



Contracting authority

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Date and Place

20 July 2021, Brussels - Belgium

CALL FOR TENDERS

Topic: UX Design, Development and Maintenance for the Food Contact Materials campaign website

Deadline to apply: 29 August 2021 23:59 CET

Contract Value: up to 22.000,00 EUR (incl. VAT)

Expected contract signature and start of the work: w/c 13 September 2021

Presentation of study

The Food Contact Materials (FCM) campaign is a project led by consumer, chemicals, environmental, and health organisations; and works towards stronger EU rules to ensure that all products and packaging in contact with food are free of toxic chemicals, protecting people's health and allowing a toxic-free circular economy.

The FCM campaign is run by the [Health and Environment Alliance \(HEAL\)](#), [CHEM Trust](#), [ClientEarth](#), [BEUC - The European Consumer Organisation](#), and [Zero Waste Europe](#).

The FCM campaign team, represented by Zero Waste Europe for the logistical purposes of this Call for Tender, wishes to develop and maintain a website that serves as a one-stop shop for all information about the FCM campaign and its materials, as well as for the topic of food contact materials and toxic-free food packaging in general in Europe.

Objectives of the project

The FCM campaign seeks to contract a supplier to perform UX Design, Development and Maintenance for its brand new website.

While the tasks requested in this call for tender are 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 possible development and scale up of the website as the FCM campaign expands its scope and activities (including bespoke plugins and tools).

The backoffice should be structured in an intuitive, flexible, and user-friendly way, so that the communications working group of the FCM campaign can upload and update content as often as needed without constantly seeking IT support.

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 foresee, at a minimum, the following items as plugins or widgets:

- Website analytics
- Library-style page for documents and audiovisual content
- Blog posting function
- Integration of newsletters sign-up forms
- A possibility to filter information and materials according to translations in given languages
- Integration of social media feeds tracking the campaign hashtag

The contractor will take into account the look and feel requirements of the FCM campaign's communications working group, which will be shared with them following the contract signature, and apply them to the web design proposals and integrate it in the website.

The contractor's team will be in constant contact with the communications working group of the FCM campaign throughout the duration of the contract for review, clarifications, and approval of all processes and materials.

The following website treemap should be considered as a basis for the work developed:

- Home (scroll down with the main story about impacts of FCM on health, environment and the circular economy and solutions)
- About
 - Who we are
 - Why do we need toxic-free FCMs?
 - How can we achieve it?
- All about FCMs
 - Main insights
 - FCM and health
 - PFAS and other chemicals in FCM
 - FCM and the circular economy
 - FCM and plastics
 - Solutions /Alternatives
 - FAQ
- Resources
 - Evidence: Scientific studies and testing results
 - Publications (Infographics and reports)
 - Multimedia items
 - News (newsletters, blogs)
 - Letters



- Take Action (campaign page for signing petitions, etc)
- Contact us

Deliverables

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

1. Initial briefing meeting/workshop with the FCM campaign communications working group - this should also include a first approach to user journey and keywords around the topic, to ensure the target audiences pick up our website through SEO.
2. Website development proposal (including the proposed backoffice tool and hosting provision options)
3. Website mockups
4. A website with the most basic functionalities by 30 November 2021
5. A website back office Guidelines/How-to document

The contractor is also expected to provide maintenance services from a structure and coding point of view throughout the lifetime of the contract (31 August 2022).

Tender response

Your response should include:

- Expected timeline for the work;
- Examples of previous work (i.e. websites);
- A financial offer with a full breakdown of 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 15 sides of A4 (at a minimum of 10 point font) excluding the CVs of team members. Please be sure to submit the offer as a single PDF document.

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 FCM campaign website) to:

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