



## **Terms of Reference for design and website development on international aid for the Mykolayiv City Administration**

### **1. The Programme**

The EUACI is a joint EU and Government of Denmark financed programme aimed at supporting Ukraine in its efforts to reduce corruption at the national and local level through the empowerment of citizens, civil society, businesses, and state institutions. In May 2020, the EUACI entered into Phase II which runs until mid-2024.

The overall objective of the EU Anti-Corruption Initiative Phase II is to improve the implementation of Ukraine's anti-corruption policy by supporting the key anti-corruption state institutions: strengthening oversight of reform implementation by Parliament; and at the national and local level supporting civil society, investigative media, business and local governments, thus substantially improving Ukraine's overall performance in the fight against corruption.

The EUACI has 4 components, namely:

Component 1; which supports key state anti-corruption agencies in improving their effectiveness and independence;

Component 2; which supports selected integrity cities in their efforts to strengthen their integrity, transparency, and accountability; and

Component 3; which supports Ukraine's civil society, media, and business community with a view to increasing awareness of and engagement in anti-corruption activities.

Component 4; which supports the efforts of the Government of Ukraine to ensure transparent and accountable reconstruction.

#### **The Integrity Cities**

The six integrity cities with which the EUACI has entered into a partnership under its Component 2 are Chernivtsi, Chervonohrad, Nikopol, Zhytomyr, Mariupol and Mykolayiv.

Mykolaiv is an addition to five Ukrainian cities which have been selected for the implementation of the Integrity Cities concept of the Programme. Based on the

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agreement with the Mykolaiv City Mayor, the EUACI envisages an Integrity Support Office of experts in the local municipality, headed by an advisor to the Mayor to support the integrity transformation, transparency and accountability of the reconstruction process.

## **2. Objective**

The project objective is to design, develop and launch a new user-friendly website on international aid received by the Mykolayiv City Administration. The website aims to build online visibility and will serve as a communication platform by providing information on Mykolayiv City's partners and donor organisations' activities on the Internet.

### **2.1. Purpose**

The website should display the content on international aid in an organized, attractive and user-friendly manner. The purpose of creating the website is to increase the transparency of the Mykolayiv City Administration by providing:

- information on the received international aid (reports, publications, photos, videos, etc.);
- the full list of Ukrainian and international partners and donor organisations, who provided support;
- acknowledgements and urgent international aid requests.

### **2.2. Target audience**

- Partners and donor organisations;
- Mass media;
- Civil society organizations;
- Local authorities;
- General public.

## **3. Scope of Work**

### **Website design**

We expect the successful bidder to display a high degree of creativity, UX and technical knowledge in offering us suitable website design options. The design must be aesthetic, user-friendly, have sound design and navigation logic and

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offer ease of use. Also, there would be a request to develop simple and customised dashboards on one of the website's pages (Annex 1).

The website shall include the following sections (to be clarified before prototyping):

1. Home page
2. Our partners
  1. Danish-Mykolaiv partnership
  2. Partners and donor organisations
3. Aid accountability
  1. Reports
  2. Analytics (*dashboards*)
  3. City urgent needs
4. News
  1. News
  2. Gallery
5. Contact us

For the development of the website, it is recommended to use the indicative structure above, which can be changed by agreement with the Customer and going to be approved by the Customer. The design of the site must be developed in accordance with the design code of the Mykolaiv City Council (<https://mriydiy.com.ua/brend>).

The final version of the website design is developed jointly by the Contractor and the Customer. The final version of the website design is going to be approved by the Customer by a separate document "Design of the website for the Mykolaiv City Council".

### **Basic requirements to a website building platform**

The EUACI is interested in (i) investing minimum time/effort resources; (ii) accelerating the process of the website launch; (iii) easy-to-maintain solutions. In order to meet these requirements, we are looking for the opportunity to use one of the top website builder platforms (for instance, Wix, WordPress, etc.).

