

Request for Proposals

Design, development and programming of an
internet website for WILDSEA Europe

Project WILDSEA Europe®
*A Discovery Journey of Europe's Marine Biodiversity through
Water Sports & Coastal Trails*

WILDSEA 
E U R O P E

Travel**ecology**®

 Generalitat de Catalunya
Government of Catalonia
Catalan Tourist Board

subman



**Co-funded
by the COSME
programme of the
European Union**

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Wildseaeurope.eu

Request for Proposals

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1 About Project WILDSEA Europe

WILDSEA Europe is a Sustainable Tourism Route connecting European coastal destinations that host a rich marine biodiversity. Unique places where tourists and visitors will be able to experience marine wildlife through water sports & outdoor activities. The Project is a European, public-private cooperation effort that is supported by the COSME programme of the European Union through the **Executive Agency for Small and Medium-sized Enterprises (EASME)**.

Whalewatching, Snorkelling, Kayaking, Birding, Trekking... WILDSEA Europe delivers great travel hints on unique adventures that can be experienced in coastal destinations allowing tourists and visitors to make responsible contact with marine species in the wild, while learning about their ecology and efforts to preserve them. The Route also offers valuable information on Europe's best coastal destinations, natural sites of interest, flag species, important habitats, as well as on currently on-going scientific efforts and projects aimed at their conservation. Starting June 1st 2015 and over a period of 18 months, **WILDSEA Europe** will address the following **objectives**:

- To gather and deliver information regarding European nature destinations, natural sites of interest and flag species/habitats, as well as **tourism experiences** that will allow tourists and visitors to make responsible contact with marine species in the wild, while learning about their ecology and participating in efforts to preserve them.
- To build a strong business case for the sustainable development of Europe's coastal tourism destinations, **showcasing biodiversity as a valuable touristic asset** and promoting **public-private cooperation** in its sustainable use and conservation.
- To provide **SMEs** with a portal that will **facilitate their access to tourism markets** and support local, regional and transnational (European) collaboration in the marketing of tourism experiences within the Tourism value chain.
- Facilitate the development of **new tourism experiences & packages**.
- To engage the private sector, citizens and visitors in the conservation of marine biodiversity by introducing **Citizen Science** in daily tourism operators' practices.
- After project end, the Route will aim to engage new destinations and tourism operators to create a truly pan-European network of nature tourism experiences.

WILDSEA Europe is a joint initiative of European tourism operators, public administrations and NGOs, co-funded by the **COSME programme** of the **European Union** through the Executive **Agency for Small and Medium-sized Enterprises (EASME)**.

Lead partner/coordinator: [Travelecoology](#) - Breakaway Travel SL (*Spain*)

Partners:

[Agencia Catalana de Turisme](#) (*Spain*)

[Causeway Coast & Glens Heritage Trust](#) (*United Kingdom*)

[City of Pula](#) (*Croatia*)

[Donegal County Council](#) (*Ireland*)

[Portofino Marine Protected Area](#) (*Italy*)

[SUBMON](#) (*Spain*)

[Turmares](#) (*Spain*)

2 Contractor and scope of this RFP

The contractor of the services requested through this RFP is:

Breakaway Travel SL (Travelecoology)

Paseo de la Infanta Isabel, 3
28014 Madrid (Spain)
B-86189982

The scope of this RFP is the design, development and programming of **a website for Project WILDSEA Europe (wildseaeurope.eu)**, following the technical and delivery requirements described herein.

Breakaway Travel SL retains the right to the code of the resulting website.

3 Target audiences of the website

The Project website is envisioned as a platform for displaying available wildlife experiences in destinations that are part of the WILDSEA Europe Route.

The main **target audience** of the website is tourists and visitors who are looking forward to engaging in wildlife experiences in coastal tourism destinations.

The website should be informative, offering an overview of flag marine species and special natural sites of interest present in the Route's showcased destinations, as well as providing booking capabilities and/or direct linkages to available wildlife experiences offered by experience providers in those destinations. The website should host a social network where users can rate and exchange their experiences and connect to other travellers.

Other target audiences include tourism **destinations** and **experience providers**, which should be able to update relevant information, manage experience availability and respond to customer's requests.

