ZOE Institute for Future-Fit Economies gUG
Norbertstr. 31
50670 Cologne

Call for proposals

Framework Service Contract for Web Development (Horizon Europe projects MERGE and MAPS)

This call is financed in the framework of the Horizon Europe Research and Innovation Programme under grant agreements № 101132524 (MERGE) and № 101137914 (MAPS).

Who we are

ZOE, the 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 projects

The MERGE project is an innovative Horizon Europe-funded Coordination and Support Action (CSA) project. It brings together a multidisciplinary community of researchers, statisticians, policy practitioners, think tanks and civil society organizations. It aims to integrate wellbeing, inclusion, and sustainability indicators into multilevel governance policy through science and policy interface, improved scientific knowledge, capacity building and practical policy design and evaluation tools. The project aims to improve the usability and accessibility of policy frameworks and indicators for inclusive and sustainable wellbeing through collaboration. MERGE is working to improve usability and accessibility of inclusive and sustainable wellbeing indicators.

More information can be found here and here on the project website.

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 on the project website.

Scope of work

These projects will both have a number of web development and design needs over the next 2.5 years (see timeframe under "conditions and evaluation criteria") to contribute to our Sustainable Prosperity website, which uses Wagtail CMS, written in Python, hosted with the German hosting provider STRATO (includes a staging and a production server). For this reason, we offer a framework service contract for a partner who can deliver within three main work areas, plus handover from our previous web development & design team.

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A description of the type of needs we foresee is below:

- **Handover**
  - As we have been working with a web team with recent additions to this website, the work with the winning contractor would need to begin with a handover from the previous team (i.e. regarding server set-up, past activities, etc.)

- **Conceptual development**

  Over the course of this framework service contract, we will need a variety of inputs to the website such as:

  - **Case studies added to the policy database** to illustrate these policies in practice.

  - **An online policy design toolbox** to either build on or complement our existing policy database and policy design tools with development and design of a coherent user journey that merges new and existing material consistently together. This toolbox will also integrate guidance materials for policymakers that have been developed by the contracting agent.

  - **A Policy Simulator** that allows users to simulate outcomes of policy options. The simulator will be a dedicated, user-friendly, and gamified modelling tool for users to interactively assess the biophysical and social viability and desirability of alternative policies (co-developed with the University of Pisa).

    It will be based on an existing simulator developed by the University of Pisa (currently available under https://ecoesione-tool.cartif.es/) An updated version of the existing simulator based on new research outputs will need to be integrated into the Sustainable Prosperity website. This integration will involve rebuilding the simulator and/or leveraging the existing technical base developed by the University of Pisa. The decision on the most feasible approach will be determined through a common analysis with the project team.

    Key Features of the Existing Simulator:

    - Real-Time Simulation: The model runs in real time, allowing users to see immediate changes in indicators based on policy adjustments.
    - User Interface: graphical interface designed for easy navigation and interaction.
    - Scenario Management: Users can create, store, and compare different scenarios, with options to share and rate public scenarios.
    - Data Export: Simulated data can be exported to CSV files for further analysis

    Technologies Used:

    - Frontend: Next.js (React)
    - Backend: FastAPI (Python)
    - Database: PostgreSQL
    - Authentication: Keycloak

  All the above-mentioned inputs should be conceptualised (linked to programming, graphic design, and UI/UX as written below) together with the project team(s) to ensure user journeys that are useful and coherent with the website as a whole. We expect a mapping of user journeys and online tests with members of the MAPS consortium and target groups to gather feedback and observe how they interact with the online resources to ensure the final simulator suits their needs. Inputs on needs of target groups for the website will enrich the process based on a needs assessment internal to the project.

- **Development and content additions**
  - Programming of the above features and sub-sections, particularly the online simulator
  - Supporting uploads of any upcoming database additions for existing policy instruments (excel-based imports), as well as other content additions to existing pages, where needed
  - Updates for the footer, newsletter sign-up and privacy set-ups for compliance and visual improvements
- **Graphic design, UI/UX**
  - Design and UI/UX for the above and other new web content as needed

- **General Maintenance and supporting minor database updates**
  - Ensuring technical stability and functioning of the site and server-set-up

The tasks need to be carried out in accordance with the EU guidelines for project communication.

