



Annex 1

Terms of Reference

Development and Design of the web platform: Politeia On Line Learning Platform (POLLP)

Introduction

The Center for Democracy Foundation (CDF) is inviting tenderers to submit their offers for development, and design of an online web platform – Politeia Online Learning Platform (POLLP).

CDF wishes to contract a service provider to develop and to design a web platform for civic education which will serve as a resource center for education in the domain of civil society, democracy, citizens' participation and leadership in designing, debating and monitoring of public policies in Serbia and in the Western Balkans, with mainstreamed advocacy for the EU integration of the WB.

The creation of the web platform is one of the activities undertaken within the project **Regional Youth Compact for Europe (further referred to as RYCE)**, financed by the European Union and the Balkan Trust for Democracy.

Context

The Center for Democracy Foundation is a non-governmental, non-partisan and not-for-profit organization established in Belgrade (Serbia) in 1994. Its mission is to encourage and mobilize citizens for building a democratic society based on solidarity and sustainable development, to advance economic, social and cultural rights and advocate for accountable and efficient institutions through research, education and public dialogue.

Along 25 years of operation, CDF has advocated for integration of Serbia into the EU, through strengthening of human resources and institutional capacities for democracy, rule of law and human rights. CDF is recognized in public for its devotion to public dialogue, strong democratic institutions and for improvement and protection of human rights, with focus on economic and social rights in the context of sustainable socio-economic development in Serbia and in the Western Balkans. Center is a reliable interlocutor in discussions, partner to other CSOs, independent institutions and international organizations. CDF has extensive experience in working with and within large coalitions, as well as in developing capacities of local civil society organizations.

CDF has been striving to develop critical thinking on key issues regarding democracy, human rights, rule of law, and socio-economic development among the youth, scholars, policy makers, political and civic



activists through conferences, seminars, training, research, tailor-made programs for these groups. It promoted European integration of Serbia and of the Western Balkans. Gender equality and protection of minorities rights has been mainstreamed in all its activities.

CDF is a Chair of the Working group for monitoring Chapters 2 and 19 (Freedom of Movement for Workers and Social Policy and Employment) within the National Convention on the EU (NCEU), the largest CSOs umbrella organization in Serbia.

Center for Democracy Foundation works through three programmatic domains:

- ✚ EU VALUES AND EU INTEGRATION – Strengthening Human Resources and Institutional capacity
- ✚ LABOUR, EMPLOYMENT AND SOCIAL COHESION
- ✚ PUBLIC DIALOGUE

Membership in Networks and Key Partnerships

- ✚ Member of ALDA (Association of Local Democracy Agencies), Strasbourg, France
- ✚ Member of FEPS (Foundation of European Progressive Studies), Brussels, Belgium
- ✚ Cooperation agreement signed with Trade Union Independence and with CATUS
- ✚ Member of the UN Global Compact
- ✚ Lead Partner in Regional Youth Compact for Europe, a 14-member consortium of CSOs and think tanks from WB, Turkey and Europe
- ✚ Cooperation with National Assembly of the RS (EU Integration Committee), Government's negotiation team, Commissioner for Protection of Equality, Ombudsman, National employment Service, Agency for Peaceful Resolution of Labour Disputes, Labour Inspectorate,

Politeia Framework

Politeia School for Civil Society is one of the CDF brands well known within the university youth and scholars in Serbia and among the civil society. Politeia School was initiated with aim to raise motivation and increase knowledge and skills of young people wishing to become community leaders, civic activists and policy creators. From 1998 to 2009 Politeia developed various type of courses among which were Politeia course for civil society, Perikles School for Political and Social Leaders, Parliamentary Internship Program etc. It was attended by nearly 2000 students from all over Serbia. It has been encouraging youth participation in civil society organizations and civic movements. Many of Politeia fellows have become influential leaders, policy makers, CSOs founders and activists, scholars, journalists and businessmen and businesswomen. The Politeia was one of CDF projects that was funded by all key funders and donors in Serbia – European Union, USAID, Fund for an Open Society, Friedrich Ebert Foundation, Olof Palme International Center, Konrad Adenauer Foundation etc.