4 Technical requirements

WEB STRUCTURE (INDICATIVE)

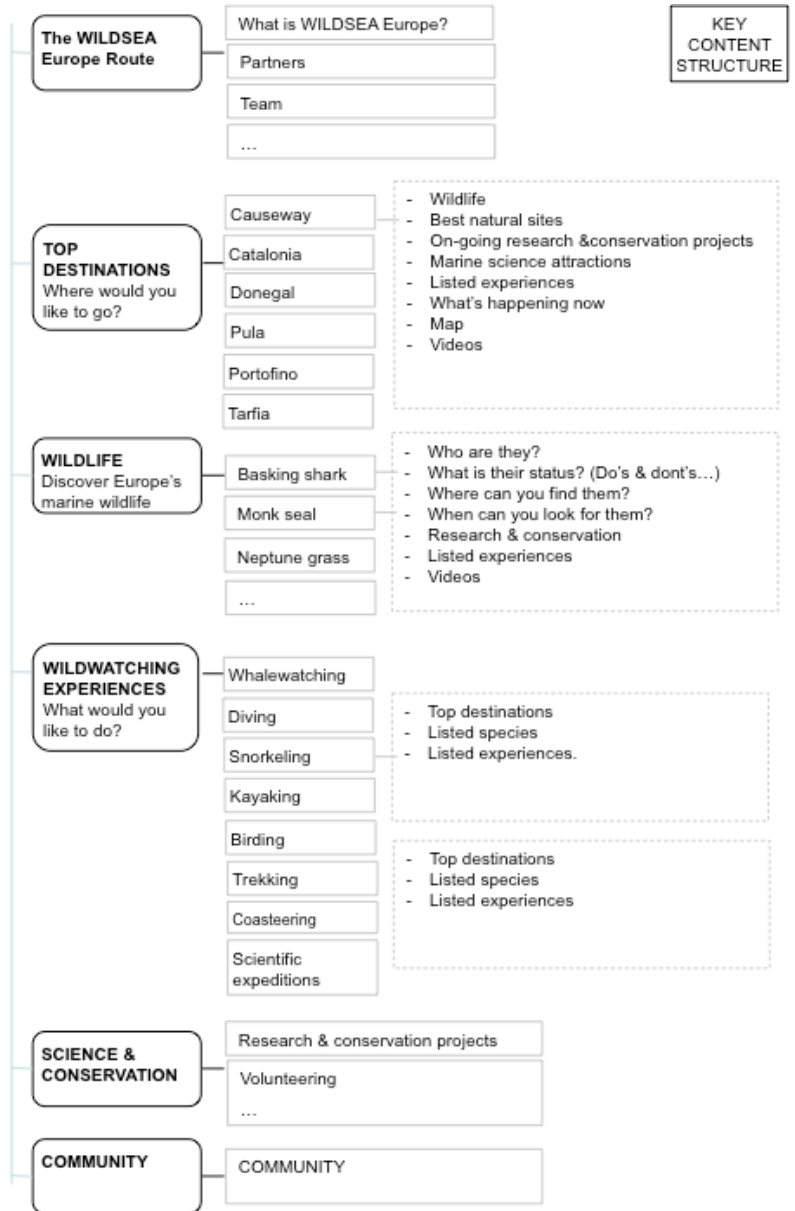
HEADER: Sign-in/Register, Language, Cart, other relevant links.

HOME: Highlighted content (pictures, videos, news, featured destinations/experiences/species/attractions),
 > SECTIONS (KEY CONTENT + SECONDARY CONTENT)

> HIGHLIGHTED CONTENT

> E-MAP (THE WILDSEA EUROPE ROUTE MAP)

FOOTER: Displays relevant information linking to relevant sections. Includes links to social networks and search engine.



TECHNICAL REQUIREMENTS

CONTENT MANAGEMENT SYSTEM (CMS)

Subcontractor should include a CMS to (autonomously) manage, edit and upload content to the website and specify which CMS will be used. The CMS should have different access permits for:

- **The Web Manager**
- **Each destination Manager** [access to Destination and Experience creation section only].

CONTENT TEMPLATES AND TEMPLATES FOR BANNERS AND HIGHLIGHTED CONTENT

- The CMS should allow the creation of content based on different existing templates / style sheets and CALLS TO ACTION banners.
- The CMS should allow the generation of different types of *BANNERS FOR DESTINATIONS, SPECIES/HABITATS, EXPERIENCES, MARINE SCIENCE ATTRACTIONS* based on a given template and filled-in text and images (fields with length restrictions) and including options / tools for banner *turning*. AND LEAD generation banners (bars for web and newsletter).
- Shortcode functionality to allow users to add quality functionality in an easy way would be of benefit.
- Functionality to embed video content and display it professionally is essential.

