



Contracting authority

Organisation name: Zero Waste Europe
Address: Chaussée de Vleurgat 15, 1050 Brussels
Telephone: 02 736 20 91
Website: www.zerowasteurope.eu
E-mail: hello@zerowasteurope.eu

Date and Place

19 November 2020, Brussels - Belgium

CALL FOR TENDERS

Topic: UX Design, Development and Maintenance for the Mission Zero Academy website

Deadline to apply: 2 December 2020 COB

Contract value: 10.000 EUR (inc. VAT)

Presentation of work

[Zero Waste Europe](#) wishes to develop and maintain a website for its new Mission Zero Academy project.

The Mission Zero Academy will be launched in February 2021. The Academy will make resources and expertise accessible for those working on resource management and circular economy topics. It will provide services and resources which have specifically been designed to help train and support local stakeholders in the design and implementation of zero waste strategies in municipalities and businesses. Likewise, Zero Waste Europe and its member organisations designed a certification system for [Zero Waste Cities](#), which will be part of the ZW Academy services.

For further information, please read our "[When a certification becomes more than just a certificate](#)" blog post.

Objectives of the work

Zero Waste Europe seeks to contract a supplier to perform UX Design, Development and Maintenance for the Mission Zero Academy website.

The Mission Zero Academy website will serve a two-fold purpose: to inform existing and potential customers about the Academy and its services, and to allow online purchasing options of said services. It is important to note that the Academy is not a webshop, but a non-profit organisation with commercial activities. The initial purchasing services will include webinars, study tours, and certification schemes. In the future, it will also be connected with e-learning tools and similar plugins.

This will be a completely new website that will have to be developed from scratch. While the tasks requested in this call for tender were listed taking into account the more basic nature of the website during its first year



of life, the work should be done in a way that foresees and allows for the constant development and scale up of the website as the Academy expands its scope and services (including bespoke plugins and tools). The backoffice should be structured in an intuitive and user-friendly way, so that the Academy coordination team can upload and update content as often as needed without constantly seeking IT support. It is also important to note that a customer/expert sign-in function must be a part of the front office of this website, so that these users can have their own dashboard view of the services purchased and their own account details.

The website, as well as its development, implementation and maintenance process, needs to comply with the requirements of the General Data Protection Regulation (GDPR), ensuring the processing, data security, and data protection of data subjects when personal data are involved. It must also be in accordance with GDPR compliance of cookie policies.

The website must be created using Wordpress as a CMS and hosting tool, and foresee, at a minimum, the following items as Wordpress plugins:

- Website analytics
- Sign-in option for customers and experts (with filter differentiation between both, i.e. a customer should only see the products they purchased, and not have access to materials that are specific for experts/coaches)
- CRM (where to collect customer information, such as organization name, contact details, purchase history and payment details)
- Blog posting function
- E-commerce purchase options (for example, purchasing a webinar with automatic receipt sent and access given to the material)
- Integration of social media buttons
- Integration of newsletters sign-up forms

As an example of the connections required, a customer purchases a webinar on the website and payment is processed automatically. The customer's information is stored in the CRM. The customer receives a receipt and an access link to the webinar.

Another example is of a certification customer whose information is stored to the CRM. There it is possible to monitor the yearly payments and purchases of supporting services. The customer is given access to the area with the sign in and there they have visible the materials they have purchased.

The contractor will take into account the Mission Zero Academy Branding Guidelines document, which will be shared with them following the contract signature, and apply them to the web design proposals and integrate it in the website backend.

The contractor's team will be in constant contact with the Mission Zero Academy coordination team throughout the duration of the contract for review, clarifications, and approval of all processes and materials.

Deliverables

The contractor must deliver, over the course of the contract:

1. Initial briefing meeting/workshop with the Mission Zero Academy team
2. Website development proposal
3. Website mockups (including A/B testing options)



4. A website with the most basic functionalities (i.e. information-only/window-shopping website) completed by 17 February 2021
5. A website back office Guidelines/How-to document
6. A website update with all the required functionalities (i.e. including customer sign-in) by end of April 2021

The contractor is also expected to provide maintenance services from a structure and coding point of view throughout the lifetime of the contract.

Tender requirements

At the time of establishing this call for tenders, the procurement procedure requires that the contracting party be established in an EU Member State. Bidders from the United Kingdom can still apply as long as they can guarantee full implementation of the work before the end of 2020 due to Brexit.

Tender response

Your response should include, at a minimum, the following items:

- Expected timeline for the work;
- Examples of previous work (i.e. websites done using Wordpress);
- A breakdown of the costs;
- A description of the team that will manage and deliver the work, including the skills and experience of the team members, as demonstrated by the CVs of those who would undertake the work.

The tender response document should be limited to no more than 10 sides of A4 (at a minimum of 10 point font) excluding the CVs of team members.

Please note that offers exceeding the contract value will not be considered.

The contract will be awarded to the tenderer offering the best quality of work with the most economically advantageous tender.

Please send tender responses (Subject Line: ZWE CFT - UX Design, Development and Maintenance for the Mission Zero Academy website) to:

Ana Oliveira, Communications Coordinator at Zero Waste Europe: ana@zerowasteurope.eu

Timetable

The deadline for the receipt of tenders is 2 December 2020 COB.

The contract signature is expected to take place on w/c 7 December 2020. The contract will be valid for 9 months until 31 August 2021, with a possibility of extension for at least another year.