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Mediterranean   Universities   Union
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إتحـــاد الجـــامعـــــات المــــتوســـطـــية

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TERMS OF REFERENCE

for the graphic design and IT services to the EUMEPLAT project

EUMEPLAT – European Media Platforms: assessing positive and negative externalities for European culture

Grant agreement number 101004488 - EUMEPLAT

1. Background and rationale of the project

The project EUMEPLAT - European Media Platforms: assessing positive and negative externalities for European culture *(hereinafter referred to as EUMEPLAT)* aims at analyzing the role of media platforms in fostering or dismantling European identity.

The assumption is that European dimension has rarely been dominant in media history. In most cases – i.e., movie – market shares are mainly divided among national productions and importations from the most influential country. In broadcasting both regional and national patterns emerge, with properly European exchanges being the exception more than the rule. Web platforms are usually owned by US companies, with a new threat appearing in our media landscape.

The project will focus on the "platformization" process, as the rise of new closed Web architectures, so as to inquire its positive and negative externalities, functional and dis-functional consequences. Positive externalities are beneficial to society at large, in a way that explains the overall ambition of the project. Detecting the insurgence of negative effects is a fundamental duty for scholars and policy-makers, as externalities of both kinds tend to reinforce themselves, giving rise to positive loop feedbacks and critical vicious circles. Negative externalities include misinformation, toxic debate, exclusion of independent voices; positive externalities encompass European co-productions, or practices able to bring people out of the information bubble.

For this purpose, the project will run a multidisciplinary analysis of platformization in three fields: news, video sharing, media representations, with the final goal to offer a theoretical synthesis. The research question is whether or not new platforms – YouTube, Netflix, NewsFeed - are making European culture more European, based on indicators related to production, consumption and representation. Patterns will be detected by comparing national, regional and European and level. Advanced methods will be applied for data analysis, so as to provide guidelines for decision-makers (i.e., fake news prevention; best practices in co-productions).

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Main objectives:

The main goal of the project is to analyze the role of media platforms in shaping a European identity, to identify best practices, and provide policy-makers with a better understanding of critical aspects of contemporary media landscape. Overall, EUMEPLAT is expected to have six main objectives:

1. furnish detailed knowledge about the evolution of European media landscape;

2. come up with an operational definition of "Europeanisation", and provide policy-makers with guidelines for addressing it as a strategic priority;

3. identify best-practices in cross-European cultural circulation;

4. analyze the representation of sensitive issues in ten countries;

5. suggest counter-measures for tackling negative externalities of platformization, with an emphasis on anti-European fake news;

6. finally, by drawing on all tendencies detected, coming out with an indication of the problems to be prioritized in the future agenda.

The project is carried out by:

1. Libera Università di Lingue e Comunicazione (IULM), Italy // coordinator

2. Leibniz-Institut für Medienforschung | Hans-Bredow Institut (HBI), Germany

3. New Bulgarian University (NBU), Bulgaria

4. UNIMED - Unione delle Università del Mediterraneo (UNIMED), Italy

5. Fundacio per a la Universitat Oberta de Catalunya (UOC), Spain

6. Universiteit Gent (UGent), Belgium

7. Bilkent Universitesi Vakif (BILKENT), Turkey

8. Ethniko Kai Kapodistriako Panepistimio Athinon (NKUA), Greece

9. Iscte - Instituto Universitário de Lisboa (ISCTE-IUL), Portugal

10. Universita Ca' Foscari Venezia (UNIVE), Italy

11. Foreningen IKED (IKED), Sweden

12. Univerzita Karlova (CU), Czech Republic

The project is funded in the framework of the Horizon 2020 Programme of the European Union under the Grant agreement number 101004488 – EUMEPLAT.

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2. Main tasks of the service

The service includes the following tasks:

2.1 Project visual identity and branding

- Design of the logo of the project (to be decided among 3-4 options)
- Project visual identity and branding guidelines (short manual for the use of the logo and the graphic elements, to be developed) for digital and print materials
- Digital templates for project official documents, PPT presentations, public documents (banners for social media and newsletter, layout for events agenda and reports, press releases, scientific papers etc.)

The visual identity and the templates must be produced in English.

2.2 Production of promotional material for the project

This includes the design of the following documents:

- Project brochure (with project logo, acknowledgement of EU funding, partners, brief description) in the following languages: English; French; Italian; Portuguese; Spanish; German; Flemish; Bulgarian; Czech; Swedish; Greek and Turkish
- Project poster (with project logo, acknowledgement of EU funding, partners, brief description) in A3 format in English and French
- Roll-up (with project logo, acknowledgement of EU funding, partners, brief description)

2.3 Multilingual project website

Technical/graphical design of the multilingual project website (www.eumeplat.eu), update of contents, and hosting.

The project website:

- is an integral part of the project and is the key instrument for promoting and disseminating project activities and results;
- should reach a wide audience on an international scale giving visitors details on the project in general, activities carried out during the project lifetime, the partnership and project results.

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2.3.1 Website general features

The project website should:

- comply with the Horizon 2020 Programme requirements for visibility (EU emblem, H2020 funding acknowledgement, disclaimer, open access of documents etc.);
- comply with the GDPR regulations on cookies and privacy;
- have an integrated statistics tool (i.e. Google Analytics) to monitor and track visits, the geographic location of visitors, number of connections per month, etc. Website visits monitoring and analytics should be reported in a summary document on a regular basis (mid-term and final report). Reports should be written in English;
- be easily manageable by the project partners for creation and publication of the contents;
- be fully "responsive" to ensure the easy navigation and reading on mobile devices;
- incorporate the project logo and reproduce the project visual identity designed by the provider.

