14 May 2020

Call for proposals: Redesign of the Think2030 website

Deadline for submissions: **16 June 2020**

Overview

IEEP is looking for a contractor to redevelop the Think2030 website. The idea is to move away from using the same look and feel as the main IEEP website and create an independent platform running on a separate content management system (WordPress or comparable).

About IEEP and Think2030

The Institute for European Environmental Policy (IEEP) is a sustainability think tank with offices in Brussels and London. As a not-for-profit research organisation with over 40-years of experience, we are committed to advancing evidence-based and impact-driven sustainability policy across the EU and the world.

Think2030 is a multi-stakeholder platform launched by IEEP in 2018. The platform brings together 100 leading sustainability experts from European think tanks, civil society, the private sector and local authorities to identify science-based policy solutions for a more sustainable Europe. Think2030 meets every two years for a high-level conference to discuss and present the outcomes of the collaborative work, including policy briefs and reports. The 2020 conference will take place in Berlin on 16-17 November.

Project specifics

The new Think2030 website should have a **multisite** functionality. The main site (Think2030.eu) will provide all the necessary information about the platform. A custom subdomain (e.g. 2020conference.think2030.eu) will be created for each iteration of the conference (including past ones).

- The **main Think2030 site** should feature a navigation, logos, a slider with featured content, latest news and publications, testimonies, an "about us" section including a description and partner logos, and a contact page.
- The **conference subdomain sites** should include a countdown, an introduction, the list of speakers, the logos of supporters, the latest updates, a programme/agenda, photo gallery and video-embed functionality (e.g. YouTube), contact form and possibly a Google Map.

While both the main site and the subdomains will have many similarities, their design will reflect their purpose. The conference landing page, for instance, will be designed so as to accentuate its event anticipation purpose and the possibility of having different co-organisers clearly identified. The sites will be built around the specifications provided by IEEP, which cover content

and functionalities. The look and feel should reflect trends seen in other websites of similar function, e.g. Circular Harvard.

Deliverables and functionalities

- The website should be launched **no later than** August/September 2020.
- The main website area should feature the following elements:
  o The homepage with navigation, hero section/main slider with featured content; latest news and publications, testimonies, an "about us" section including a description and partner logos, and contact info;
  o A news page;
  o A documents library page for publishing the policy briefs and reports
  o A "testimonies" page;
  o An "about us" page
  o A page dedicated to the Think Sustainable Europe network, with its own news channel and about us section
- The conference website should include at least these 7 pages:
  o Homepage, about the conference, speakers, news, previous conferences, gallery, registration (with possibility to hide this functionality as needed).
- The contractor is expected to launch and provide support to the website, including advise on (or provide) reliable and secure **hosting**.

- There should be an option for cross-feeding content to the main website and conference websites at the same time.
- It should be possible to easily archive old conference websites while keeping them accessible to the public; and easily duplicateto use as a basis for a new one.
- Each page should be flexible enough to allow for easy customisation, with the ability to add custom widgets, images, partner logos and so on. The admin panel should provide access to the widget and sidebar sections and a standard HTML editor (in addition to the WYSIWYG) for posts and pages.
- There should be an ability to add new pages as needed.
- Tagging and categories functionality is needed – including for excluding items from the homepage or to cross-feed content between the homepage, Think Sustainable Europe news feed and the conference site.

Requirements

- To be considered for this project, we ask that the agency/designer submit via email:
  o Portfolio of relevant work and clients, ideally with examples of similar websites
  o Cost estimate
    ▪ Including all costs, insurances, taxes, fees, expenses, liabilities, obligations, risk and other things necessary for the delivery.

Contract award and negotiation

All proposals will be evaluated on presentation of all qualifications. Cost is only one consideration of the requirements and is not the deciding element.

The criteria will consider creativity, flexibility, cost, experience, experience and familiarity with the EU policy context, and experience on communicating research.

IEEP will entertain joint/sub-contracted proposals, where appropriate proof of competence can be established. In the event that there is only one bidder on the project, IEEP reserves the right to negotiate for the services with the bidder submitting the proposal in lieu of accepting the proposal as is.

General requirements

- All final materials will be owned by IEEP
- IEEP needs the ability to update and maintain files for future use as needed.
- All artwork will be owned by IEEP – including the ability to use artwork in additional materials (be it print, web, electronic media, etc.).
- IEEP reserves the right to reject any or all bids, and to accept or further negotiate cost, terms, or conditions of any bid determined by IEEP to be in our best interests even if not the lowest bid.

Submission contact

Please submit your proposal via email to **bbrzezinski@ieep.eu**, with **CFP-Think2030** at the beginning of the subject line (e.g. CFP-Think2030: Proposal from *NAME*), no later than end-of-business on 16 June 2020.

Bartosz Brzezinski, Communication Manager
Rue Joseph II, 36-38, 1000 Brussels, Belgium

T +32 (0) 2 738 7484 | E bbrzezinski@ieep.eu