Appendix 1 – Initial Website Guidelines

The text below provides broad guidelines for the website. A full design scope of work will be developed in consultation with the selected contractor. The design of the website should correspond to the visual identity, logo and brand developed in 2.1 of the procurement announcement.

Overview

The website is part of the Radical Awareness Game Engagement (RAGE) project.

RAGE is an EU project that uses innovative technology to empower NGOs to respond to radicalisation among young people in their communities. It aims to promote tolerance, civic engagement, social inclusion and broader European values. The project is a partnership between TechSoup Europe and partner NGOs in France, Greece, Poland and the Netherlands.

The website will be a key medium of communication for the project with project stakeholders and the public. It will be used to disseminate project outputs (written reports and training manuals) to expert stakeholders and to inform stakeholders and the general public about the project.

Target audience

- NGOs working on radicalisation; NGOs working with young people; academics and experts on radicalisation; EU officials;
- The general public;
- Young people (these are not the primary target for this communication channel).

Content structure

A broad outline of the site structure is set out below. This is not a comprehensive site map. All pages will be available in English. Some or all of the website will also be available in French, Greek and Polish.
Taxonomies

- Category ("News", "Events", "Resources", "Change stories", "Game")
- Project partner ("TechSoup", "RNW Media", "ExploreIT", "Civis Polonus", "Artemis", "ImpactHub")
- Location of event/news (France, Greece, Poland etc)
- Tags

Required templates

Templates are required for the following pages and sub-pages as content will be added throughout the project.

- “Homepage”
- “News”
- “Events”
- “Publication cover page”
- “Blog post”
- “Games in [country]”

Required functionality

- A content management system to allow TechSoup and other partners to add and amend content based on pre-prepared templates;
- Sign-up for e-newsletter in accordance with GDPR regulations;
- Short embedded videos;
- Multi-lingual capabilities, allowing the user to switch between different language versions of the site (English, French, Greek and Polish);
- Links to social media channels (Facebook, Twitter, LinkedIn etc.);
- Analytics and tracking.

Ongoing support

The contractor will be asked to provide support with the following

- Website maintenance and updates to ensure accessibility and device support (for at least two years from the completion of the project);
- Content updates;
- Migrating the site to the live server;
- Hosting;
- Search-engine optimization.