ADDING A NEW DESTINATION

- A landing page for a new destination has to be able to be created and added easily into the website, using a given template and connecting it to other relevant DATA (SPECIES/HABITATS, BEST NATURAL SITES, TYPE OF AVAILABLE EXPERIENCES, MARINE ATTRACTIONS, CONSERVATION PROJECTS). Each landing page can be shared through social media.
- The destination has to be automatically displayed in the Route Map, with a generic ICON that represents DESTINATIONS.

INCLUDING A NEW TYPE OF EXPERIENCE

- New experiences *TYPES* have to be able to be created easily and added into the website, using a given template and connecting it to other relevant DATA (DESTINATION).

INCLUDING A NEW EXPERIENCE

- A landing page for a new experience has to be able to be created easily and added into the website, using a given template and connecting it to other relevant DATA (DESTINATION, EXPERIENCE TYPE, SPECIES/HABITATS, MARINE ATTRACTIONS, CONSERVATION PROJECTS IN THE AREA). Each landing page can be shared through social media.
- The EXPERIENCE has to be automatically displayed in the Route Map, with a generic ICON that represents THE Experience TYPE.

INCLUDING A NEW SPECIE / HABITAT OR A NATURAL SITE/ (MARINE) PROTECTED AREA

- A landing page for a new SPECIE/HABITAT or NATURAL SITE has to be able to be created easily and added into the website, using a given template and connecting it to other relevant DATA (DESTINATION, CONSERVATION PROJECTS IN THE AREA). Sharable.
- The SPECIE/HABITAT has to be automatically displayed in the Route Map, with a generic ICON that represents SPECIES/HABITATS.
- The NATURAL SITE has to be automatically displayed in the Route Map, with a generic ICON that represents PROTECTED AREA.

INCLUDING A NEW RESEARCH & CONSERVATION PROJECT

- A landing page for a new CONSERVATION PROJECT has to be able to be created easily and added into the website, using a given template and connecting it to other relevant DATA (DESTINATION, SPECIES/HABITATS, EXPERIENCES). Sharable.
- The CONSERVATION PROJECT has to be automatically displayed in the Route Map, with a generic ICON that represents RESEARCH & CONSERVATION PROJECTS.

INCLUDING A NEW MARINE SCIENCE ATTRACTION

- A landing page for a new MARINE SCIENCE ATTRACTION has to be able to be created and added easily into the website, using a given template and connecting it to other relevant DATA (DESTINATION, AVAILABLE EXPERIENCES, RELATED SPECIES/HABITATS AND CONSERVATION PROJECTS IN THE AREA). Sharable.
- The MARINE SCIENCE ATTRACTION has to be automatically displayed in the Route Map, with a generic ICON that represents MARINE SCIENCE ATTRACTIONS.

ADDING EXISTING TEMPLATES OF DATA

- THE SYSTEM SHOULD ALLOW TO UPLOAD AUTOMATICALLY DESTINATIONS, SPECIES/HABITATS, EXPERIENCES, MARINE ATTRACTIONS & CONSERVATION PROJECTS FOLLOWING PRE-CONSTRUCTED TEMPLATES OR DATABASE.

SEARCH ENGINE: allowing search by Destination, Type of Experience, Specie/Habitat, Type of Marine Attraction, Conservation Projects.

ADVERTISEMENT SPACE (BANNERS) AND LISTING PRIORIZATION

- The system should allow to prioritize listings of experiences/experience providers / destinations following a simple, straightforward method.
- The system should allow the inclusion of advertisement banners.

RATINGS

- Users must be able to RATE each Experience / Experience Provider / Marine Science Attraction.
- Aggregate results of rating should be displayed in the experience landing page and banner. Clicking on aggregate rating should lead to listing of all reviews (per experience).
- Users must be able to "like" and/or vote for their most popular marine specie.

DATABASE MANAGEMENT SYSTEM FOR USER RELATED DATABASES

- **USER database.** Downloadable in .XLS, .BBDD and .OCS.
- **SUPPLIER database.** Downloadable in .XLS, .BBDD and .OCS.
- **DISTRIBUTION PARTNER database.** Downloadable in .XLS, .BBDD and .OCS.
- **NEWSLETTER database.** Downloadable in .XLS, .BBDD and .OCS.

