

INVITATION TO TENDER

Web Development & Web Design Services

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Purpose of the contract

The **EU SME Centre** (hereafter **the Centre**) is looking for a **Web Development and Web Design Provider** (hereafter **the Service Provider**) for a project divided into two lots: the **upgrade of its website (Lot 1)** and the **upgrade of its self-diagnosis tool (Lot 2)**, an interactive quiz for businesses.

The two projects will be integrated within a single website. The self-diagnosis tool shall be considered a microsite of the project website with specific capabilities.

The Centre's new website will need to guide target users efficiently and promote interaction with partners. The self-diagnosis tool aims to help companies identify knowledge gaps before they implement their operational plans in China and to encourage engagement and user registration.

I. Background

1.1 About the EU SME Centre

The EU SME Centre is an EU-funded initiative created to assist European small and medium-sized companies, entrepreneurs, and start-ups entering or expanding their activities in China. The Centre's main office is located in Beijing, China. The Centre offers a range of free services to provide EU SMEs with expert advice, training, documentation, and advocacy.

On 1 July 2022, the EU SME Centre entered its Phase IV (2022-2025) and is implementing a new strategy to increase its outreach and visibility.

Our key objectives:

- To offer business solutions, including advice, one-to-one consultations, identification of knowledge gaps, and training to European SMEs for their business activities in/with China.
- To provide clear and up-to-date documentation on issues relevant to various industries, from market access requirements to standards and conformity and current regulations to do business in/with China.
- To organise online, offline, and hybrid informational and capacity-building events aimed at supporting European SMEs.
- To foster connections between European SMEs and business support organisations (BSOs) best suited to assist them.
- To develop partnerships with BSOs and European stakeholders for a greater synergy of actions aimed at helping SMEs to succeed on their internationalisation path.

1.2 Target audience

The targeted publics of the EU SME Centre can be divided into three groups:

- A) *Direct audience.* Small and medium-sized enterprises, entrepreneurs, and start-ups from European Union Member States and countries participating in the Single Market Programme.
- B) *Partners and potential partners.* Business support organisations in Europe and China, as well as EU Member State representations in China.
- C) *Institutional stakeholders,* including the European Innovation Council and SMEs Executive Agency (EISMEA) and the European Union Delegation in China.

1.3 Current website & reasons for upgrade

The EU SME Centre's current website was created and launched in 2012. Its current hosting server is in mainland China. To visit the current website, click here: <https://www.eusmecentre.org.cn/>

The main reasons for upgrading the website are:

- A) The current website is over ten years old and needs a more contemporary layout. As the central communication channel of the Centre, the website must convey our message adequately in a visually appealing layout.
- B) To improve user experience, with clear and concise information on the homepage, guiding users to find their destination in an intuitive way. To lower the bounce rate by ensuring that new visitors are not overwhelmed by homepage content.
- C) To increase outreach and user engagement in events and activities, queries to our team, user registrations and newsletter subscriptions.
- D) To make it easier to keep all information up to date, by regrouping content to avoid scattered information.
- E) To improve the back-office interface to allow for customised content layout and inclusion of visual data without high technical skills.
- F) To strengthen cooperation and synergy with partners and to connect target SMEs with relevant business support organisations.

- G) To integrate new features, including video content and AI-assisted search functionalities (for instance a chatbot).

The Centre's new website will need to guide target users efficiently and promote interaction with partners.

1.4 Current self-diagnosis tool & reasons for upgrade

The current self-diagnosis tool has last been updated in March 2021 and can be consulted here: <https://sdt.eusmecentre.org.cn/>

The Centre has decided to redesign and modify the content of the SDT to improve its ease of use, allow users to complete the test faster, and to fully integrate the SDT to the new website.

The main goal of the new SDT will be to increase user engagement by using answer choices to suggest relevant publications from the website and by inviting users to contact our team for business consultations and other queries.

II. Description of objectives and desired features

The EU SME Centre is implementing in Phase IV (July 2022 – June 2025) a new communications and visibility strategy, which includes the development of a modern, fully-functioning website capable of supporting our objectives. The website is the main communication channel of the Centre.

The design of the new website will place an emphasis on easy access and navigation. The site must be responsive and attractive with an efficient and prompt content management system.

2.1. Lot 1 – Website upgrade

2.1.1 General requirements for the website

The purpose is to create a website that:

- A) Is *user-friendly*, with an interface that is intuitive and easily navigable for the user. This should be applicable to all our targeted publics.
- B) Provides high page load speed to users located in mainland China and to users accessing the website from Europe.