In 2018 the CDF re-launched Politeia as a regional initiative ***Politeia Goes Regional*** within the EU funded project **Regional Youth Compact for Europe**. In a consortium of 14 organizations from the Western Balkans, European Union and Turkey, the core Politeia team from the Center for Democracy Foundation developed a new curriculum aimed to empower young people from the region to engage in designing, monitoring and promoting reforms in employment, social policy and fundamental rights. The first course was held in April 2019 with the participation of 25 students from the Western Balkan countries and with

prominent lecturers and trainers including former ministers, policy advisors etc. Within the same project, another regional course is previewed by April 2021.

In 2020, it is planned that Politeia be re-designed again as an online educational and training platform, providing various types of courses, trainings and learning resources for young people in the region and in Serbia. The first online course is planned by the end of 2020 and will be followed by a series of trainings, workshops and internships. Combination of the online with traditional training methodology.

CDF wants to build on the national, regional and worldwide positive experience and lessons learned from the Covid19 crisis in the area of education and online types of training. Therefore, it set a plan to create a web platform that will serve for organization of educational programs of various types and for various audiences among the mapped target groups. A regional Politeia course envisaged as an activity of the RYCE project is to be the first activity that will be organized on the web platform. Additionally, it will be opened for the RYCE partners training programs, as well as for all training programs undertaken by the CDF during and/or after the completion of the said regional Politeia course.

Key requirements and expected goals

CDF wants that the web platform becomes a credible and engaging source on education and training predominantly for youth, in the areas of civic education, democracy, sustainable development and citizens` participation, through an incorporated human rights-based approach (HRBA).

CDF needs a site that would involve digital first communications. A fresh and modern visual look and a mobile-first approach will be important key to success. Suppliers who can demonstrate a strong track record in this area will be favored.

Part of the content, particularly from the previous Politeia related content, shall be migrated from the current CDF site, but significant portion of new content shall be added, during the web platform development and upon its becoming fully operational.

The web platform shall be also linked with the CDF web site and the web sites of the CDF partners on the Regional Youth Compact for Europe project.

The platform shall be also linked to the CDF pages on the social networks (Facebook, Twitter, Instagram, You tube etc.)

The web platform needs to have the flexibility in terms of components to accommodate this. Besides typical think tank tools and channels, such as publications, events, media appearances and posts of the website and social networks), different formats of products and activities shall be communicated on the web platform in order to communicate news, calls for applications, research findings in an engaging way, as for example with power point presentations, various tests content for training participants, evaluation forms, online games, cartoons, testimonials, interactive presentations etc.

The web platform shall ensure a positive user experience and achieve good recognition among its constituency and in Serbia, in the Western Balkans, and potentially in the EU. It shall therefore include BHS and English version of the content.

The web platform shall be sustainable after the end date of the Regional Youth Compact for Europe project. It shall incorporate this project's content at design and operational phase with ensured visibility of the donors in accordance to their standards and requirements.

The expected lifecycle of the web platform should be at least four years, but CDF wishes to work with a service provider that can accommodate an ongoing relationship with CDF to make further changes to the site during and over this period.

The main goals set up in development of the new web platform will be implementation of contemporary web design, optimization for various mobile devices and increased searchability of content. The overall goal is not to make the website design attractive and efficient, but also to assist students and other users to design and execute research that will be better consumed in European online space.

The web platform shall reflect the new experience on national, regional and global level regarding the online education practice developed before and during the Covid19 crisis and the orientation of the CDF to develop various types of trainings for different target groups.

