- the EEB holds the right to exclude a supplier who may have a negative financial record, that violates criteria such as bankruptcy, not paying taxes etc.

### **Part 4: Functionality**

- Slider for home page
- Horizontal menu with drop down elements (within homepage – e.g. About us, About Mercury, Policy Developments, Projects, Resources, News )
- About us section
- Map that interacts with posts to deliver news on members' projects/activities
- News section (Press releases)
- Newsletter sign up widget
- Position paper section (listed chronologically)
- Publication section displaying in an attractive way – showing the front cover of the publication – up to 10 publications per year
- Photos, infographics, and videos should be downloadable.
- Events section

- Contact form
- Possibility of archiving the content of the existing website

## **Home page**

The home page is meant to be a public oriented landing page for individuals wishing to learn about mercury. The first image should be a large slider which in principle will not change over time. The slider will include 4-5 pictures referring to introductory information about the challenges surrounding mercury pollution, but also to some of the priority areas we work on.

Above it, a horizontal menu, with dropdown elements can be displayed, dividing between general mercury information, the policy work that ZMWG does along with current projects and other elements (to be detailed at a later stage e.g about us etc). Below the slider there will be some space to describe ZMWG group as an organization and post our latest news. There should also be space to include a footer providing our location and contact information.

As examples please see <http://www.artisanalgold.org/> or [www.sradev.org](http://www.sradev.org)

## **Map**

The website should provide country-specific pages/posts with contact information for our different national partners, in addition to a description and updates of relevant projects that they do appearing within our website (via posts) apart from linking back to national websites. Accessing these country specific pages should be done through a map, e.g. found on “About us” page. The map needs to highlight somehow differently countries where EEB/ZMWG are funding (or have funded) directly projects, whilst providing a link to that campaign (page/post).

We would also need to post updates about the relevant projects/campaigns, that will simultaneously appear in the “What’s new” section of the home page.

**Technical prerequisites:**

The CMS should be **WordPress** to align with our other websites. The current site is working with Joomla.

Visual identity / look and feel:

We do want to update, but not reinvent the visual identity of the Zero Mercury Campaign/ Working Group.

The Zero Mercury logo stays unchanged and is our branding basis. We would like the look and feel of the new website to be more visually oriented, as now it feels a bit text-heavy.

Footer: Logos and disclaimers of EC will need to go somewhere at the bottom