PAPILLONS – A HORIZON PROJECT

A Website Brief for web developers

1. Introduction

PAPILLONS (hereafter also referred to as 'the Project') is a Horizon project of 20 partners within a consortium (hereafter also referred to as the 'Consortium') selected and funded by the European Commission to be implemented. The creation and maintenance of a **Website** (hereafter also referred to as 'the Knowledge Hub') is foreseen within the Project with the aim for information display and exchange featuring communication, dissemination and exploitation activities for public outreach and stakeholder engagement.

The aim of this briefing file is to inform potential professional web developers (hereafter also referred to as the 'Tenderer') to design the website with what is required for the PAPILLONS website for further discussions to be able to foresee how this could be implemented. (hereafter also referred to as the 'Contract')

This briefing file is structured in the following way:

- General overview and Background of the Project (Paragraph 2),
- Key Objectives and Overview of the Website (Paragraph 3)
- Specific requirements and Functionalities (Paragraph 4)
- Layout and Design (Paragraph 5)
- Website structure (Paragraph 6)
- Closing remarks (Paragraph 7)

2. General Overview and Background of the Project

In order to provide a description of the Project's website, and what it is intended for, PAPILLONS aims at producing knowledge to inform the innovation agendas of farmers, industry and policy in Europe and beyond. It aims to support and positively impact the European chemical regulation (with regards to the use of plastics in agriculture) and the reform of the European Common Agricultural Policy. PAPILLONS' overarching goal is to elucidate sustainability of plastic use in European agriculture in relation to releases and impacts of micro- and nano-plastics (MNPs) and their chemical additives in soil. The long-term impacts of this pollution are unknown and PAPILLONS aims to tackle this research gap.

3. Key Objectives and Overview of the Website

The Key Objectives of the Website are to create and maintain a Knowledge Hub, which shall be embodied by the Website to endorse a dialogue between scientists and a range of stakeholders in the policy, regulation, industry, farming, environmental sectors, and thus establish the possibility of multi-actor interaction, where all actors can openly and equally contribute to advancing knowledge.

The Website shall be an entirely new website to be built from the ground up with a simple mechanism and outline, which also provides regular updates on the project website/social media to communicate achievements and maintain interest, awareness and engagement and feature early invitations to meetings and events to maximise attendance and participation.

It shall help to facilitate knowledge co-development and communication/dissemination actions with and towards the full range of relevant Stakeholders identified in the Project's main dissemination activities, such as the EU Institutions, the research community, agricultural plastic industry, the farming and the NGO sectors. These shall be the website's target audience and users as well.

Information, such as synopses and abstracts of scientific findings, shall be published and available for all interested parties about the Project and its progress and findings produced for and by the Project.

The timescales of Project is the following: the Project lasts 48 months from the 1st of June 2021. The website is needed to be operational **before the the 15th of September 2021**. An additional one year is foreseen at least for the hosting and domain of the Website after the end of the project.

Concerning the hosting and domain name it is undecided yet, but foreseen to be https://www.papillons-h2020.eu

4. Specific requirements and Functionalities

The website shall at least fulfill the following requirements:

- An openly accessible public website with an additional "Members only" sphere, that can be accessed after user registration and acceptance - linked to Microsoft Teams.

- The language of the website shall be in English

- It shall allow vertical scroll and displaying images and/or videos

- General Data Protection Regulation compliant and secure against malware or any other usual cyber threats and attacks

- Include a search function among the content of the website

- Feature a website footer

- Have hyper links to redirect to the Project's social media channels (Twitter, LinkedIn, Researchgate)

- It shall be accessible and compatible via smartphones and tablets as well and it shall be compatible with multiple browsers (including Safari, Internet Explorer, Google Chrome, Firefox mainly);

- The website shall enable the upload, download, store and display materials developed following the Project's activities

- Search engine optimization (SEO) and a traffic/analytics tool and interaction count to measure impact

Additional ones may further be proposed.