The website security and maintenance have to be ensured by the selected provider.

The basic information on the project should be available in the following languages: English; French; Italian; Portuguese; Spanish; German; Flemish; Bulgarian; Czech; Swedish; Greek and Turkish.

Other sections will be updated with information in English. In some cases, also for news and other updates, the project partners can publish in different languages.

2.3.2 Website specific features

1. Content Management System (CMS)

The website should be managed by a user-friendly and largely used CMS to let the project partners publish contents and modifying the pages autonomously, without changing the overall design and architecture of the website. For this purpose, the CMS should allow the creation of different user profiles with different levels of access and set of actions allowed.

2. Search engine optimization

The website design and information architecture should be optimised for search engines. Potential visitors should be able to find the website when they write *EUMEPLAT, Eumeplat, eumeplat, European Media Platforms, european media platforms, assessing positive and negative externalities for European culture, Europeanisation, Europeanization, Platformisation, Platformization, etc*.

3. Integration with social media

The project's website should be fully integrated with social media:

- the website should be connected to the project's social media accounts, i.e. while publishing a post or a news on the website there should be the possibility to share it directly on social media from the CMS;
- the visitors of the website should have a tool bar to share the posts and news directly on the main social media platforms.

4. Website information architecture and navigation

Header:

- Logo and name of the project should be clearly visible in the header
- Social media icons linked to social media pages

Navigation bar:

To facilitate the navigation of the website contents in the navigation bar on the top of the website (below the header) with the following links (this list might change):

- **Home:** brief outline of the project detailing the full title and key objectives, information on EU project references, news feature allowing 3 news extracts to be shown with a picture, preview of news on social media pages
- **About the project**: scope, objectives, details of the project activities, time schedule and other content strictly related to the presentation of the project key features
- **Partners**: displays names of project partners, linked to their website pages, logos, short description and team members
- **Resources and Results:** page dedicated to publishing project results which must be made available to the public. Possibility to upload/download all types of documents (word/pdf/ppt/excel/etc.)
- **News and Events:** page scheduling and reporting on key project events, with the possibility to upload photos, videos and documents (word/pdf/ppt/excel/etc.). A sub-section should be devoted to the collection of the newsletters produced during the whole project's lifecycle
- **Communication toolkit:** presenting the communication materials for the promotion of the project (brochure, poster etc.), videos and photos, with the possibility of downloading the materials
- **Contacts:** contact details of the project and social media accounts + subscription form to the newsletter
- **Restricted area:** sign-in page accessible only to EUMEPLAT project partners, repository for sharing between partners for all types of documents (see below).

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Footer:

- subscription form to the newsletter
- navigation bar only with the first level links
- links to social media accounts of the project
- copyright and owner of the website
- link to the legal notice and privacy policy
- the information required by the Horizon 2020 Programme (EU emblem, H2020 funding acknowledgement, disclaimer, open access of documents etc.).

5. *Intranet platform – restricted area*

EUMEPLAT Partners should have a common cloud to share knowledge and information concerning their common activities in the project website. To access this section of the website, partners must be given personalised username and password.

- Design and development of a user-friendly interface in English
- Size of the cloud service 1Tb

3. Expected Products

In specific terms, the provider appointed is expected to deliver:

Product/Service	Delivery Date
Project logo	End of April 2021: 3-4 proposals for selection
Branding materials (templates, brochure, etc.)	Multiple delivery dates starting from end of April 2021
Project website	End of April 2021: proposal for first architecture Multiple delivery dates for regular updates
Visits monitoring and analytics reports	Intermediate (28/02/2022); Final (29/02/2024)
Graphic work for main project results	Communicated along the project lifetime (a set notice with be agreed upon)

Deliverables clause: once a company is selected, the contract may be amended with time and materials to capture new specific developments upon request of the EUMEPLAT consortium.

All products have to be delivered under an open license (e.g. Creative Commons CC-BY).

4. Contract Period

The contract shall be carried out during the eligibility period of the project, which is 1 March 2021 – 29 February 2024. In case of an extension to the eligibility period of the project, the contract period is intended to be extended accordingly.

Technical services must be carried out until two years after the approval of the Final Report by the Research Executive Agency.

5. Form of Contract

Goods or services ordered for the EUMEPLAT project shall be rendered in accordance with the project conditions of contract. EUMEPLAT is coordinated by IULM, the Terms and Conditions are those of the aforementioned organisation. For the purpose of the specific services required, the Contractor is UNIMED - Mediterranean Universities Union, partner of the EUMEPLAT project.

6. Budget

The service provider is required to indicate an economic offer for the project website and project graphic identity.

The total value of the contract (including any taxes and contributions) shall not exceed **10.000 EUR**. To this amount is applicable the VAT exemption, pursuant to the Article 72 of the Italian Law (D.P.R. 633/72).

7. Application Procedure

Offers should include:

- Company profile and reference projects
- Detailed technical offer
- Detailed financial offer for the implementation of the tasks

Deadline for receipt of offers: **6 April 2021**

Applications should be sent in English to: uni-med@pec.it

8. Selection criteria

The contract will be awarded to the bid offering best value for money (best price-quality ratio). The selection criteria of the applications are:

- 50% best price
- 25% professional experience and reference projects
- 25% technical skills

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9. Contact

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