

## CALL FOR APPLICATIONS

### Website development, support and maintenance service for ALL DIGITAL

#### Purpose of this document

To describe the requirements and functionality of a proposed review of ALL DIGITAL websites management. This will enable the web masters to submit their proposals to maintain and improve the ALL DIGITAL websites.

#### About ALL DIGITAL

ALL DIGITAL is a leading pan-European association based in Brussels, representing member organisations across Europe that work with 25,000 digital competence centres. We focus to support Europeans that have an insufficient level of digital skills. That means that they are having less chances to find work, to use online services, to have a better quality of life, to be included in today's society. We empower our member organisations representing non-formal education providers to support millions of Europeans to succeed in the digital transformation by providing them with training and advice. We believe that every European should be able to exploit the benefits and opportunities created by digital transformation.

#### Services requests

The selected provider should support ALL DIGITAL in the handover, development and maintenance of the [ALL DIGITAL](#), [ALL DIGITAL weeks](#) and [ALL DIGITAL Summit](#) websites.

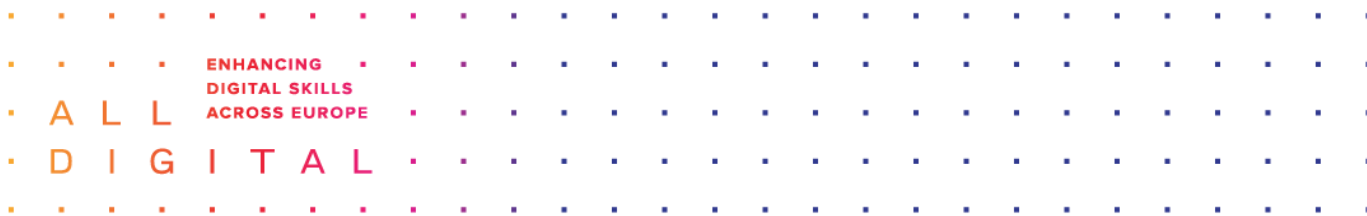
ALL DIGITAL aims to harmonise the layout of ALL DIGITAL Weeks and ALL DIGITAL Summit website with the general ALL DIGITAL website.

The backend system currently used for all websites is WordPress. It should continue to be relatively easy in order to allow the AD team to upload content without requiring significant developer time.

Regarding the development, the provider should review the "ALL DIGITAL website homepage" and propose a new design or template to improve the user experience; update the graphic layout of "AD Weeks" and propose a solution for the "ALL DIGITAL Summit" webpage. The provider should make recommendations for the architecture, design and functionality of these websites, where relevant. More specifications on the requested services and website changes are included in the **Annex I**.

#### Core Principles/ Design/ visual appeal for the ALL DIGITAL websites

- Mobile/ tablet responsive
  - Improve overall user experience, where feasible. Easy to navigate for all levels of users
- Excellent re-design of the ALL DIGITAL homepage: current and modern graphics, with clean and simple design, with good use of white space to ensure content is not too crowded
- Administrators must be able to handle easily the backend and the members session.
- Simplify member management in ALL DIGITAL website (if applicable).



## The call for proposals

### Who may apply

Any provider who has experience and capacity to maintain the websites and develop the proposed changes to the specification within the timeframe.

### Budget

This is a competitive tender for the website maintenance and development. The budget will be a key factor for the selection. Please submit a budget for the yearly maintenance of the websites and separate budgets for the development of the new features for the [ALL DIGITAL website homepage](#), the [AD Summit](#) new page (to be included in the AD main website), and the [AD Weeks](#) layout updates.

### Proposed timeframes

- Submission deadline – by 15 December 2021
- Proposal selection - by 21 December 2021
- Meeting with the ALL DIGITAL Communications team – as of 22 December 2021 (subject to parties availability)
- Handover from former web master – as of 22 December 2021
- Updated and tested new layout for AD WEEKS website - by 15 January 2022
- Development and tested new ALL DIGITAL homepage – end of January 2022
- Development and tested new ALL DIGITAL Summit page – end of February 2022

The timing is very important, in particular for the ALL DIGITAL Weeks.

### Proposal evaluation and selection

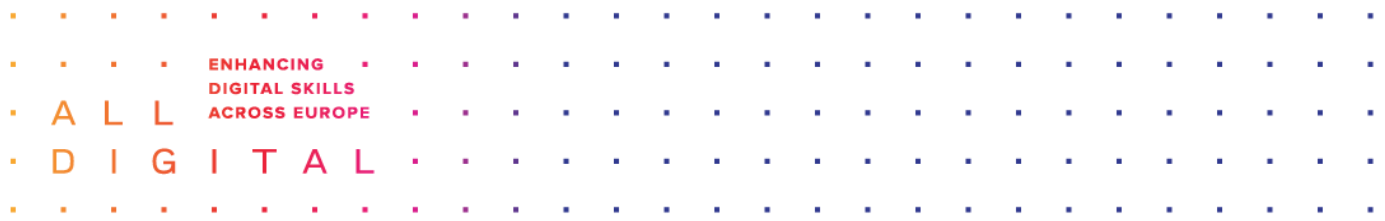
The applicant is requested to provide **in English** information on their experience and briefly introduce the staff working on the project, a brief breakdown of the costs and time allocation, as well as the description of the proposed solution. The proposal should include wireframe/design ideas for the homepage.

The proposal will be evaluated on a number of criteria:

- The likely effectiveness of the proposed solution. Please ensure that you include information showing how your proposed solution meets the specification. Please also feel free to justify any deviation from the specification.
- The overall design and visual solution for the ALL DIGITAL homepage.
- The experience of the applicant and any named staff involved.
- The overall costs of the proposal.

**This call for proposals will close on 15 December 2021.** Please send your proposal by email to [andrea.bedorin@all-digital.org](mailto:andrea.bedorin@all-digital.org).

The successful applicant will be notified by 21 December 2021 at the latest.



This call for proposals is in no way binding on ALL DIGITAL AISBL.

Any contractual obligation commences only upon signature of the contract with the successful applicant.

For any further information, please contact Andrea Bedorin, Communications Officer at [andrea.bedorin@all-digital.org](mailto:andrea.bedorin@all-digital.org).

▪ ▪ ▪ RUE DU COMMERCE 123 - 1000 BRUSSELS  
▪ ▪ ▪ WWW.ALL-DIGITAL.ORG

▪ INFO@ALL-DIGITAL.ORG  
▪ T. +32 2 893 0201

---