

EU Strategy for the Danube Region

Invitation to submit an offer

Relaunch, operation and service for websites of the EU Strategy for the Danube Region (EUSDR)



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1. Background and context

The Danube is the second longest European river, the longest river of the European Union and the most international river of the world. The river Danube's catchment area covers 19 countries. The Danube Region area covered by the EU Strategy for the Danube Region (EUSDR) stretches from the Black Forest (Germany) to the Black Sea (Romania-Ukraine-Moldova).

The Danube Strategy Point is a Secretariat of the EU Strategy for the Danube Region (henceforth to be referred to as "EUSDR" or "the Strategy"). Following the EU Strategy for the Baltic Sea Region, the EUSDR is the second macro-regional strategy (MRS), which was proposed by the European Commission in 2010¹, adopted by the Council of the European Union and endorsed by the European Council in 2011. A 'Macro-regional Strategy' is an integrated framework endorsed by the European Council, which may be supported by the European Structural and Investment Funds among others, to address common challenges faced by a defined geographical area relating to Member States and third countries located in the same geographical area which thereby benefit from strengthened cooperation contributing to achievement of economic, social and territorial cohesion².

On behalf of the City of Vienna, the EU Funding Agency of the City of Vienna, as the lead partner of the project "Danube Strategy Point" (DSP), carries out procurements of external services needed to support and enhance the implementation of the EUSDR. As a project of the Danube Transnational Programme (DTP), the DSP works in close cooperation with the European Institutions, especially the European Commission / DG REGIO, the National Coordinators (NCs) and the Priority Area Coordinators (PACs) of the member countries participating in the EUSDR. The DSP functions as supportive body for all stakeholders involved in the Strategy. It encourages cooperation between stakeholders and other actors (funding facilities, administration, civil society, local / regional / national authorities), to make the Strategy visible and tangible for as many people as possible and documents the added value of the strategy for countries and people.

From April 1st 2019 on, the DSP is responsible for the EUSDR main website and 12 respective domains (see below).

To support the implementation of the communication and to enhance the visibility of the Strategy, DSP has, as part of its contract with DTP, the task to relaunch, unify, operate and service 13 websites/domains of the Strategy.

Building upon the results of an online questionnaire (Needs Assessment) for all 12 PACs or their team members carried out in March/April 2019, the DSP has elaborated Terms of Reference (ToR) for the relaunch, operation and service of the (new) websites of the Strategy.

This awarding procedure aims at selecting a service provider to perform the relaunch, operation and service of all websites of the Strategy.

¹ COM(2010) 715

² EU Regulation 1303/2013: Common Provisions Regulation, Art. 2 (31)

2. The Outline

To ensure satisfaction among end-users and to facilitate easy handling as regards to quality, functionality, programming, maintenance, service and further development of the websites, the DSP is seeking a provider to implement the following tasks: Redesign, relaunch, backend, frontend and support of the following websites and integration of all of them into one system:

1. <https://www.danube-region.eu>³ + (Joomla)

Respective Subpages⁴:

2. <https://www.danube-navigation.eu> CodeIgniter⁵ (CI)
3. <https://www.danube-transport.eu> (CI)
4. <https://www.danube-energy.eu> (CI)
5. <https://www.danubecultureandtourism.eu> (CI)
6. <https://www.danubewaterquality.eu> (CI)
7. <https://www.danubeenvironmentalrisks.eu> (CI)
8. <https://www.danube-nature.eu> (CI)
9. <https://www.danubeknowledgesociety.eu> (CI)
10. <https://www.danube-competitiveness.eu> (CI)
11. <https://www.peopleandskills-danuberegion.eu> (WordPress 4.8.1)
12. <https://www.danube-capacitycooperation.eu> (CI)
13. <https://www.danube-security.eu>⁶ (CI)

3. Technical Requirements

The Project solution proposal is to be described according to the following requirements:

1. Optical Relaunch (Front End) based on uniform templates for the main page and 12 subdomains with the possibility for slight modifications by the PACs, based on the current status quo.
2. System Relaunch (Back End):
 - (1) The (open source⁷) system is to be specified and agreed upon (e.g. CodeIgniter, Joomla, Typo3, WordPress, etc.). The future installation of all sites must run under one system – unification of the system.
 - (2) A Database is to be specified. Currently MySQL(free Version) is in use.⁸
 - (3) Migration of domain, all data/database (MySQL) and registered users if necessary, including feedback-loops (with DSP & PACs) and several edits rounds to be included in the contract.