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We are looking to have the contractor recommend a website building platform and explain its experience utilizing the recommended platform taking into account the following considerations:

- Easy to use, cost-effective, supports the features and functionality outlined below, and can be updated easily by the internal communication expert.
- Functionality for creating, approving and publishing content for all website sections (news, announcements, reports etc.).
- Changing website's appearance — functionality to create, hide and delete pages, and menus, and update the site's structure without involving a developing company.
- Functionality to update information on any website's page — update text, upload images and files.
- Built-in visual editor, functionality for visual content editing with the use of the most popular web browsers.

### **Analytics**

- Gather e-mail, areas of interest and demographic information from visitors.
- Info on web traffic analysis, Path analysis, Visitor trends, Page views, Entry pages, Top pages, Exit pages, Page — length of stay, browsers and platforms.
- Access statistics and site usage for a communication expert.

### **Social Media Integration**

- Easy embedding of audio, video, media and social-networking applications.
- The website shall support integration with Facebook and Twitter

### **Website Promotion**

- Website SEO during the technical support period (6 months)

### **Other key requirements and considerations**

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- Able to provide multi-language support — English, Danish and Ukrainian languages;
- Adapt for people with disabilities, mechanisms for information sharing should be provided based on modern technologies that are currently in use;
- Adapt for viewing (use) on mobile (portable) devices;
- The website must be safe and secure using HTTPS;
- The website shall support desktop versions of Google Chrome, Safari, Microsoft Internet Explorer and Edge, Mozilla Firefox as well as mobile versions of the browsers;
- Page Load Time — the website should ensure that pages load on an average of 1.5 seconds or less;
- The website should display the date of publication of the page;
- The website should have a context-based search information system located in the website database. Search system results are displayed as a list of web page names (with hypertext conversion to each of them) that match the query criteria;
- The website should provide an opportunity to upload and download documents.

#### **4. Deliverables**

The following deliverables shall be provided by a Contractor:

1. Development of Terms of Reference (TOR) of the website, work specifications, sitemap, site structure, and technical requirements.
2. Design and realisation of all pages of the website.
3. Deployment of the website software on the beneficiary's technical site, its initial setup, and SEO during the technical support period.
4. Transfer to website hosting, configuration and testing.
5. The website O&M presentation to the EUACI dedicated staff.

#### **Documentation**

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The Contractor agrees and, according to the work results, provides documents on the following list:

- ToR;
- Specification;
- Website Testing Program and Techniques;
- Administrator(s) Guide(s);
- User(s) Guide(s);

The list of documents can be specified at the stage of development, combining several documents into separate sections is allowed.

All technical documentation must be prepared in paper and electronic forms in Microsoft Word or Adobe PDF format.

### **Data protection**

- All personal data must be processed within the meaning of the EU General Data Protection Regulation (GDPR) and in accordance with the requirements of the Law of Ukraine "On the Protection of Personal Data".

### **Hosting and domain**

- The forwarding from the official portal of the Mykolaiv City Council <https://mkrada.gov.ua> will be used.
- The contractor shall provide a test hosting environment during the development phase, as well as recommendations on the website EU-based hosting providers for the production environment.

### **Staff training**

- The contractor shall provide the website O&M presentation to the EUACI dedicated staff.

### **Ownership**

- Submit the website's SOURCECODE and transfer ownership to the Mykolaiv City Council. The Mykolaiv City Council must have ownership of the source code at the end of the contract. The Mykolaiv City Council will be the sole owner of the website and maintain the right to edit, maintain and erase without obligation to the contractor. However, the

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**maintenance of the website will continue for 6 months including bugs fixing and layout edits** after the transfer of ownership.

## **5. Project Timeline**

The intended commencement date of the website launching is 25 December 2023. The estimated time for the development is up to 3 months starting from signing the contract.

The following phases are foreseen:

**I. Consultation and inception:** In this first phase, the EUACI is expected to liaise with the contractor, clarify the remaining questions and provide expert recommendations on the structure design of the webpage.

**II. Design and development of the website:** On the basis of the consultation, the website is going to be established. The contractor is expected to present the design of the webpage to the EUACI and to incorporate the feedback in the course of this development phase.