Who we are looking for

We are looking for a partner who is specialised in the above-mentioned activities, with a proven record on delivering high-quality website development, UX/interface/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

All proposed staff profiles must have qualifications and general experience in the development and support of digital tools and applications, particularly within the domain for which the services are being tendered, meeting the minimum requirements set out below.

Minimum technical requirements for team members' experience:

a. At least one Conceptual Lead and Project Manager
   i. Led at least one research-/science-based website project involving data visualisation
   ii. At least two years of proven experience on Python-based web projects
b. At least one developer with intermediate to senior position
   i. At least two proven website projects involving databases with tagging and filtering systems
   ii. At least one proven science-/research-related website projects involving data visualisation
c. At least one UX/UI specialist
   i. At least three years of experience in the field
   ii. Conceptual development of at least one data-base-driven web application involving data visualisation
d. At least one frontend designer
   i. at least two years of experience of front-end design and integration
   ii. at least one year of experience with scientific database display
e. At least one back-end developer/server specialist
   i. At least three years of experience handling staging and production server set-ups for Python-based web applications
   ii. At least one database-related project experience

Please note that one team member can cover more than one of above-mentioned functions.

Qualitative evaluation criteria:

1. Financial estimate – 0.3
2. Previous experience – 0.7
   a. Experience with interactive Python-based website projects – 0.3
   b. Experience with Database-driven web applications and data visualisation – 0.2
   c. Experience with research/science-based website projects – 0.2

The price and experience is to be evaluated based on proved track record and follow below evaluation scores:

	Max score
Financial estimate *Total price offered for the whole contract**	0,3 * 100%
Below 66 499	100%
68 499 – 66 500	80%
70 000 – 68 500	60%

Experience with interactive Python-based website projects. *Period is to be counted as proven start of the working experience (i.e. date of first contract) until the tender notice date*	0,3 * 100%
Minimum required (up to 3 years)	60%
Up to 5 years of experience	80%
More than 5 years of experience	100%
Experience with Database-driven web applications and data visualisation *Tenderer must provide proof (references) of experience. 1 project = 1 contract***	0,2 * 100%
Minimum required (1)	50%
Up to 5 projects	80%
More than 5 projects	100%
Experience with research/science-based website projects *Tenderer must provide proof (references) of experience. 1 project = 1 contract***	0,2 * 100%
Minimum required (1)	50%
Up to 5 projects	80%
More than 5 projects	100%

The total score for an offer will be evaluated based on the following equation:

1. Financial estimate: (cheapest offer/ offered price) * 0,3 * %
2. Previous experience: (a * 0,3 * %) + (b * 0,2 * %) + (c * 0,2 * %)

Final score: 1 + 2

* price will be rounded down to nearest euro for this criterion

** experience in data-driven applications and research/science-based websites can be proven by the same contract. The scope of contract (in references) needs to clearly distinguish between those two types of experience to enable evaluation.

Delivery Timeframe:

June 2025 – December 2027 - with a possible extension if there is such a need and ZOE will possess funds for this purpose.

Envisioned milestones, subject to modification based on project's needs:

- July 2025: Updates to policy database to include case studies have been completed (MERGE)
- November 2026: policy toolbox component of online platform will be published (MAPS)
- December 2026: Policy toolbox is completed and live with guidance materials incorporated (MERGE)
- November 2027: Policy Simulator finished and goes live (MAPS)

Maximum total budget: 70,000€

Additional information

1. 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.
2. We expect the developers to prioritise user testing and feedback, and to collaborate closely with the project team. The process should be designed to be iterative and agile, prioritising flexibility, collaboration, and continuous improvement to deliver the best possible output at each stage of the collaboration. It involves analysing the current status quo, defining the objectives and users' needs, designing (and prototyping), developing (and testing), deploying (and iterating), as well as technical support. We aim for a close collaboration with regular exchange between the contractor, and the project's partners to deliver on the

objectives described above. Due to the complex scope and uncertainty in many aspects of it, we foresee that there might be a need to extend the contract both in time and scope. Factors that can initiate such a need are:

