



## **TERMS OF REFERENCE**

**for**

**Website creation, development and technical support**

**for the project**

**Reinforcing Integration of Skills for Employability and Internationalisation in**

**Kurdistan region of Iraq (RISE)**

**Call: ERASMUS-EDU-2024-CBHE**

**(Capacity building in the field of higher education)**

**Topic: ERASMUS-EDU-2024-CBHE-STRAND-1**

**Project number: 101179468**

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

The RISE project is built on two assumptions: the first relates to higher education's pivotal role in the society, for the creation of responsible citizens from local to global levels, and the second concerns the increasing importance of filling the gap between academia and industry improving the employability rate of graduates nationally and internationally. The Kurdistan region of Iraq has experienced an exacerbated economic, political and social crisis, and is therefore in dire need to develop long-term solutions to tackle unemployment and to support the sustainable growth of the region.

In this context, internationalisation of HEIs and entrepreneurship can synergically contribute to reach this ambitious as well as highly needed achievement. Therefore, RISE project seeks to:

- Define an integrated and coordinated approach for institutional development, through a synergic roadmap integrating internationalization and employability
- Enhance skills and competences of university staff through capacity building of educators, administrative staff and students, empowering them to play an active role in the local and global scenarios for institutional and societal sustainable development
- Increase the attractiveness and international exposure of HEIs, through mobility, networking and strengthening internationalization services



- Improving the entrepreneurial mindset of students and graduates and reinforcing the relations between academia and industry for a new generation of young entrepreneurs and glocal citizens

The ultimate goal of RISE is to contribute to the sustainable development of the Kurdish society through the reinforcement of the institutional capacity of universities in generating a new class of young leaders, entrepreneurs, scientists, professionals and responsible world citizens, as active players in the global and local scenarios.

The project is carried out by:

- UNIMED - Mediterranean Universities Union, Italy (Coordinator)
- University of International Studies of Rome - UNINT, Italy
- University of Murcia, Spain
- Akre University for Applied Sciences, Kurdistan Region of Iraq
- Duhok Polytechnic University, Kurdistan Region of Iraq
- Erbil Polytechnic University, Kurdistan Region of Iraq
- Sulaimani Polytechnic University, Kurdistan Region of Iraq
- University of Duhok, Kurdistan Region of Iraq
- University of Garmian, Kurdistan Region of Iraq
- University of Zakho, Kurdistan Region of Iraq
- Ministry of Higher Education and Scientific Research, Kurdistan Region of Iraq (associated partner)

Project duration: 24 months, from 1 February 2025 to 31 January 2027.

## 2. Main tasks of the service

The service includes the following tasks:

### 2.1. Project website

The domain name, purchased by UNIMED, is: [www.risekrdproject.eu](http://www.risekrdproject.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 RISE website will serve several functions:

- Diffuse information about the project 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 Kurdish 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 general keywords. 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 RISE – General information, summary, overview of expected results, etc;
- Partnership – Logos and Names of the 10 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.

#### 2.1.6. Cookie and Privacy Policy

The website should display the cookie and privacy policy adopted for the project. Support may be asked to the provider for the definition of the technical specificities of the cookie policy and for the definition of specific technical parts of the privacy policy. UNIMED ensures the compliance with the directives of the European G.D.P.R.

### 3. Expected Products

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

Product/Service	Expected Delivery Date
Fully functional website deployed on the hosting server <sup>1</sup>	04/04/2025

<sup>1</sup> Access to the hosting server will be provided by UNIMED.



Basic user manual for content updates and one training session for key project staff on website management	15/04/2025
Project development (in line with the project implementation needs)	overall period of the contract
Technical support	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 1<sup>st</sup> February 2025 – 31<sup>st</sup> January 2027. 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: **04/03/2024**

Finishing date of the assignment: End of the project

#### 5. Form of Contract

Goods or services ordered by the RISE project shall be in accordance with the RISE 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 financial offer for the services included in this Terms of Reference. The available budget for the required services is **7.500,00** 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: **25/02/2025**

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
<b>Total Points</b>	<b>100</b>

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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