

ToR for developing a new MOST website

The present ToR provides the general requirements for MOST website. It has been prepared as background information to be used in relation to providing a quotation for the development of the website for the project MOST.

Brand

EU4Belarus: Mobility Scheme for targeted people-to-people contacts (MOST), EU-funded programme

General information

Sector	EU-funded programme for Belarus, non-commercial
Timeframe	Deadline of tender: 4 June 2024 Application launch: 23 July 2024
Domain name	mostplus.eu
Key visual identity / graphic design for online hub	Web site. Web site design/graphics should be coordinated with the Brandbook designer
Services expected	Web site design/development Web site maintenance until October 2027

I Background

“EU4Belarus: Mobility Scheme for targeted people-to-people contacts (MOST)” is a 27-month project funded by the European Union, and is being implemented by the Goethe-Institut e.V.

MOST General Objective:

To contribute to the mobility and internationalization of Belarusian professionals and to support their integration into European-wide professional networks.

MOST Purpose:

Purpose 1: To facilitate the establishment of professional contacts between Belarusian and EU-based professionals/companies/organisations;

Purpose 2: To develop better mutual understanding between EU and Belarusian professionals, helping to see each other as reliable partners.

MOST Expected Results:

Result 1: At least 1170 Belarusian professionals have participated in the MOST mobility programme, either in the form of short-term mobility or longer term internship.

Result 2: Transfer of know-how and experience has improved the skills and competences of the participating Belarusian professionals, and the capacities of their companies/organisations.

Result 3: The results of mobilities are shared with wider professional communities in Belarus in different sectors and with the general public.

MOST target groups:

The programme is aimed at a large Belarusian community, over 18 years-old. Access to the programme is open to all Belarusian professionals on the territory of Belarus and abroad who work in one of the following priority sectors:

- society (incl. human rights and media) ,
- culture,
- business,
- education,
- health & care,
- and sustainability.

MOST has undergone four phases:

- Phases I and II (December 2014 – January 2020)
- Phase III: “MOST” (01.07.2022 – 30.09.2024)
- Phase IV (01.10.2024 – 30.09.2027)

II Overall communication objectives¹

- Raise awareness of MOST among the Belarusian public as a project for mobility schemes for targeted people-to-people contacts to enhance people-to-people contacts between the European Union and Belarusian professionals, to supporting their integration into European-wide professional networks and for promoting better mutual understanding and exchange of best practices.
- Positively enhancing of MOST strategy and activities by offering both information dissemination and transparency. To communicate and make visible to the different target groups the achievements of MOST as well as their immediate or potential impact on the process of sharing experience and improving the skills and competences of Belarusian professionals and the capacities of their companies/organisations.

III Development of a new web site

Intended functions

The output shall serve as the main information resource to support implementation of the MOST project. In this respect, it will serve to create a network of experts/institutions with closer linkages between Belarus and EU, and to enhance mutual understanding. The website shall contribute to building trust and long-standing relationships between professionals of the EU and Belarus, supporting mobilities, sharing of knowledge and skills, debating and learning for sustained and meaningful exchanges in the professional sectors selected for MOST.

¹ The objectives that have been set and activities will be implemented in line with the Communications and Visibility Manual for EU external relations (see https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en).

Objectives

The main objective of the assignment is to develop an information resource and put it into operation. The website shall support the following:

1. Provide information, incentives and access to MOST mobility scheme on GAP². In particular, it will inform potential applicants to understand the call for mobilities, application requirements, will help preparing mobility proposals, with the objective to ensure both good quality and low threshold for applications.
2. Publish information, including but not limited to: news headlines, documents, photos, audio and video materials. In this respect, the website is a key project tool for supporting the project's communication strategy, with clearly defined target groups, key messages, and basic information to circulate. MOST having limited photo material available for publication, it would strongly rely on graphically designed visual content, or on photos purchased from databanks.
3. The application software shall allow uploading data in the form of tables, charts and graphs, as well as having the possibility to upload data and GIS layers of Google Maps.
4. Possibly support the follow-up and feedback from and to various types of users, including public and professional discussions (to be created at a later stage if decided).