**III. Transfer of information** to the new website.

**IV. Testing phase:** The website will be tested for a certain period and errors will be reported.

**V. Finalization and launching of the website.** This will include fixing of any bugs, errors or unexpected behaviour reported in the document "Test report" by the EUACI, and deployment to the production environment.

**VI. Technical support.** The technical assistance and bug fixes shall be provided by the Contractor not less than 2 months after the completion of the website development.

## **6. Bidding details**

The bidder must submit the following information to be considered:

1. A brief profile (maximum two pages) of the company.
2. The CVs (no more than three pages for each person) of the key team members who will be involved in the project. List the names, project titles, key duties on this assignment and amount of time dedicated to this project.
3. A list of assignments, similar to this project, executed in the last five years (must include website addresses).

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4. Provide a detailed description of the methodology, scope of work and timeline of the project as well as key assumptions.
5. Provide a budget for the services in EUR, inclusive of all taxes or other such charges (without VAT).

**Deadline for proposals** submission is **September 28, 2023 18:00 Kyiv time**.

### How to apply

The proposals shall be submitted within the above deadlines to the e-mail: [dmyiak@um.dk](mailto:dmyiak@um.dk), cc [olena.ogorodnik@gmail.com](mailto:olena.ogorodnik@gmail.com), indicating the subject line **"Mykolaiv Aid website"**.

Bidding language: **English or Ukrainian**.

### Clarification questions

Questions for the Request for Bid should be addressed to Dmytro Yakymchuk [dmyiak@um.dk](mailto:dmyiak@um.dk), cc [olena.ogorodnik@gmail.com](mailto:olena.ogorodnik@gmail.com), no later than September 25, 2023 18:00 Kyiv time.

### 7. Evaluation criteria

Bids will be evaluated in accordance with the criteria provided below:

#	Criteria	Weight
1	Portfolio of projects successfully completed on websites' design and development, quality and relevance of past work	40%
2	Key delivery team members — relevant experience, skills and competencies	15%
3	Proposed methodology and detailed timelines	15%
4	Proposed budget	30%

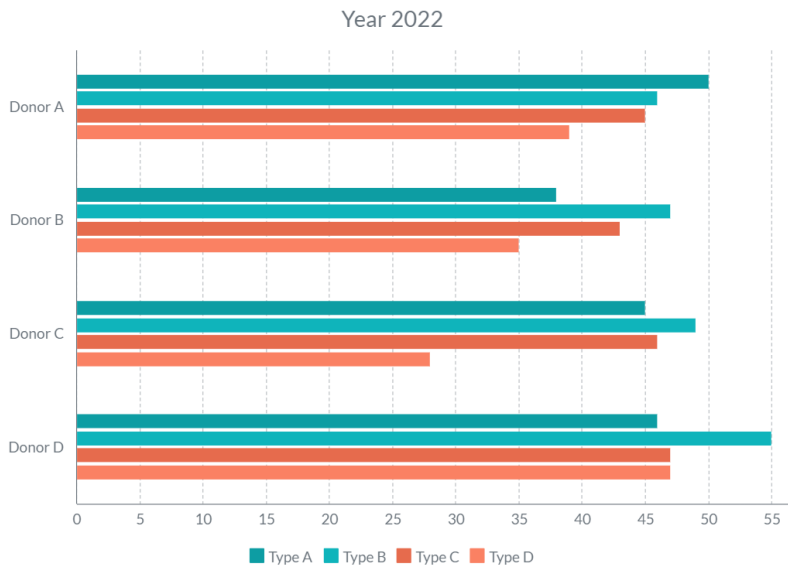
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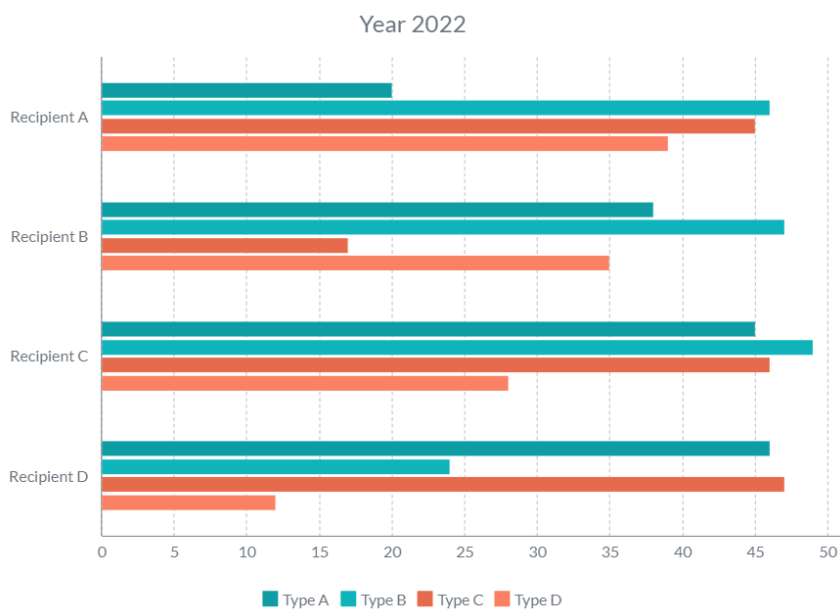




