

## **TERMS OF REFERENCE**

### **for the graphic and Web design services of the FoSaMed project**

#### **FoSaMed, Enhancing Food Safety in the Mediterranean**

### **1 Background of the project**

FoSaMed aims at bringing together Moroccan HEIs that promote inclusive education through curriculum development and teacher education on food safety.

The main specific objective of the project is the development of a joint Master's Programme, within the curricula of the Moroccan University: IAV, ENA, IBN and UMP that will receive the support of the project coordinator the University of Évora (UEVORA) together with the University of Barcelona (UB) and the Mediterranean Universities Union (UNIMED).

The specific objectives of the FoSaMed project include the qualification of the Moroccan academics on modern and innovative teaching methodologies, to support Moroccan HEIs in designing a Master Programme on food safety that is associated with the recovery and promotion of the traditional Mediterranean diet and associated to short food supply chains, and to contribute to inclusive higher education in Morocco, that integrates underprivileged groups, such as women, rural populations and refugees and gives them equal access to knowledge and the opportunities it brings.

The following actions will be developed in order to develop innovative pedagogical approaches and new learning settings.

- a) An innovative e-learning training for food safety coordinated by EU partners, using didactic modules and integrated tools.
- b) Workshops coordinated by UEVORA and UB to enhance the quality of the teaching methods.
- c) The development of a MOOC (Massive Open Online Course) about "Food safety in Morocco".
- d) The implementation of a Joint Master's Programme on food safety run by the involved Moroccan HEIs, which will be the key focus of the FoSaMed project

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The project is carried out by:

- 1) University of Evora, Portugal (coordinator)
- 2) University of Barcelona, Spain
- 3) Mediterranean Universities Union – UNIMED, Italy
- 4) Ecole Nationale d’Agriculture de Meknes, Morocco
- 5) Ibn Tofail University, Morocco
- 6) Institut Agronomique et Veterinaire Hassan II, Morocco
- 7) University Mohammed I, Morocco

Project number: 618518-EPP-T-2020-1-PT-EPPKA2-CBHE-JP

## 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
- Project style and branding guidelines for digital and print materials, following the project style and branding guidelines
- Digital template for public documents (events’ reports, press releases, events’ agenda, etc.)

### 2.2 Project website

The domain name is [www.fosamed.eu](http://www.fosamed.eu). The website should incorporate the project logo that has to be conceived and designed.

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### FoSaMed, Enhancing Food Safety in the Mediterranean

FOSAMED website will serve several functions:

- Diffuse information about International Cooperation Erasmus+ project entitled **FoSaMed, Enhancing Food Safety in the Mediterranean**. The production of a website is an integral part of the project and key to the dissemination strategy. It 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. It should have an integrated statistics tool to track the geographic location of visitors, number of connections per month, more searched words, etc.
- The project website will be linked to an external e-learning space where video-lessons and digital contents will be available.
- The website will be available in English and in French.

#### 2.2.1 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 modify the pages autonomously, without changing the overall design and architecture of the website

#### 2.2.2 Search engine optimization

The website should design and information architecture should be optimised for search engines. Potential visitors should be able to find the website when they write FoSaMed, Fosamed, FOSAMED, Enhancing Food Safety in the Mediterranean, Food Safety in Morocco”.

#### 2.2.3 Integration with social media

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

- While publishing a post or a news on the website there should be the possibility to share it directly from the CMS

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- The visitors of the website should have a tool bar to share the posts and news directly on the main social media platforms

#### 2.2.4 Monitoring visits

The website should 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 an annual basis. Reports will be in English.

#### 2.2.5 Website information architecture and navigation

For easy navigation, a menu bar function could be integrated along the bottom of each page. A search feature at the top of the page should also be available so that visitors can carry out quick searches across the website.

- Home page – Very brief outline of the project (logo, full title, brief abstract and key objectives, news feature allowing 3 news extracts to be shown with a picture, timeline showing the project development, links to social media pages (Facebook, Twitter, LinkedIn...))
- About FoSaMed– Detailed page on the project activities with the possibility to integrate 7 separate sections for the 7 different ‘Work Packages’ of the project. Feature to access each section by a menu.
- Partners – A general page with logos and names of 7 project partners. A specific function allows visitors to click on each logo and be directed to a detailed page of each partner (role in the project, team photos)
- Project Results – Page dedicated to publishing project results which must be made available to the public. The possibility to upload/download all types of documents (word/pdf/ppt/excel/etc.) is needed. The page “results” need to be a category, meaning that news flagged as “results” in the Blog page directly appears in this page.

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- Events – Page dedicated to display all the project’s events. The possibility to upload/download all types of documents (word/pdf/ppt/excel/etc.) is needed. The page “events” need to be a category, meaning that news flagged as “events” in the Blog page directly appears in this page. A calendar widget will be available on this page.
- Blog – Specific page where news will be published. The possibility to upload files (words, pdfs, PPTs, excels, video and photo formats) is needed.
- Media kit – This page is intended to be used by media and partners who would like some standard materials and information on the FoSaMed project.
- An external e-Learning space will be associated to the website. This page will display a sort of gallery with videos/images/pdfs/other documents to publicly available. Moreover, the page will redirect to an external site where further interactive material will be available.
- Get in touch – page with contact details of Project Coordinator for enquiries / contact email address, postal address

#### 2.2.6 Creation of digital spaces, D&E activities and materials

The project website will be linked to an e-learning space. New teaching materials made by video lessons and digital content will be created within the project by the partners. An interactive e-learning space will be then implemented in the four Moroccan partner universities and also accessible through the website.

#### 2.3 Production of dissemination promotional material for the project:

This includes the design of the following documents to communicate the project’s objectives and expected results (English and French language):

- ✓ Brochure
- ✓ Flyer
- ✓ Roll-up

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- ✓ PPT and word template for presentations and reporting materials
- ✓ Banner
- ✓ Stickers for the equipment
- ✓ Social media covers
- ✓ Youtube videos intro

### 3. Language requirements

The knowledge of English and French is an important asset.

### 4. Expected Products

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

Product/Service	Delivery Date
Logo and electronic type presentations (3 proposals to be selected by the partnership)	16/05/2021
Project website	14/06/2021 and regular updates
Branding materials (leaflet, poster, brochure, postcard)	multiple delivery dates

### 5. Contract Period

The contract shall be carried out during the period 15 January 2021 (beginning of the project) to 14 January 2024 (expected end of the project). Should the deadline of the project be postponed, the duration of present contract must also be considered as postponed.

The project website should be maintained for period of five (5) years after the end of the project (i.e. until January 2030).

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### **6. Form of Contract**

Goods or services ordered by the FoSaMed project shall be in accordance with the FoSaMed conditions of contract. The Terms and Conditions are those of the contractor which is UNIMED - Mediterranean Universities Union.

### **7. Budget**

A budget of maximum **14.000 EUR** has been allocated for this work. To this amount is applicable the VAT exemption, pursuant to the article 72 D.P.R. 633/72.

### **8. Selection criteria**

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

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

### **9. Contact**

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