- Bug fixes and other revisions to ensure the website remains at full operating capacity
- Design and programming iterations neeeded to ensure the best possible user experience on the site
- Unforeseeable delay in the research modelling work which will feed into the contract's scope

The offers should NOT take those possible extensions into account as it is solely at ZOE (contracting authority) discretion to decide on the extension and its scope. If such need occurs the extension will be negotiated separately.

3. We reserve the right to cancel the tender (in whole or partially), at any stage of the proceedings, when one of the following conditions is met:
   - The procedure has a defect that cannot be corrected
   - When all bids submitted in the procedure and not subject to rejection include a price exceeding the amount that the contracting authority may spend on the contract
   - In the case of failure to submit at least one offer that meets the requirements of the call
4. We reserve the right to:
   - Close the tender without selecting the offer
   - Change the content of the call before the deadline for submitting offers
   - Request detailed information and explanations from bidders at the stage of bid evaluation (a deadline for submitting explanations and supplementing documentation is set within 1 to 7 days depending on the situation
   - Cancel the call before the deadline for submitting offers
3. Common Procurement Vocabulary code: 72413000 - World wide web (www) site design services

   Additional CPV code

   72420000 - Internet development services

   72260000 - Software-related services

4. Economic operators can submit a tender either as a sole economic operator (sole tenderer) or as a group of economic operators. In either case subcontracting is permitted. In order to fulfil the selection criteria, the tenderer can rely on the capacities of subcontractors or other entities that are not subcontractors (i.e. natural persons). Those entities need to be explicitly mentioned in Annex 3 and 4. For each entity on whose capacities the tenderer relies on to fulfil the selection criteria the Commitment letter (Annex 5) is to be provided with the offer.

   The role of each entity involved in a tender must be clearly specified in the offer:

   i) sole tenderer,
   ii) group leader (in case of a joint tender),
   iii) group member (in case of a joint tender),
   iv) subcontractor.

Application procedure

Please send your offer describing your organisation's experiences with the above-mentioned tasks to maps@zoe-institut.de by 11/05/2025, 23:59 at the latest. **Please state "Sustainable Prosperity" in the subject line.**

The offer should include:

- Technical offer/ declaration (Annex 1) with the full name, address or registered office of the supplier, telephone number and VAT ID number and/or register number (if applicable),
- Financial offer (as modelled in Annex 2) with 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,
- Technical capabilities of the tenderer (Annex 3) and the team (Annex 4)
- Commitment Letters for each subcontractor and/or entity the tenderer rely on to fulfil the selection criteria (Annex 5)

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

Offers should be prepared in 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 07/05/2025**.

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 11/05/2025, 23:59 at the latest. **Please state "Sustainable Prosperity 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.

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Annex 1: Technical offer/declaration

I/We the undersigned: full name and position of person(s) authorized to represent the contractor acting for and on behalf of company name, registered at company full address with VAT ID/ Tax number: please prove relevant number(s)

submit an offer for Framework Service Contract for Web Development (Horizon Europe projects MERGE and MAPS):

TOTAL gross price in EURO: provide amount rounded up to nearest euro which include all taxes

The price includes all costs associated with contract implementation, including taxes.

The following tasks will be entrusted to subcontractors (fill in in case of hiring subcontractors, providing the company name): provide list of tasks which will be subcontracted and to whom. If not applicable, please remove the sentence.

We consider ourselves bound by this offer for a period of 30 days from the deadline for submission of offers.