³ <https://www.eusdr-dsp.eu> Domain under EUFA – to be redirected redirect to <https://www.danube-region.eu>

⁴ It is necessary to change the Multi-Domain structure to: either <https://www.danube-region.eu/navigation>, <https://www.danube-region.eu/transport>, <https://www.danube-region.eu/energy>, etc. or to <https://navigation.danube-region.eu>, <https://transport.danube-region.eu>, <https://energy.danube-region.eu>, etc. The provider is to propose a feasible solution and describe why.

⁵ www.codeigniter.com

⁶ Due to the ongoing Revision of the EUSDR Action plan, there might be changes of a) the names of some of the Priority areas and/or b) changes in the number of PAs. Hence, re-structuring measures might become necessary during the 2nd half of 2019 and should therefore be considered.

⁷ Open Source Software is a precondition.

⁸ All exported data will be provided.

- (4) Unification of Domains and Domain Names (Single or Multi Domain installation), see Footnote 4. The unifying solution in respect to handling, maintenance, traffic and impact/user traffic is to be proposed.
3. Functionality:
 - (1) Newsletter E-mailing Module. To be proposed, preferably via the new system, carried out by DSP or PACs themselves without further costs per e-mail campaign / monthly fees. Current newsletter database has approximately 5.500 contacts.
 - (2) Project Database⁹
 - (3) Members Database
 - (4) Intranet¹⁰
 - (5) Members Login
 - (6) RSS Feeds
 - (7) Social Media channels connection (Facebook, Twitter, LinkedIn, YouTube)
 - (8) Survey / poll tool
 - (9) Extended Photo gallery
 - (10) Outlook-Calendar / Event Module Integration into the website. Presently there is a common EUSDR-Calendar¹¹ being filled in from Outlook and subscribed by EUSDR-Stakeholders. This calendar needs to be integrated into the websites.
 - (11) Event booking system for registration and management of meetings, events, etc. with export function of registered participants.
 - (12) Search engine optimization (SEO)
 - (13) Setup/Integration of Google Analytics & own visits counter
 - (14) Full GDPR-conformity on all levels (Front End, Back End)
 - (15) Renewal of Certificates whenever necessary
4. Support, management, service agreement, data ownership¹².
 - (1) Standard as part of the monthly service fee
 - (2) Extra Business hours support (service, programming, etc.)
5. Profound English language communication skills required. Reaction within 24 (business) hours. Apart from the main site, each subdomain (2-13) has a different person appointed

⁹ Examples: <https://www.danube-navigation.eu/projects>, <https://www.danubeenvironmentalrisks.eu/projects>, <https://www.danube-nature.eu/projects>

¹⁰ Example: <https://www.danube-competitiveness.eu/files>. Should however be a separate space with login.

¹¹ <https://mail.whit.at/owa/calendar/6632244486354a73a0cfd6c6a4654c73@eusdr-dsp.eu/12094021cd1a40ed9019fc7e5172c91d8383481019446026585/calendar.ics>

¹² Full Data ownership by the contractor is a non-negotiable precondition for the potential service provider / subcontractor. Upon completion of the relaunch, the service provider will provide the current version of the source code of the software and its documentation on a data carrier that can be read on the customer's system (as machine code) and install it on the system. This data medium with the source code and the associated documentation (content and structure of the data, program and data flow plans, test procedures, test programs, error handling, etc.) will be sealed by the service provider and deposited at a neutral space (trustee – selection to be agreed upon jointly). The costs of the deposit will be covered by the customer. The data carrier must contain the software in the original programming languages at the first time of installation and must include all changes made since then, as well as the documentation – if available in machine-readable form. Documentation that is not machine-readable must be enclosed in a copy that can be read without auxiliary means. In any case, however, a non-aid-readable list of the deposited objects and an instruction on how to read the data carrier on the client's system and how to install the system (subject of the contract) must be enclosed. The deposit or transfer is repeated every time a new software version is delivered and installed.

with content management and daily updates. The responsible persons are based in all 14 EUSDR countries.