- by period, donors & types of international aid



- by period, recipients & types of international aid

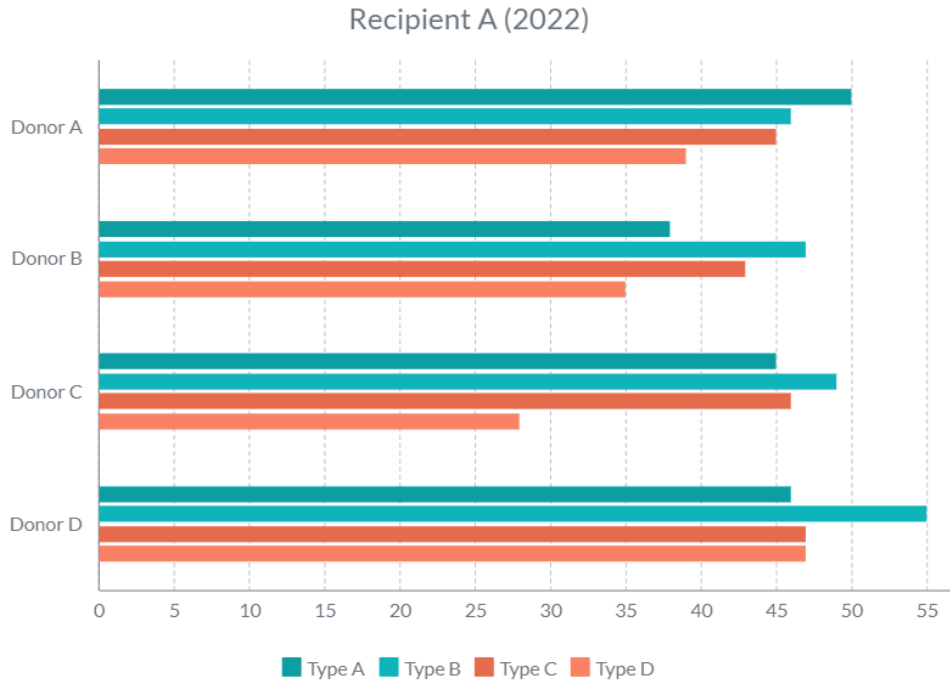


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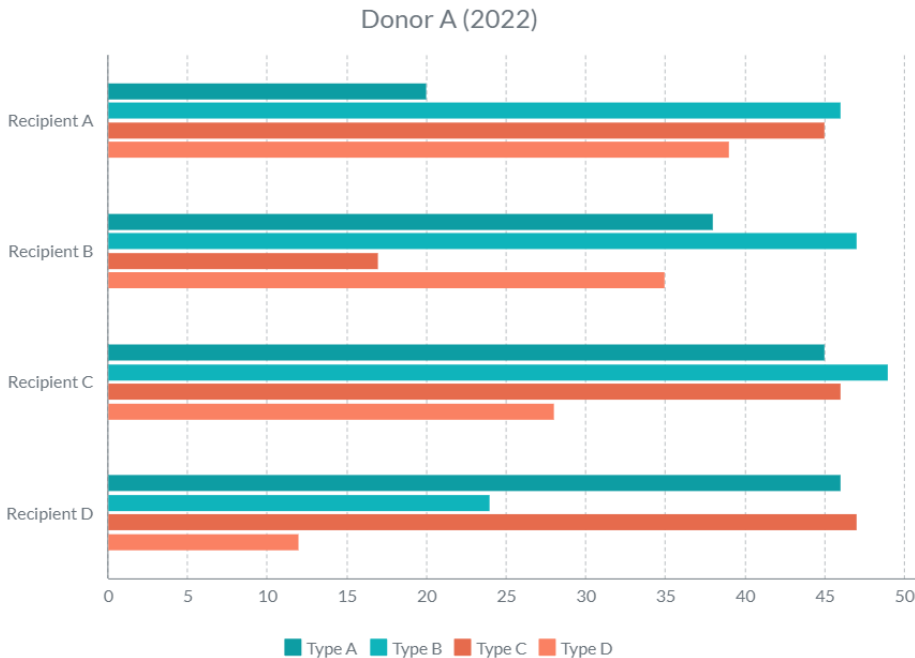




- by period, recipient, donors & types of international aid



- by period, donor, recipients & types of international aid