Structure

1. There shall be an entry page to the MOST project ("home") shall include a search engine, and information relevant to MOST
2. Modular structure. It is envisaged to use a modular structure to ensure the sustainability of the output. Each module shall operate a specific task. All modules shall be interlinked through common referenced data. Modules shall be designed, developed, tested, and embedded into the Website sequentially according to project priorities.

Users/audience

Website is a public source. It shall be designed to reach out to a wide audience.

The MOST online presence should be:

- Innovative,
- Dynamic,
- Energetic and relevant,
- Open and transparent,
- Adherent to EC visibility guidelines.

Application Requirements

The following websites could be used as examples:

[Cultural Relations Platform \(cultureinexternalrelations.eu\)](http://cultureinexternalrelations.eu)

² <https://gap-online.goethe.de/cases/04de9f78-76f8-47b6-a1db-92daffc9eaa1/create>

[Nusasonic \(goethe.de\)](http://Nusasonic(goethe.de))
[Home | Climate Social Camp](#)
[Debate Not Argue - Debate Not Argue](#)
<https://socialcamp.org>
mostplus.eu (current version of MOST web site)

- The website map shall be developed in consultation with the Client
- It shall have an Interface for the Content Managers to publicize information on the website
- The Content Managers shall use Sys Admin rights to edit and upload content/materials
- The Publishing/Editing Interface shall be such so as to make sure that these functions are carried out by users who are not familiar with Hypertext Markup Language (HTML)
- The Website shall support three languages: Belarusian (default), Russian and English
- The Website shall maintain an efficient search engine to get access to all the information and documents
- The Website shall be based on an open source code or on one of the open content management systems (CMS)
- The resource page concerning mapping should enable to view all MOST partners (related projects, CSOs, NGOs, educational institutions) in sequence
- The web site should be search engine optimized
- Chat bots may be in place on the website further assisting potential applicants with answers to basic questions.
- Back-end platform: WordPress.

The MOST website will have to include the following information modules/blocks (non-exhaustive list):

- Information about the MOST programme, and its mobility scheme
- Other person-to-person contact and mobility initiatives available to Belarusians
- Calendar of events organised by MOST
- FAQ
- Relevant news
- Documents and events of the European Commission (EC), European Parliament (EP) and other EU institutions concerning the civil society and professionals of Belarus
- Links to key stakeholders and partners
- Sector presentation sections (6 pages)
- Section to help applicants to find counterparts, launch networking mechanisms and design their mobility
- Forums for participants to share their experience on different issues (to be created at a later stage if decided)
- Successful mobility stories
- Relevant research and statistical data available (to be created at a later stage if decided)
- Section on how to fulfil the application form
- Evaluation criteria (scoring grid)
- Private policy page.

The contractor shall provide web site maintenance (including creation of new pages, blocks, design changes, inserting new structures, etc.) until project end (tentatively October 2027).

Tentative website structure			
Home	About	Mobility scheme	
MOST . information about MOST strategy . information about previous phases of MOST . News . Upcoming events . Success stories	MOST Goethe-Institut Partners . European Union . Diplomatic representations of EUMS to Belarus . SALT II project . Belarusian partners (mapping of CSOs, NGOs, professional organisations) . Information for journalists . Vacancies/working with us . Contact us . Follow us on Facebook . Follow us on Instagram . Follow us on You Tube . Site map . Copyright claim . Legal notice . Private Policy	. Belarusian professionals . What mobilities . Get the most out of your mobility (videos/podcasts) . Sharing experience and sustainability (videos/podcasts) . Know more (video and online information workshops) . FAQ . Application guidelines . Scoring grid . Apply for your mobility	

Search engine (with ability to search on the following criteria):

- by topic/target group (key words: society, civil society, human rights, media, democracy, women, the poor, children, handicapped persons, minorities, enterprises/business, SMEs, lawyers, public, artists, painters, dancers, singers, musicians, photographers, doctors, nurses, care providers, culture, education, professors, students, pupils, teachers, schools, ecology, environment, nature, history, archives, energy, sustainability, agriculture, etc.)