



TERMS OF REFERENCE

for

Website creation, development and technical support

for the project

**hARmonisation and MOdernization of the higher education system
in libya introducing bologna process principles at National and
InstitutionAl levels (ARMONIA)**

**Call: ERASMUS-EDU-2023-CBHE
(Capacity building in the field of higher education)**

Topic: ERASMUS-EDU-2023-CBHE-STRAND-3

Project number: 101128864

1. Background of the project

ARMONIA intends to promote a process of reform in 13 Libyan HEIs, with the support and involvement of the Ministry of Higher Education and Scientific Research in Libya and 4 European partners. The project general objective is to harmonize and modernize the Higher Education system in Libya supporting the introduction of the Bologna Process principles and practices. ARMONIA supports regional integration through the establishment of comparable recognition systems, quality assurance tools and academic cooperation schemes, through a participatory and consultative approach and promoting mutual learning and exchange of good practices.

Key objectives

1) Rethinking the teaching and learning environment at Libyan universities, developing strategic policies regarding the learning outcomes of the teaching activities, the internationalization of education, quality assurance and the social dimension of HEIs

- 2) Strengthening the capacity of Libyan universities in implementing the Bologna process principles and practices
- 3) Creating the conditions for a participatory approach and consultative process in the definition of priorities, actions and strategic goals
- 4) Introducing elements of flexibility and comparability with the European HE systems
- 5) Support the process of reform of the national regulatory framework

The project is carried out by:

- UNIMED - Mediterranean Universities Union, Italy (Coordinator)
- Università degli Studi di Pavia, Italy
- Università degli Studi di Roma “La Sapienza”, Italy
- Istanbul Aydin University, Turkey
- Misurata University, Libya
- University of Tripoli, Libya
- University of Benghazi, Libya
- University of Zawia, Libya
- Omar Al-Mukhtar University, Libya
- Sebha University, Libya
- Sirte University, Libya
- Tobruk University, Libya
- Gulf of Sidra University, Libya
- University of Gharyan, Libya
- Sabratha University, Libya
- Nalut University, Libya
- Libyan Academy for Postgraduate Studies, Libya
- Ministry of Higher Education and Scientific Research, Libya

Project duration: 48 months, from 15 January 2024 to 14 January 2028.

2. Main tasks of the service

The service includes the following tasks:

2.1. Project website

The domain name, which has been purchased by UNIMED, is: *www.armonialibya.eu*



The website should incorporate the project logo, acknowledge the EU support and display the European flag emblem and funding statement, as indicated [here](#).

The ARMONIA website will serve several functions:

- Diffuse information about the project **“hARmonisation and MOdernization of the higher education system in libya introducing bologna process principles at National and Institutional levels (ARMONIA)”** as the primary platform to promote and give visibility to the project.
- Be an integral part of the project and key to the dissemination strategy by reaching a wide audience on a national and international scale giving visitors details on the project in general, activities carried out during the project lifetime, the partnership and project results.
- Should have an integrated statistics tool (preferably MATOMO) to track the geographic location of visitors, number of connections per month, etc.
- Should be available in two versions, English and Arabic languages.

2.1.1. Content Management System (CMS)

The website should be developed in WordPress. WordPress and WordPress plugins shall be updated regularly, if deemed necessary for the optimisation of the website.

The website will be hosted in the UNIMED cloud.

2.1.2. Search engine optimization

The website should be optimised for search engines. Potential visitors should be able to find the website when they search for: *armonialibya*, *ARMONIA project*, *Bologna Process Libya*, etc. Website providers will be asked to assess the possibility to index some keywords and support the SEO for the project key information.

2.1.3. 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;
- The visitors of the website should have a toolbar to share the posts and news directly on their main social media platforms.

2.1.4. 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 in order that visitors can carry out quick searches across the website;

- Home page – Very brief outline of the project detailing the full title and key objectives, expected results, news feature allowing 3 news extracts to be shown with a picture, partners logos, links to social media pages;
- About ARMONIA – General information, summary, overview of expected results, etc;
- Partnership – Logos and Names of the 18 project partners. Function which allows visitors to click on logo of each partner and be directed to their website page in a new window;
- Activities – Page dedicated to put in evidence the project steps and activities to be performed;
- News & Events – Page reporting on key project events and news – will require a ‘news’ style function to put articles, information about events (past and future), with the possibility in each article to upload photos, videos and documents (word/pdf/ppt/excel/etc.);
- 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.);
- Resources / Media Kit / Publications – Page dedicated to promotional materials, articles, publications, releases, etc;
- Contact Us – page with contact details of Project Coordinator for enquiries / contact email address, postal address.

2.1.5. Website Analytics

The website should have an integrated statistics tool 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 should be written in English.



3. Expected Products

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

Product/Service	Expected Delivery Date
Project website launch	12/04/2024
Project development (in line with the project implementation needs)	overall period of the contract
Technical assistance	overall period of the contract

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

4. Contract Period

The contract shall be carried out during the eligibility period of the project, which is 15th January 2024 - 14th January 2028. In case of an extension to the eligibility period of the project, the contract period is intended to be extended accordingly.

Expected Starting date of the assignment: **02/04/2024**

Finishing date of the assignment: End of the project

5. Form of Contract

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

6. Budget

The service provider is required to indicate a detailed economic offer for the website of the ARMONIA project. The available budget for the required services is **10.000,00** EUR (including any taxes and contributions). VAT exemption applies, whether in accordance with the national legislation of the provider.

7. Application Procedure

Offers should include:

- Company profile and portfolio
- Detailed technical offer
- Detailed financial offer

Deadline for receipt of offers: **26/03/2024**

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

8. Selection criteria

The Evaluation Committee will assess the received offers following these criteria:

Award criteria	Max Points
Professional experience and portfolio	30
Technical capacity to perform the contract (as proven by the technical offer)	30
Price	40
Total Points	100

The tender offering the lowest price corresponds to 40 points by default.

To be considered for the contract, offers must score at least 60 points in total and at least half of the maximum points for the award criteria “Professional experience and portfolio” and “Technical capacity to perform the contract”.

In case of ex aequo offers, priority will be given to the one scoring highest under the criteria “Price” and then under the criteria “Technical capacity to perform the contract”.



9. Contact

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