6. User Manual (hands on, e.g. what buttons to press and examples with print-screen images. a video tutorial if possible.)
7. Webinar for approx. 30 users
8. HOSTING – to describe in the project solution proposal. It can, but does not have to be part of the contract.
 - (1) Hosting of all domains and data within the EU to be secured (full GDPR conformity and data sovereignty)
 - (2) Regular redundant data backup and mirroring
 - (3) “Emergency” access of the owner/contractor to the whole installation (FTP)
 - (4) Service, Updates, Security
 - (5) Monthly fees for hosting

4. Awarding procedure

The present procurement procedure with the EU Funding Agency/DSP as Contracting Authority is based on Austrian procurement law. According to this law (article 46 of Bundesvergabegesetz 2018 in connection with Schwellenwertverordnung 2018) the present service contract will be awarded via direct contracting. The contract will be set up based on Austrian law and concluded with EU Funding Agency/DSP. Herewith all interested companies are invited to submit an offer, via e-mail to office@eusdr-dsp.eu by **17th of May 2019 1:00 pm (Central European Time)**.

5. Assessment of offers

The offers will be evaluated according to the present ToR under following criteria. The criteria are divided into 2 categories: 1. *Mandatory services*: these are essential for award winning and must be provided in the offer. Non-provision on any of the Mandatory service results in elimination of the whole offer. 2. *Obligatory services*: these are essential for award winning and must to be proposed. They will be assessed by their quality and awarded with extra points. Based on quality of the proposed solution and its implementation of the stated points: good (100% of the respective points) / less good (50% of the respective points). A non-provision of each service results in elimination of the whole offer.

1. TECHNICAL REQUIREMENTS	Points	Total	%
Project solution proposal is to be described: 1.1. Optical Relaunch (Front End) based on uniform templates for the main page and twelve subdomains with the possibility for slight modifications by the PACs, based on the current status quo.	50		
1.2. System Relaunch (Back End): 1.2.(1). The (open source) system is to be specified (e.g. CodeIgniter, Joomla, Typo3, WordPress, etc.). The future installation of all sites must run under one system. 1.2.(2). A Database is to be specified. Currently (free Version) MySQL		Mandatory services.	

<p>1.2.(3). Migration of domain, all data/database (MySQL) and registered users if necessary</p> <p>1.2.(4). Unification of Domains and Domain Names (Single or Multi Domain installation). A unifying solution is to be proposed.</p> <p>1.3. Functionality:</p> <p>1.3.(1.) Newsletter e-mailing Module. To be proposed, preferably via the new system, without further costs per each e-mail campaign / monthly fees.</p> <p>1.3.(2.) Project Database</p> <p>1.3.(3.) Members' Database</p> <p>1.3.(4.) Intranet</p> <p>1.3.(5.) Members Login</p> <p>1.3.(6.) RSS Feeds</p> <p>1.3.(7.) Social Media channels connection (Facebook, Twitter, LinkedIn, YouTube)</p> <p>1.3.(8.) Survey / poll tool</p> <p>1.3.(9.) Extended Photo gallery</p> <p>1.3.(10.) Outlook-Calendar / Event Module Integration into the website. Presently there is a common EUSDR-Calendar being filled in from Outlook and subscribed by EUSDR-Stakeholders. This calendar needs to be integrated into the websites.</p> <p>1.3.(11.) Event booking system for registration and management of meetings, events, etc. with export function of registered participants.</p> <p>1.3.(12.) Search engine optimization (SEO)</p> <p>1.3.(13.) Setup/Integration of Google Analytics & own visits counter</p> <p>1.3.(14.) Full GDPR-conformity on all levels (Front End, Back End)</p> <p>1.3.(15.) Renewal of Certificates whenever necessary</p>	<p>30</p> <p>20</p> <p>10</p> <p>30</p> <p>20</p> <p>10</p> <p>20</p> <p>20</p> <p>10</p> <p>20</p> <p>20</p> <p>10</p> <p>20</p> <p>20</p> <p>10</p> <p>10</p> <p>Mandatory services.</p> <p>280</p>	<p>40%</p>
<p>1.4. Support, management, service agreement, data ownership.</p> <p>1.4.(1.) Standard as part of the monthly service fee</p> <p>1.4.(2.) Extra Business hours support (service, programming, etc.)</p> <p>1.5. English language communication required. Reaction within 24 hours.</p> <p>1.6. User Manual (hands on. a video tutorial if possible.)</p> <p>1.7. Webinar for approx. 30 users</p> <p>1.8. HOSTING – to describe in the project solution proposal. It can, but does not have to be part of the contract.</p> <p>1.8.(1.) Hosting of all domains and data within the EU (full GDPR conformity and data sovereignty)</p> <p>1.8.(2.) Regular redundant data backup and mirroring</p> <p>1.8.(3.) “Emergency” access of the owner / contractor to the whole installation (FTP)</p> <p>1.8.(4.) Service, Updates, Security</p> <p>1.8.(5.) Monthly fees for hosting</p>	<p>Mandatory services.</p> <p>Mandatory services.</p>	
<p>TIME SCHEDULE</p> <p>to provide a time schedule in the project solution proposal. See Also Pt. 6.</p>	<p>Mandatory services.</p>	