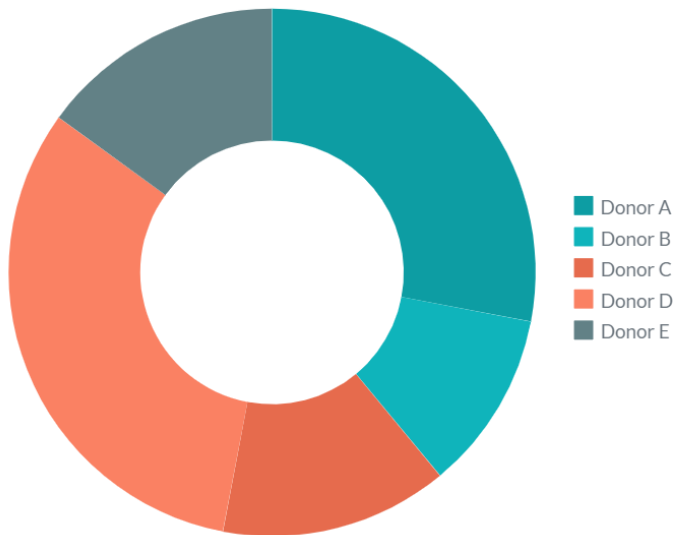
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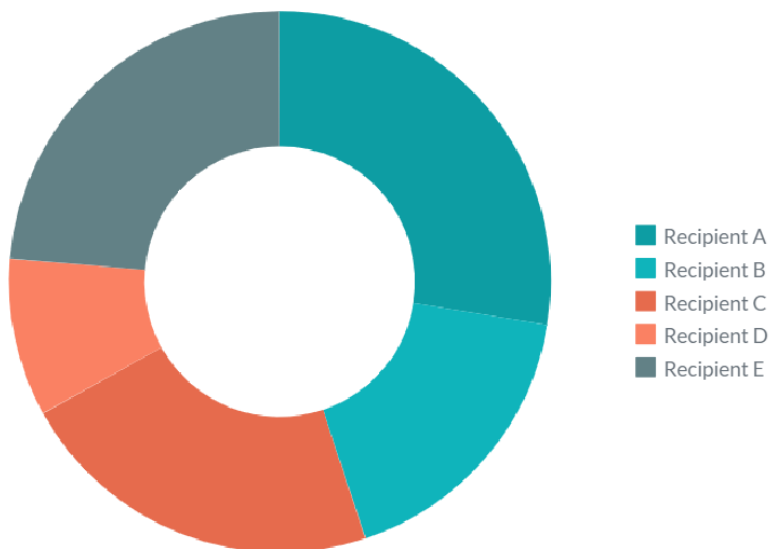
- by period, type of international aid & donors

Type A, Year 2022



- by period, type of international aid & recipients

Type A, Year 2022



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