- The web platform shall be easily found on search engines
 - ✓ The structure and organization of the content shall enable easy communication of educational programs that will be developed and themes
- The staff shall be given a tool to produce content in a digital first way, including
 - ✓ The ability to publish content in full in HTML including footnotes, tables, charts and figures.
 - ✓ Components to accommodate visual and interactive content such as polls and video embedded from You Tube
 - ✓ Social sharing of content build into the fabric of the web platform
- The web platform shall allow for better integration of different web portals and channels through:
 - ✓ Enabling attractiveness of English version of web-site for international audiences
 - ✓ Linkage/visibility of CDF's contribution in other platforms of civil society networks in which CDF participates (National Convention on the European Union, Balkan Network for Local Democracy etc.)
- The platform shall appeal to wider audiences by:
 - ✓ Fresh visual look
 - ✓ Simplification of design and structure
 - ✓ Easy navigation
 - ✓ Connecting all parts of the website and content through linking, tags and highlighting related content
 - ✓ Faceted search and filtering

- The platform shall enable students and other users to directly fill application forms, tests, exams and other created content. Also, the platform shall enable electronic receipt of applications for seminar and training attendance, as well as preview automatic responding/confirmation of receipts.

Target groups and audiences

The web platform shall be built so as to address the needs of its users. Users are expected to belong to different target groups from Serbia, Western Balkans and European Union. They are:

- University students (including master and PhD studies)
- Teenagers at final grades of high schools
- Scholars
- Civic and political activists
- Civil society organizations and their representatives
- Think tanks
- Representatives of international organizations advocating for human rights, democracy, rule of law and sustainable development
- Professionals and researchers in the fields covered by the web platform

CDF wants to strengthen and widen the constituency interested in the above-mentioned areas by engaging more existing audiences, particularly citizens, students and professors, democracy defenders, policy makers, journalists, grass-root initiatives and informal movements.

Testing workshop will be organized by the CDF for a small group of former Politeia students to test and comment the

Scope of work

CDF is seeking for a specialized service provider which is experienced in developing web applications and/or web-based platforms.

The main objective of this assignment is to develop and design **one (1) web platform**.

Activities (in general terms):

- 1) Formation of the team with the CDF counterpart team
- 2) Web platform development:
 - a. Hosting and domain
 - b. Final methodology and wireframe development and designed
 - c. Installation of key tools and creation of the data base
 - d. Set up of the platform backend
- 3) Web design:
 - a. Design and set up of the platform frontend
 - b. Design and set up of the platform frontend for the regional Politeia course
 - c. Migration of the selected content from CDF site to the web platform
 - d. Set up of the platform frontend for other activities

- e. Set up of interactive classrooms content
- 4) Test workshop
- 5) Launching public event preparation and conduct
- 6) Training for the CDF staff

The activities shall be undertaken in the working process that includes:

- The provider shall work in close cooperation with the project team on identification of all needs and expected results: website structure, database structure, content management, user interfaces, easily accessible, quality of content, user-friendliness, easy maintenance/update, information retrieval;
- The provider shall collaborate and participate in joint discussions and workshops during the co-designing process of the web platform, where layout, tools, content structures and functionalities to meet the needs of the project and follow the structure of the regional training programs are discussed;
- The provider shall design the website structure based on the requirements from project team: clear categories, SEO friendly, documents & folders for data & page storage, clean site & page layout, easy to use, flexible navigation & search functions, etc.;
- The provider shall incorporate all data based on the needs of this project, like designs, website guidelines, documents, content; and adapt them based on the custom needs;
- The provider will update website applications, tools and plugins;
- The provider will facilitate a test workshop with the audience invited by the CDF as well as training sessions for project team on administering and managing the platform;
- Configuration/setup of firewalls, anti-hacker tools, spam and antivirus plan for the website, along with the hosting plan shall be incorporated part of the service provided;
- Configuration of data types and implementation of security structures and firewalls to ensure privacy policies and of data protection (GDPR) is expected by the Provider;
- The provider is expected to be cooperative, flexible and responsible to address/fix bugs and other web issues.
- The service provider must demonstrate a **mock-up** of the application with all functionalities throughout the development phase. **All products will be considered completed at the time when the CDF declares satisfaction with the results.**
- The contracting authority is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to contract award, without thereby incurring any liability to the Service Providers.