- C) Reflects the EU SME Centre's identity with a *contemporary and professional layout*. The Service provider will work on the new design in coordination our Communications & Visibility manager to ensure conformity with our style guide (see Annex on p.12).
- D) Increases the number of returning users and lowers the bounce rate. To this end, the Service provider will code in the latest on-page search engine optimisation and improve the site map to make content accessible in a few clicks.
- E) Allows back-end staff to post multimedia, search engine optimised and visually attractive content with a simple interface. The multimedia database and cache must be easy to access and purge.
- F) Integrates new features: the B2B Marketplace, a partners' corner connecting SMEs to relevant support organisations, as well as video content, the self-diagnosis tool (see 2.2) and an AI-assisted tool such as a chatbot to guide users.
- G) Is viewable with all major web browsers and accessible on mobile devices, tablets.

2.1.2 Users & access

Non-registered users can access articles, news and events published on the website, as well as the self-diagnosis tool.

Registered users can access reports and webinars posted by the EU SME Centre, as well as subscribe to our monthly newsletter.

2.1.3 Language

Content on the website and SDT will be entirely in English.

2.1.4 Organisation of content

Content should be filterable via the use of tabs and an inbuilt search engine, so that users can quickly identify content which is relevant to their country/region and to their sector.

- Homepage

The goal is for the homepage to present clear and uncluttered information to visitors. The homepage shall give a concise overview of the Centre's mission, services, activities and upcoming events.

The Service provider shall suggest solutions to minimise the bounce rate.

See Annex on p.12 for a detailed description of homepage features.

- Multimedia content

The new website will comprise articles, reports, webinar videos, photos, infographics, PDF files, as well as enable registration to events.

- B2B marketplace

The new website will also be used to connect European businesses with relevant support organisations with an easy-to-use and visually appealing business matchmaking platform, *B2B marketplace*.

The Service provider will build a section for a new website that will present partner BSOs and provide contact links to website users. Target publics should be able to easily search and filter partner organisations (e.g. by sector and by country or region).

- Analytics & SEO

The back office needs to feature a fully integrated access to Google Analytics.

The Service provider will ensure well-attuned SEO, so that the website is visible to third parties searching for relevant information.

2.2. Lot 2 – Self-diagnosis tool (SDT)

The new version of the SDT will feature shorter questions than the current version and will provide links to other publications on the website. The tool administrator should be able to customise the questions as required (for instance to add new, edit or delete entries) and change the suggested links to other internal publications.

2.2.1 Objectives and desired features

The new version of the SDT will entail the development of a *quiz comprising between 20 and 30 short questions in 4 stages*. Each stage will be designed like a flow chart with 4 to 7 questions, depending on the answers selected by the users. After answering the final question of a stage, users will be directed to the first question of the next stage. The stages will only be visible to the back office for analytic purposes; the transition from one stage to the next will be seamless for front-end users.

The new SDT will *include clickable links with suggestions of relevant content* prompted by the selection of some answers.

An optional *registration form* will appear at the end of stage 1. Registered users will receive an *automated email* containing a personalised selection of links to relevant content. This selection will be compiled according to users' answers to certain questions.

The Service provider will *enable content modification* of the quiz from the back office.

2.2.2 Analytics

The proposal should include a budget including the integration of analytics tools to obtain the following metrics:

- Number of people using the tool.
- Number of people completing each stage.
- Browsing path of users.
- Number of SDT users downloading reports and viewing videos on the website after using the tool.
- Quiz answers for each user.
- Number of new registrations originating from the SDT.
- Number of queries originating from the SDT and from the follow-up email.

2.3 Web hosting

The Service provider shall provide web hosting services, which may be offered via a sub-contractor.

The selected server should have video hosting and streaming capabilities. The technical details of the hosting services provided shall be elaborated in the Service provider's proposal.

It is imperative that the final website be accessible to users in mainland China and to users in Europe.

2.4 GDPR compliance

It is imperative that the website and the SDT are in full compliance with the European Union's General Data Protection Regulation (GDPR).

2.5 Migration and transition

The provider is required to migrate the website from the existing hosting environment to the new environment. It is expected that this migration should take no longer than a month.

