



Bio-based Industries
Joint Undertaking

SUBJECT : EX ANTE PUBLICITY - MIDDLE VALUE CONTRACT- ASSISTING WITH THE PREPARATION FOR THE LAUNCH OF A NEW WEBSITE

Description of the contract: The Bio-based industries Joint Undertaking (BBI JU) envisages awarding a service contract for assisting with the preparation for the launch of a new website. This includes performing an analysis of the current website users, defining target audiences, as well as formulating recommendations on the content, structure and navigation of the new website. Various aspects, such as accessibility requirements will need to be envisaged.

More specifically the contract will include:

- **Analysis of the current website users:** Creation of user profiles on the current website, based on the analysis of the website analytics and using other methods. Profiles must include: entry point to the website, behaviour on the website and demographics.
- **Definition of target audiences for the new website:**
 - Implementation of user experience methods to define the target audiences for the website, such as:
 - Potential participants and beneficiaries
 - Policy & decision makers, also at national level
 - Journalists & opinion leaders
 - Applicants for a job
 - Creation of personas* needs to be part of the final deliverable.
- **Formulation of accessibility guidelines for the new website:**
 - Formulation of recommendations to meet the [WCAG 2.1, level AA standard](#) in the form of a checklist with mandatory and optional actions.
- **Formulation of recommendations on the website content, structure and navigation** based on the analysis of the current website content, as well as user study and experience. It should also include recommendations on design (e.g. responsive design) and development.
- **Formulation of recommendations on Search Engine Optimisation (SEO) in the new website.**

This ex-ante publicity is the first stage of a negotiated procurement procedure below €75,000.00 with a minimum of three candidates, through which the BBI JU may award the above-mentioned contract. The purpose of this notice is to support the BBI JU in the selection of the list of candidates to be invited to submit an offer for the contract. Please note that offers submitted in the subsequent negotiated procedure with a value above €75,000.00 will be rejected.

All economic operators¹ interested in providing the services described above should send a declaration of interest by 09/11/2020, 17:00 Brussels time, by e-mail to:

¹ For UK candidates or tenderers: Please be aware that following the entry into force of the EU-UK Withdrawal Agreement* on 1 February 2020 and in particular Articles 127(6), 137 and 138, the references to natural or legal persons residing or established in a Member State of the European Union are to be understood as



procurement@bbi.europa.eu with the same subject reference as indicated above. In their declaration of interest (300 words maximum) interested economic operators should demonstrate their ability to provide the relevant services. This information will be assessed in order to select suitable candidates. All interested economic operators will be informed of the decision of the BBI JU. The request for offers and related documents will be provided by e-mail only to the selected candidates.

Please note that BBI JU reserves the right to modify the conditions or to cancel the negotiated procedure. In case of cancellation, all interested economic operators would be informed of this decision. We look forward to receiving your declaration of interest.

Economic operators who do not express their interest before the deadline and to the address above will not be invited to submit an offer. The latter restriction will not apply to the economic operators directly invited by BBI JU.

Indicative date for launching the procedure (sending out the invitations): 11 November 2020

including natural or legal persons residing or established in the United Kingdom. UK residents and entities are therefore eligible to participate under this call.

* Agreement on the withdrawal of the United Kingdom of Great Britain and Northern Ireland from the European Union and the European Atomic Energy Community