TECHNICAL REQUIREMENTS (CONTINUED)**DATABASE MANAGEMENT SYSTEM FOR CONTENT RELATED DATABASES**

- **DESTINATION database.**
- **NATURAL SITES database.**
- **SPECIE/HABITAT database.**
- **EXPERIENCES database, by TYPE (wildwatching, diving, snorkeling, kayaking, birding, trekking, scientific expeditions, coaststeering).**
- **MARINE SCIENCE ATTRACTIONS database (classified by DESTINATION).**
- **CONSERVATION PROJECTS database (classified by DESTINATION, SPECIE/HABITAT).**

USER PRIVATE AREAS (USER AUTHENTICATION REQUIRED)**•Private Area for Users (social community)**

- Personal information – extended profile (contact details are not shared): NAME, LAST NAME, PHOTO, LOCATION, BIRTHDATE, TRAVEL PREFERENCES (TBD), LANGUAGE, GENDER, TELEPHONE, Things they like to do (listed categories of experiences), to be filled at Users' discretion. USER will see My profile, My Trips, My Sightings, Messages, Interests OTHER USERS WILL SEE other travellers Profile (NO contact info), interests, trips and sightings.
- Experiences they have booked (My trips).
- List of favourite experiences saved to their profile (My trips).
- Contact other travellers (send message through system).
- Send enquiries to featured Experience Providers (suppliers) and receive (solicited) notifications from suppliers.
- Create groups and invite other registered users to join to engage in a proposed activity [destination, experience, dates] to allow experience providers to submit offers. Available listed groups will be displayed in the community section.
- The system should notify SYSTEM MANAGER of group creation, every time someone joins and when required minimum n° of pax has been reached.
- Review experiences (only if they have booked it through the system).
- Upload information on sightings (pictures / location / description) in a specific section "My sightings". Sightings can be shared in social networks.
- This should generate a downloadable data base with all contact details of the user and its profile (name, last name, country, e-mail, sex, age), what he/she likes to do, experiences booked,

•Private Area for Suppliers

- Create Business Page.
- Create experiences (one experience, one landing page with its own URL):
 - Description (text, images, videos).
 - Calendar and availability.
 - Specify if it is open to a group discount and how many spaces need to be filled-in to qualify for the discount.
- Create groups (connected to an available, listed experiences) offering discounts, which will be applied to participants upon reaching the minimum group size. Available listed groups will be displayed in the community section.
- The system should notify SYSTEM MANAGER of group creation, every time someone joins and when required minimum n° of pax has been reached.
- Send available experiences and availability of participant slots to distribution partners.
- Send messages to Users who have specifically solicited to receive notifications from supplier through the system.

•Private Area for Distribution partners

- Create Business Page in Destination section.
- Consult groups that are open for experiences offered in their region / location and book available spaces for clients (in exchange for a commission).

SIGN-UP FORMS

- **Fur Users** (Name, Last Name, Country, e-Mail). Possibility sign up with Facebook account to speed up the process.
- **For Suppliers.** TBD. Supplier needs to be completed and approved before publication.
- **For Experiences.** TBD. Experience needs to be completed and approved before publication. To upload a experience, SUPPLIER needs to registered. When uploading a EXPERIENCE, it MUST BE CONNECTED TO listed DESTINATIONS, SPECIE(S)/ HABITAT(S), CONSERVATION PROJECTS.
- **For Distribution partners.** TBD. Needs to be completed and approved before publication.
- **For Newsletter / blog** (Name, Last Name, Country, e-Mail). When use signs up, ask them if they wish to receive newsletter and if YES add also to this DB.

SEARCH ENGINE OPTIMIZATION (SEO): Subcontractor should explain how the proposed solution addresses SEO.

RESPONSIVE DESIGN: The website will be optimized for desktop computers and mobile devices like smartphones and tablets.

AVAILABILITY OF XML MAP and ERROR PAGES

BLOG AND BLOG CMS (identified as Blog by search engines and spiders).

REPORT GENERATION TOOLS

- KPIs (TBD) of user generated traffic.
- KPIs (TBD) of traffic to Supplier's experiences (landing pages).
- Average ratings (general, per destination, per experience type).