III. Application process

3.1 Application requirements

Interested applicants should write an email to the EU SME Centre's Communications and Visibility Manager Nelly Alix at nelly.alix@eusmecentre.org.cn, keeping Team Lead Liam Jia at liam.jia@eusmecentre.org.cn in copy, with a *proposal in English including:*

- A) A description of how the Service provider intends to deliver the requested services.
- B) Suggestions on design and interface, with an overview of front-end and back-end functionalities, as well as details on the hosting server location for optimised page load speed in China and in Europe.
- C) A portfolio of completed web development and web design contracts.
- D) A detailed timeline of the project phases, from design to development and content migration to staff training (at least one training session) and launch. The new website must be ready for launch no later than end of December 2022.
- E) A brief background of the company/contractor. The bid should include the name, contact person, and contact details of the Service provider, as well as company registration details and tax number.
- F) A quote including an itemised budget in Euro, with a warranty period for technical issues. The quote must include any third-party costs as well as annual maintenance services. Prices must be in fixed amounts and must be quoted inclusive of all duties, taxes and other charges.

3.2. Selection criteria

The assessment will be based on each tenderer's bid. All the information submitted will be evaluated according to the following criteria:

- Level of conformity with the technical requirements listed in the present document.
- Quality of the proposal and accuracy of the proposed services.
- Value for money of the itemised quote presented by the Service provider.
- Proof of sufficient technical and professional capacity to perform the contract.
- Statement confirming that the Service provider fulfils the general requirements of GDPR compliance.
- Quality control and assurance methodology.

The technical section is of great importance to the assessment of the bids. It must cover all aspects and tasks required. Offers not covering all requirements will not be evaluated.

Only shortlisted candidates will be contacted. No direct enquiry via email or telephone on the status of an application will receive an answer.

IV. Application deadline and project timetable

Launch of tender: Wednesday 31 August 2022.

Deadline for reception of tenders by email: Friday 16 September 2022.

Date of evaluation of offers: TBA

Contract signature: TBA

The proposal will include a detailed timeline ensuring that the final deadline is met:

- The first draft version should be made available at the beginning of November 2022.
- **The launch of the new website and new SDT must take place no later than at the end of December 2022.**

V. Quote

Prices submitted in response to this tender must be inclusive of all costs involved in the performance of the contract, no expenses incurred in the performance of the services will be reimbursed separately.

VI. Contractual Details

A Service Contract will be proposed to the successful tenderer.

The selected Service provider must maintain quoted prices for 120 days from the notification of the tender award.

The Intellectual Property of all content on the website shall remain property of the EU SME Centre.

ANNEX

I. Style guide

1.1 Use of colour

The main colour used for new website and the new SDT will be the blue of the EU SME Centre's logo (RGB 42, 49, 135, HTML #2A3187) on a white background. Variations on a monochrome palette and on transparency levels are possible.

The desired layout of the new website shall allow for easy placement of images/thumbnails to illustrate our publications and events, as well as visual data (charts, graphs, infographics) presented in reports abstracts available to all website visitors.

1.2 Language

The content published by the EU SME Centre is entirely in British English.

1.3 Typefaces

The following typefaces are currently used by the EU SME Centre:

Sans Serif: Open Sans (headings, sub-headings, concise body text online, charts & graphs)

Serif: Merriweather (long body text in articles and reports)

The Service Provider is welcome to suggest alternative typefaces. Selected typefaces must have a high level of legibility and readability, as a large part of our content is long-form text published online.

1.4 Design coordination

The Service provider will work in coordination with the Centre's Communications and Visibility Manager Nelly Alix (nelly.alix@eusmecentre.org.cn) to ensure that the new design of Lot 1 & Lot 2 is in line with the Centre's requirements.

VII. Site map

2.1 Homepage

To guide new website visitors to relevant content, the new sitemap will be simplified. Specifically, the homepage top tab menu will be limited to five tabs as follows:

- Services
- Publications
- Partners
- News & Events
- About us

The Service provider is expected to provide the Centre with homepage layout options including a top menu with or without roll-down sub-menus.