Deliverables and Timeline

- Final methodology and Wireframe (Layout Design) for the web platform is finalized and approved by the CDF by November 30, 2020;
- A functional web portal is developed and designed for Politeia regional course by December 10, 2020
- The portal is launched on a public online event by December 20, 2020

- Web platform is fully functional, code and relevant documents delivered to CDF by January 31, 2021.
- Web platform content is fully designed by April 2021

Technical Specifications

The web platform should use/support the following web and infrastructure technologies:

- Latest PHP version;
- Latest MySQL version;
- Use of latest frameworks and open source platforms;
- Support of different cache levels;
- Open source framework of server side to run the application;
- Enough space to handle all data of the E-services and user requests;
- Unlimited databases and records;
- Unlimited bandwidth;
- Latest techniques on creation of front-end applications: Markup-languages like HTML, CSS and JavaScript's applied;
- Mobile friendly;
- Latest encryption technologies of sensitive data and passwords;
- Dynamic pages and SEO friendly;
- Web application and its functionalities to be managed within a Content Management System (CMS);
- The possibility to integrate video and audio materials in standard format (FLV, SWF, MP4, AVI, MP3, H.264, and WMA) and other well-known media formats. Possibility to integrate photo, video or audio materials from external pages, hyperlinks, etc.
- Warranty and maintenance services including post-service maintenance and support until December 2021.

The service provider must provide all necessary documentation after the successful completion of tasks, as below:

- Usage manual of the platforms and tutorials;
- Installation manual;
- Configuration manual;
- Clear documentation in written of coding and its structure;

Tools and options of the platform

The web portal must have these basic tools and options:

- Matching tool for staff, students and other users;
- Registration tools for users;
- User dashboard and creation of profiles;
- Email notifications and confirmation system like: registration, applications;
- Creation of unlimited web forms;
- Search options: Search with keywords, find training opportunities, filters that include Region, Causes/Issues, trainers;
- Statistics on the usage of the platform: Number of registered active and passive users
- Matches based on Causes/interests or categories (not based on regions);
- User management: Different access levels inside the platform;

Security requirements

The application foresees to have high level of security, encryption of sensitive data, use of SSL certificates, and prevent unauthorized access to its infrastructure. Therefore, the service provider must provide and take in consideration to prove and take action on developing the following categories of security issues by prevent/handle unauthorized access and ensure data protection:

- Risk Assessment;
- Authentication;
- Authorization and Access Control;
- Session Management;
- Data and input Validation;
- Cross Site Scripting;
- Command Injections Flaws;
- Buffer Overflows;
- Error Handling;
- Logging;
- Remote Administration;
- Web Application and;
- Server Configuration.

Methodology

The service provider must provide the methodology to be used for developing the web platform, the details for each stage, together with a preliminary working plan and milestones of completion of task. A **wireframe (Layout Design)** is needed to be developed in order to demonstrate the design and functionalities of the platform.

The proposal shall include:

1. A summary of your understanding of our brief. A creative response that highlight opportunities and approaches that CDF has not identified in this document will be favored.
2. A summary of the process and timelines you expect to follow (milestones defined – web hosting selection, development of the platform structure, web design phase, testing workshop) and the inputs you required from the CDF in the process with time dynamics preview of these inputs as well
3. Brief CVs of key members of your team with whom the CDF will work with
4. Price proposal broken down with any optional elements highlighted and including pricing options for any ongoing costs for hosting, maintenance and support (fully in accordance with the form for Financial Offer Form).
5. Examples of your previous work. CDF will favor the proposal that give tangible examples of working with organizations that have similar audiences, content and aims.
6. The bidder shall fill and send with the Offer all documents provided by the Tender Dossier in Serbian or in English that is attached to this Call.

Center for Democracy Foundation

Belgrade, November 5, 2020