CUSTOMER SURVEY AND QUIZZES GENERATOR AND REPORT DELIVERY

TECHNICAL REQUIREMENTS (CONTINUED)

NEWSLETTER, AUTOMATED E-MAILING AND MESSAGING

- **AUTOMATED E-MAILS FOR SPECIFIC EVENTS:** CLIENT MAKES A BOOKING, CUSTOMER SURVEY AFTER EXPERIENCE, RATING REQUEST, ETC.
- **E-MAILING CAMPAIGNS & NEWSLETTER:** Both to USERS and SUPPLIERS/DISTRIBUTION PARTNERS.
- **BUILT-IN MESSAGING SYSTEM (SEND MESSAGE TO OTHER TRAVELLERS OR TO SUPPLIERS.** Contact details are not shared.
- **NEWSLETTER SIGN UP SHALL HAVE OPTIONS TO ALLOW FOR THE USE OF MAILCHIMP.COM E-MAIL MARKETING SOFTWARE (OR EQUIVALENT) TO ADD E-MAIL ADDRESSES DIRECTLY TO A LIST THERE.**

ON-LINE SHOP

ON-LINE SHOP, INCLUDING SPECIFIC SEARCH ENGINE OF ITEMS AVAILABLE FOR SALE AND PRODUCT/SKU QUANTITY.

Online Booking Engine should include the following:

- Ability to add prices.
- Availability calendar.
- Secure login for the service provider.
- Ability to add special offers.
- Functionality to generate special offer codes that offer price discount on checkout.
- Instant e-mail alert and confirmation of booking for client and service provider.
- Include provision of an e-mail address(s) in line with the domain name, including forwarding options to partners existing e-mail addresses.

ON-LINE BOOKING AND PAYMENT OF AVAILABLE EXPERIENCES

- Subcontractor should include on-line booking process definition in the Project scope.
- The site should allow integration of payment methods such as PayPal, Visa or other relevant methods.

PLUG-IN FOR AFFILIATION

- The solution should include a plug-in allowing the integration of the Project website in other partner websites (through an affiliate program).

GOOGLE ANALYTICS

- Subcontractor should include registration, setup and access provision for contractor to Google Analytics and Google Webmaster Tools.

TERMS AND CONDITIONS

Terms and Conditions for service providers, social section users should be included. When they access the private areas of the website for the first time, the Terms and Conditions of their use should be presented on screen and they must tick to agree if they wish to proceed to use the system.

5 Maximum budget and payment schedule

The maximum available budget for this contract is €18000 (VAT excluded). Proposals above that threshold will not be considered. The foreseen payment schedule is:

- 25% of the accepted budget at Project signature;
- 75% of the accepted budget 30 days after delivery and implementation (production) of the solution.

6 Proposal requirements

Proposals should be delivered in either Spanish or English language and address the following minimum content:

- **TECHNICAL INFORMATION:**
 - Project scope, technical functionalities and technology specifications of the proposed solution (language, platforms, etc.).
 - Web development process, including work-flow, relevant milestones and timeline.
 - Usability standards and testing.
- **PROJECT MANAGEMENT:**
 - Team assigned to the Project, communication and lines of reporting.
 - Schedule of deliverables, including major milestones and testing proposal.
- **BUDGET.**
- **EXPERIENCE OF THE SUBCONTRACTOR IN SIMILAR PROJECTS.**

7 Proposal evaluation criteria

The proposals received will be evaluated against the following criteria:

- Technical soundness and relevance of the proposed solution (25%).
- Appropriateness of workflow, milestones and timeline (20%).
- Experience of the subcontractor in similar projects (20%).
- Economic offer (30%).
- Relevant value added of the proposal over the technical requirements and/or services associated with the contract not foreseen in this RFP (5%).

8 Proposal and Project timeline deadlines

The deadline for the submission of proposals is **November 10th, 2015 at 23.59h.**

The selected contractor will be invited to sign a contract by November 20, 2015.

Project implementation should start no later than **November 23rd, 2015** and the final deadline for delivery and implementation of the Project result (website) is **February 1st, 2016.**

Failing to comply with the final deadline for delivery and implementation may result in termination of the contract.

9 Procedure for submission of proposals

Proposals should be sent by e-mail to **info@travelecoology.com** under the subject “Project WILDSEA Europe - RFP Website”.