We declare that we are not in any of below listed situations:

- bankruptcy, winding up, affairs administered by the courts, arrangement with creditors, suspended business activities or other similar procedures (including procedures for persons with unlimited liability for the company's debts)
- in breach of social security or tax obligations (including if done by persons with unlimited liability for the company's debts)
- guilty of grave professional misconduct8 (including if done by persons having powers of representation, decision-making or control, beneficial owners or persons who are essential for the award/implementation of the contract)
- committed fraud, corruption, links to a criminal organisation, money laundering, terrorism-related crimes (including terrorism financing), child labour or human trafficking (including if done by persons having powers of representation, decision-making or control, beneficial owners or persons who are essential for the award/implementation of the contract)
- shown significant deficiencies in complying with main obligations under an EU procurement contract, grant agreement, prize, expert contract, or similar (including if done by persons having powers of representation, decision-making or control, beneficial owners or persons who are essential for the award/implementation of the contract)
- guilty of irregularities within the meaning of Article 1(2) of EU Regulation 2988/95 (including if done by persons having powers of representation, decision-making or control, beneficial owners or persons who are essential for the award/implementation of the contract)
- created under a different jurisdiction with the intent to circumvent fiscal, social or other legal obligations in the country of origin or created another entity with this purpose (including if done by persons having powers of representation, decision-making or control, beneficial owners or persons who are essential for the award/implementation of the contract)
- intentionally and without proper justification resisted an investigation, check or audit carried out by an national authority, EU authorising officer (or their representative or auditor), OLAF, the EPPO, or the European Court of Auditors.

Place, date: ……

Name: …… Signature: ……..

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E-mail: .....

Contact phone: .....

Attachments:

1. Financial offer
2. Technical capabilities
3. Technical capabilities of the team
4. Commitment Letters (if applicable)
5. References
6. Other

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Annex 2: Financial offer

Table #1: Estimated workload and price per task

Tasks	Estimated number of days	TOTAL [EUR]
Conceptual development		
Development		
Graphic design, UI/UX		
General Maintenance and supporting minor database updates		
TOTAL:		**€0,00**

Table #2: Unit price and estimated workload for the team

Price categories	Unit price [EUR]	Estimated number of units [provide name of the unit]	TOTAL [EUR]
Conceptual Lead and Project Manager			
Developer with intermediate to senior position			
UX/UI specialist			
Frontend designer			
Back-end developer/server specialist			
	TOTAL:		**€0,00**

Total for both tables should be equal.

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Annex 3: Technical capabilities

Type of experience [add rows if needed]	Description of the experience (what was implemented)	Duration of the contract
Interactive Python-based website projects		
Database-driven web applications and data visualisation		
Research/science-based website projects		

For each experience type please provide references and/or other relevant documents that will prove experience of the tenderer. If tenderer rely on subcontactor's or other entity capabilities to fulfil selection criteria, the name of this entity needs to be explicitly mentioned in the table and commitment letters for each subcontractor/entity needs to be delivered with the offer

Annex 4: Technical capabilities of the team

Type of role *[add rows if needed]*	Name	Description of the experience	Timeframe
Conceptual Lead and Project Manager			
Developer with intermediate to senior position			
UX/UI specialist			
Frontend designer			
Back-end developer/server specialist			

CVs are not required but accepted. If tenderer rely on subcontactor's or other entity capabilities to fulfil selection criteria, the name of this entity needs to be explicitly mentioned in the table and commitment letters for each subcontractor/entity needs to be delivered with the offer

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Annex 5: Commitment letter

I, the undersigned,

Name:

Function:

Legal entity:

Registered address:

VAT Number:

having the legal capacity required to act on behalf of [insert name of the entity], hereby confirm that the latter agrees to participate as subcontractor in the tender of [insert name of the tenderer] for the ZOE Institute Call for proposals for Framework Service Contract for Web Development (Horizon Europe projects MERGE and MAPS).

In the event that the tender of the aforementioned tenderer is successful, [insert name of the subcontractor] commits itself to make available the resources necessary for performance of the contract as a subcontractor and to carry out the services that will be subcontracted to it in compliance with the terms of the contract. It further declares that it is not subject to conflicting interests, which may negatively affect the contract performance, and that it accepts the terms of the procurement documents for the above call for tenders, in particular the contractual provisions related to checks and audits.

Done at: Name:

Position: Signature:

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