5. <u>Layout and Design</u>

The layout and design of the website will adhere to the common Project Identity and Branding, which is still under construction and development by the partners of the consortium. Features in it for the website foresee the display of the Project's name and logo in a consistent color scheme and font within a user-friendly and interactive environment.

The call is open for proposal from the website developer to put forward suggestions on the development of the graphic charter of the project as well, should it be feasible with the timeframe of the call. Values such as sustainability, transparency, state of art research, collaboration of networks for knowledge co-creation are foreseen to be represented with green tones and butterflies as additional images.

Furthermore, the website will need to take into consideration and follow the European Commission visual identity[1] concerning acknowledgement of EU financing involved in the project, which involves the obligation and right to use the EU emblem.

Additional disclaimers, including a copyright disclaimer and third-party views disclaimers, will also need be featured on the website. A Privacy Statement in compliance with the EU's General Data Protection Regulation is needed as well to cover the collection, use, and disclosure of data collected via the Website.

Considering the operation and management of the Website, after the successful set-up of the Website, **the partners within a consortium intend to manage and update the website with the materials produced by themselves during and after the lifetime of the Project**.

Sections/subpages, such as the *News, Knowledge Hub and Events*, need to be user-friendly and easily manageable for content upload and modifications given that they need to be updated regularly by the Members of the Consortium.

These include texts, images, videos and files with data inside of them. Therefore Admin and User access shall be required to log in.

The website footer at the bottom of the page shall include and contain the Privacy Statement, Contact information, Impressum, Sitemap, Logo, an email sign-up form and finally the social media icons. These shall be Twitter, LinkedIn and ResearchGate at least.

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[1] https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en

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6. Website Structure

Concerning the Website Structure the following is initially envisaged and proposed:
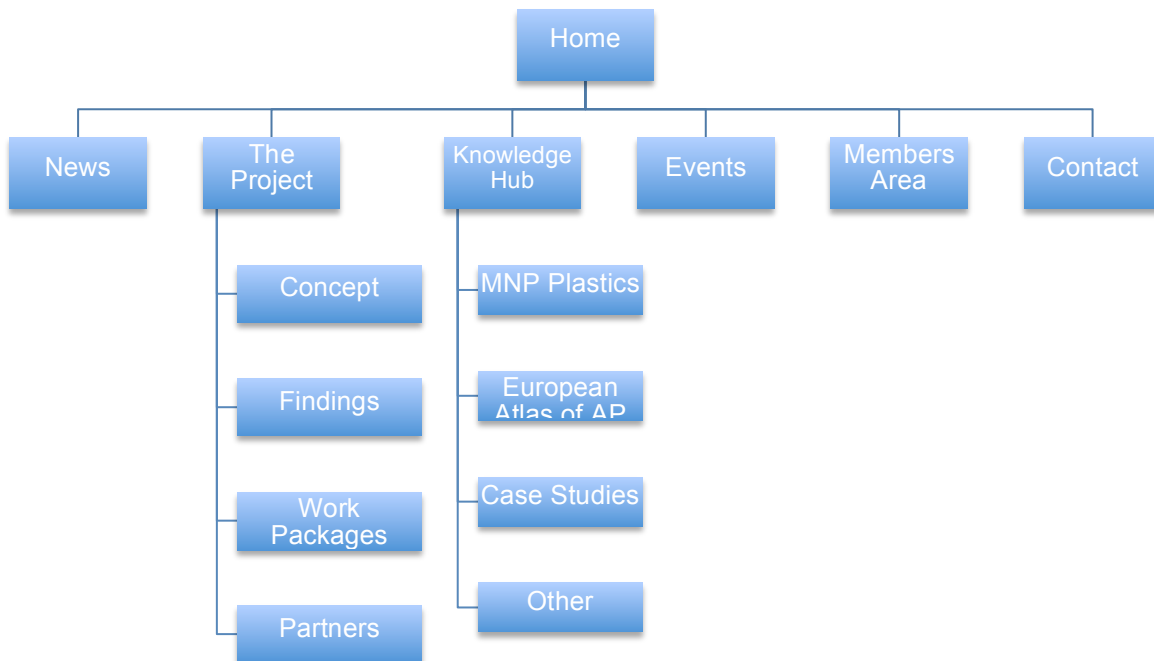

Figure 1: Proposed website structure

From the Home page a Bar shall feature the following Pages such as ***News, The Project, Knowledge Hub, Events, Members Area and Contact***. Furthermore a **Search option** shall be available as well to use specific keywords to look within the content of the website.

