

Call for Proposals for Project Website (Horizon Europe project)

Who we are

ZOE Institute for Future-fit Economies, is a non-profit and independent think & do tank. We are dedicated to research for a future-fit economy. At the interface of politics, science and civil society, we develop trend-setting impulses for the fundamental questions of economic development.

About the project

The MAPS project is a four-year interdisciplinary research project funded under the Horizon Europe programme. It is coordinated by the University of Barcelona and brings together leading research organisations and universities. ZOE Institute for Future-fit Economies is one of the partner organisations alongside University of Pisa, University of Surrey, the Instituto Superior Técnico para a Investigação e Desenvolvimento, University of Leeds, Corvinus University of Budapest, Autonomous University of Barcelona, Tampere University, and the Vienna University of Economics and Business.

MAPS stands for Models, Assessment, and Policies for Sustainability. The project's core mission is to map transformative policy pathways to reconcile desirable social outcomes with sustainability requirements. Employing a participatory and co-creative approach, MAPS explores innovative post-growth policy options that prioritise the wellbeing of people and planet. Considering a myriad of environmental, social, and economic indicators, the project will develop a state-of-the-art simulation model to assess policy packages and examine the resource requirements for a good life for all.

More information can be found [here](#) and [here](#).

Scope of work

We are looking for a subcontractor based on the following needs:

- **Project Website:** development of a **project website based on the Wordpress CMS**
This deliverable includes at least
 - o Technical set-up and development of the website starting from a hosting set-up provided by ZOE (with registered domains)
 - o Develop concept (wireframing) of landing page and sub-pages in close exchange with ZOE and consortium team. Content types might centre around but might not be limited to: about pages on project and partners, publication section, news section, video integration, press corner, newsletter sign-up, infographics, privacy/cookie-set-up, imprint
 - o Provision of a page-builder to enable content editing for the project team after launch

Delivery Date Web: 31.10.2024

- **Refine visual identity and colour scheme based on existing logo and colour codes**
This deliverable includes at least
 - o Finetuning of and recommendations for expanding on the existing visual identity (logos already exist) to implement it on the website, particularly font selection
 - o Creation of Comms/presentation templates



Delivery Date Branding/Templates: 31.11.2024

As the details of the scope of work are difficult to define at this stage, the contractor is to closely collaborate with us to deliver the objectives described above.

The tasks need to be carried out in accordance with the [EU guidelines for project communication](#).

The maximum budget for above scope is 15 000€ incl. VAT.

Who we are looking for

We are looking for a partner with a proven record on delivering high-quality UX/interface/web design, with fast accessibility and reliable project communication. We are looking for organisations that share our core principles: value orientation, sustainability, agility and self-responsibility.

Conditions and evaluation criteria

1. Price – 70%
2. Previous experience web & UX: at least 1 science/research-related website project within the last 2 years 20%
3. Previous experience branding/visual identity: at least 1 branding/visual identity concept developed within the last 5 years – 10%

Delivery Timeframe:

- 1) August/September 2024-November 2024

Additional information

We may negotiate the terms of the tenders, but we are obliged not to discriminate against any tenderer in doing so. This procedure shall be carried out in compliance with the principle of competitiveness and the principle of economical and expedient spending of funds applicable at ZOE. Bidders have access to the document that describes these principles upon request.

Application procedure

Please send your offer describing your organisation's experiences with the above-mentioned tasks to maps@zoe-institut.de **by 04/08/2024, 23:59 at the latest**. Please state **"MAPS project website"** in the subject line.

The offer should include:

- the full name, address or registered office of the supplier, telephone number and register number (if applicable),
- Full name and position of the legal representative
- the full price presented as a gross price, including VAT, which the contractor is obliged to calculate in accordance with the applicable regulations, and include all costs related to the scope of work,



- references of previous projects that prove expected experience in branding/visual identity and interface design/UI/UX/web design activities
- delivery date of completed work

Offers might be prepared in German and/or English. The bidder shall be bound by his offer for a period of 30 days from the date of submission.

Offers submitted after the deadline will not be considered. Any questions related to this call should be sent to maps@zoe-institut.de **no later than 31/07/2024**.

A bidder may, before the deadline for submission of bids, change or withdraw its bid. This shall be communicated to ZOE by sending a separate mail send to maps@zoe-institut.de **by 04/08/2024, 23:59 at the latest**. **Please state “MAPS project website WITHDRAWAL” in the subject line**

During the examination and evaluation of offers, we may request clarification from bidders regarding the content of their offers. We will contact the chosen contractor only. Evaluation result will be published.