2. QUALIFICATIONS			
2.1. To prove the qualification: 3 experts as team-members must be stated in the offer, providing their CVs. (Each expert: max. of 20 points)	60		
2.2. A maximum of 3 comparable "full service" reference projects must be provided with a short description, link, year of contract, name of contractor/customer. (each reference project: max. of 10 points) <i>The qualification criteria are an award criterion. They serve as proof of qualification and experience. For each not provided item the full points respectively concerned will be subtracted. In case of change of team-members, a new expert, with equal qualification, has to be designated.</i>	30	90	15%
3. PRICE			
Total Price incl. VAT	100	100	45%
<i>The 100 points will be given according to the formula of relationship: Price offer of the cheapest offer divided through the price of offer x in %. The cheapest offer gets 100% of the 100 points and the others in relation to it.</i>			

The final result per offer will be the sum of points of the categories: Technical requirements, Qualifications and Price as follows:

- | | |
|---------------------------|-----|
| 1. TECHNICAL REQUIREMENTS | 40% |
| 2. QUALIFICATIONS | 15% |
| 3. PRICE | 45% |

The offer reaching the highest score will win the contract.

6. Time schedule and coordination

The potential contractor is to provide a time schedule in the project solution proposal starting with the 20th of May 2019 taking no longer than 3 months (1st of September 2019 – going live) for all preparatory steps (programming, migration).

XXXX 2019	XXXXX
XXXX 2019	XXXXX
XXXX 2019	XXXXX
XXXX 2019	XXXXX
XXXX 2019	XXXXX
XXXX 2019	XXXXX
XXXX 2019	XXXXX

The DSP will be in charge of coordinating the works.

7. Price

The offered price shall be a lump-sum which covers any costs arising from the complete delivery of the services described above such as office and material costs, travel and subsistence costs, costs for any subcontracts, overhead costs, taxes, charges. Additional costs will not be reimbursed. VAT is to be indicated separately and prices have to be indicated as fixed prices.

No reimbursement of costs arising from the elaboration and submission of the offer will take place.

Please be aware that the EU Funding Agency/DSP as contracting authority may request additional documents to verify the authorisation of the company to deliver the service, its professional reliability as well as its financial, economic and technical ability to perform the services.

The signed and scanned offer shall be submitted by 17th of May 2019 1 pm (Central European Time) via e-mail to office@eusdr-dsp.eu.

For questions please address an e-mail to robert.lichtner@eusdr-dsp.eu until 10th of May 2019, 2 pm (CET) Answers to the questions will be transmitted to all offering parties on 13rd of May 2019 c.o.b.