News: This page shall feature all the news and information regarding the developments and on-going initiatives of the Project. It shall feature a list of news as time passes by. It must be easy to maintain, via a user-friendly back office.

The Project: This page shall feature the following pages such as *Concept, Findings, Work Packages and Partners* of the consortium. Here, detailed information shall be found on the management and tasks of the Project and the Members of the consortium with their logos and roles plus the Project's initial findings.

Knowledge Hub: The Knowledge Hub shall be the heart of the website. It shall feature the following pages such as *MNP Plastics, European Atlas of AP, Case Studies and Other.* Here detailed information shall be found on the scientific side of the Project for micro-nano plastics in agricultural soils. It shall feature a catalogue of resources available to project partners, stakeholders and third parties to support scientific research, monitoring and environmental assessments of MNPs, so that everyone interested or concerned about the issue shall be able to take a look and deep dive into the world of micro-nano plastics in agricultural soils. The *European Atlas of AP* shall be a an open pan-European Atlas of MNP sources to soil from AP, which is based on the assessment of the processes/practices resulting in releases

4

of MNPs and chemical additives to soils in different European contexts. The *Case Studies* will describe the procedure of the various field plot experiments that will be taken place during the Project. This section should also be easy to update via a user-friendly back office.

Events: The Events page shall feature the upcoming Events for all interested Parties concerned with links placed in towards the public meetings and links for the restricted meetings as well. This section should also be easy to update via a user-friendly back office.

Members Area: The Members Area shall be a restricted place, which needs authorization to be accessed. Upon that, it will redirect the User to a shared Microsoft Teams folder, which it has access for further materials and information. This Microsoft Teams folder will likely be the data repository behind the Project. The structure of this is undecided yet, but it is likely to have multiple folders for different target groups and audiences.

Contact: The Contact page shall feature a possibility to get in touch with us and receive our Newsletter for all Parties concerned so that we can receive an email about their requests. Furthermore it shall feature a survey on what the visitors think about micro-nano plastics in agricultural soils.

7. Closing remarks

Overall, the goal is to engage scientists, farmers, industry, governance, NGOs and society through the establishment of a multidisciplinary/multi-actor Knowledge Hub that enables field cross-fertilisation and co-development, sharing and exploitation of knowledge on MNP sources, behaviour and impacts in agricultural ecosystems. Given the EU funding and support of the research Project, we aim to have a professional website, that is transparent, easily understandable and can convey the spirit, identity and results of the Project.

Submission deadline: **20 July, 2021 12:00 (CET)**

All proposals for the call shall arrive to the papillons@fam-europe.eu email address.

8. Selection criteria

Declaration on legal, regulatory, economic and financial capacity

	YES	NO
The undersigned declares that the Tenderer:		
has the legal and regulatory capacity to pursue the professional activity needed for performing the Contract;	☐	☐
has the economic and financial capacity to provide the services.	☐	☐

The Consortium reserves the right to seek evidence at any time relating to the Tenderer's economic and financial capacity.

The Consortium will not be liable for any compensation for Tenderers whose tenders have not been accepted, nor will it be so liable if it decides to abandon the procurement or cancel the award procedure.

9. Award criteria

The quality and pricing components of Contract responses will be based and evaluated on the Price/Quality Ratio by the Members of Working Package 5 within the Consortium with taking into account the Project Coordinator's view.

Funded by the
European Union