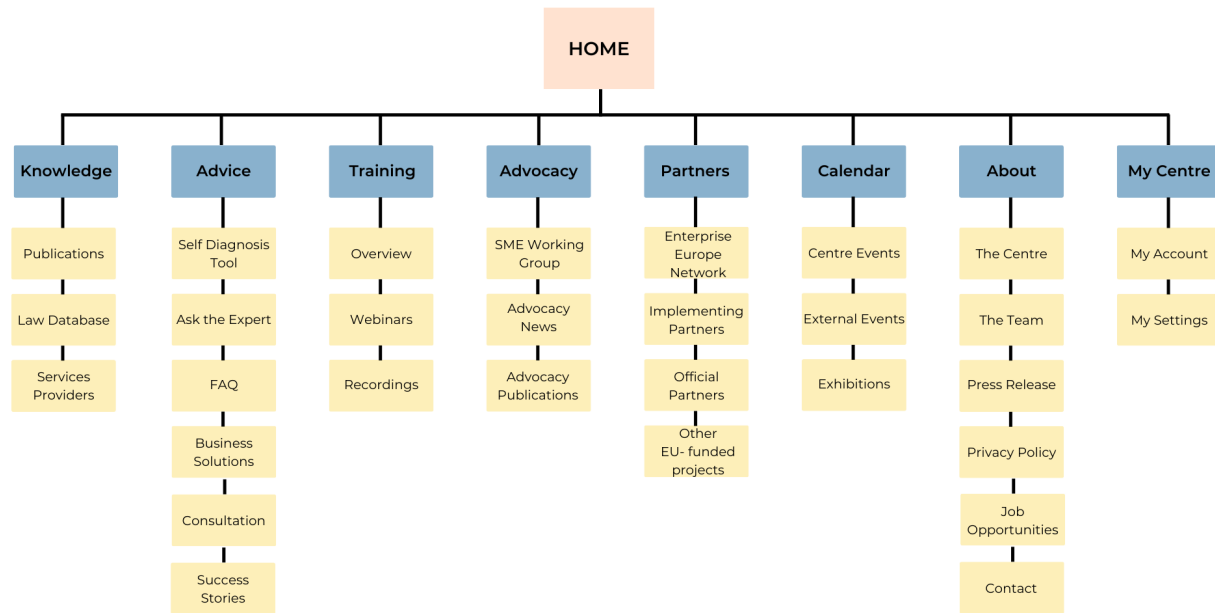
Other items to appear on the homepage:

- Sections such as “The Latest” for new publications and webinars, and “Upcoming” for events, with a sign up/log in form placed to the right of the page. Each item featured in these sections should have an image thumbnail.
- A clickable quiz question from the self-diagnosis tool, inviting users who select an answer to take the test. Quiz question example: Do you have experience in exporting to China? Yes/No.
- An introduction paragraph can be featured on the homepage with clickable links. For example:

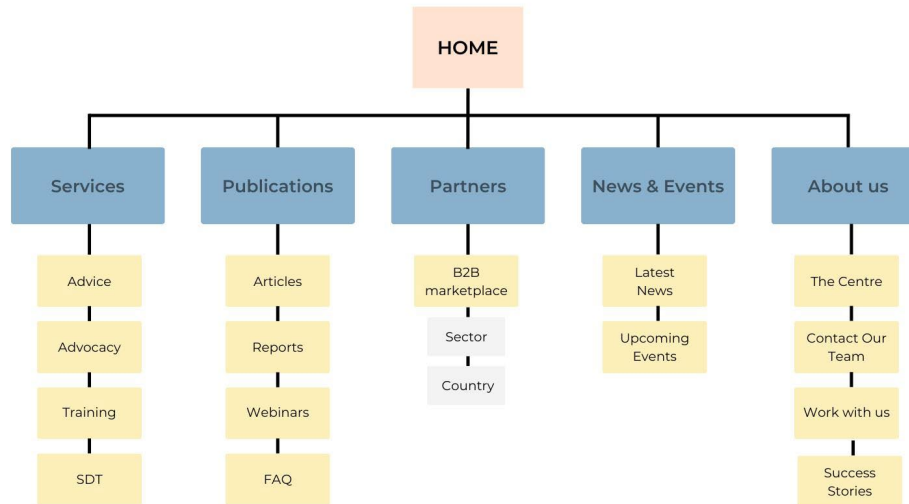
The EU SME Centre is an EU-funded initiative created to provide [free first-line services](#) to small and medium-sized businesses from [EU Member States and SMP-participating countries](#).

Whether you are [getting started](#) or expanding your operations in China, we can help you find the right [support and partners](#). Browse our [publications](#) and [webinars](#), take part in our [events](#), [take our test](#) to check how ready you are for China and [contact our team](#), we are here to help you succeed.

2.2 Current sitemap



2.3 New website provisional sitemap



2.4 Examples from existing websites

The following websites can be used as examples for inspiration:

<https://www.businessfinland.fi/>

<https://www.nypl.org/>

<https://www.eubusinessinjapan.eu/>

<https://www.mfa.org/>