

Brussels, 20 November 2018
Case No: 81604
Document No: 925388

EFTA Surveillance Authority development of a new website

Invitation to Tender
(ITT)

1 Introduction

The EFTA Surveillance Authority (ESA) seeks to conclude a contract for the development of a new external website to replace the existing ESA website (www.eftasurv.int).

As ESA's priority is to secure a service provider who can meet its needs for the development of the website, ESA is open to receiving proposals from service providers even if they are not able to offer long-term hosting and/or support and maintenance, or who would offer such services through a subcontractor.

2 Background

2.1 ESA's work

ESA monitors compliance with the Agreement on the European Economic Area (EEA Agreement) in Iceland, Liechtenstein and Norway, enabling those States to participate in the Internal Market of the European Union.

ESA is an international organisation, independent of the three States, which safeguards the rights of individuals and undertakings under the EEA Agreement, ensuring free movement, fair competition and control of state aid. ESA's work helps remove barriers to trade and open up new opportunities to over 500 million Europeans, creating jobs and growth and adding to the international competitiveness of the States.

2.2 ESA's organisational setup

ESA is based in Brussels. It currently employs around 80 staff members of 17 different European nationalities.

ESA's budget is provided by the three participating EFTA States, but it works independently under the leadership of a three-member College.

The College is served by four departments: the Internal Market Affairs Directorate, the Competition, and State Aid Directorate, the Legal and Executive Affairs Department and the Administration.

ESA has [Rules on Data Protection](#), which are also applicable to the [conclusion of contracts](#) with third parties.

2.3 The EEA Agreement

The EEA agreement entered into force in 1994. Its purpose is to guarantee the free movement of goods, persons, services and capital in all 31 participating States from EFTA and the EU. All relevant EU legislation is incorporated into the EEA Agreement so that it applies throughout the EEA, ensuring uniform application of laws relating to the internal market.

The EEA Agreement seeks to guarantee equal conditions of competition, and equal rights to participate in the internal market for citizens and economic operators in the EEA. It also provides for co-operation across the EEA in other important areas such as research and development, education, social policy, the environment, consumer protection, tourism, and culture.

ESA monitors and ensures compliance with the EEA Agreement. In doing so, ESA has powers that correspond to those of the European Commission. The two institutions oversee the application of the same laws in different parts of the EEA and cooperate closely.

3 Scope and purpose of the project

3.1 Overview of scope

The project includes the full development, deployment, and launch (including handover) of a new ESA website. After go-live ESA will require hosting, support and maintenance during a warranty period and is looking for the possibility for provision of these services on an ongoing basis. Details of the scope and duration of hosting and support and maintenance services will be concluded between ESA and the chosen service provider in a separate agreement.

3.2 Start and go-live

The project should commence as soon as possible after the contract is signed (likely during February 2019) and the website should go live on **1 October 2019**.

3.3 Current website

The current ESA website, www.eftasurv.int, runs on the proprietary Eplica system, owned and run by an Icelandic company. The site was launched in 2009 to replace an older website. No major developments or revisions to the site have been implemented since that point in time.

ESA's website serves as a primary source of information about ESA and its work for an external audience. There are a number of different groups which constitute the main users of the site: lawyers, academics, journalists, civil servants, politicians, possible complainants, and the wider general public. The needs of a specific user, and the information and features on the site which they tend to be seeking, will normally be determined by the group to which that user belongs.

The main features of the current site are ESA's document registers, a search engine, press material, ESA's recruitment portal, contact forms and instructions for complainants, requesters of public access, and those seeking to exercise their rights as data subjects, and general information connected to the substantive work of ESA's Directorates.

3.4 The overall goal of the project

The overall aim of the project is to create an external website that meets ESA's communications and outreach needs by offering updated, relevant and easily accessible information in a modern format that is fully responsive and complies with the latest technical and security standards. ESA is seeking ambitious proposals and a complete overhaul of the website and ESA's internet presentation, combining technical solutions and design. The website should also meet the Web Content Accessibility Guidelines (WCAG).

3.5 Key milestones

The selected service provider should deliver the project through the following key steps and figurations:

- Develop a new website structure and design in collaboration with ESA.

- Deploy the new website and ensure that migration of data from the current website is successful and done in cooperation with the current website provider if needed.
- Facilitate handover of the project to ESA and to that end, provide training for at least 10 users within ESA. This includes training users to utilise CMS and modify the site.
- Provide hosting, full support and maintenance during a warranty period.

3.6 Methodology

In addition to creating a user-friendly, modern and secure site, ESA has certain specific features needing customised configurations:

- A *search engine* that secures easy access to documents through combining several existing document data bases and connecting the site to ESA's in-house case-handling system GoPro to secure easy upload of documents.
- An *electronic complaint form* that streamlines and simplifies ESA's complaint process, enabling users to access this possibility more efficiently
- Handling of *documents and metadata from a central repository*. The website needs to be able to display documents and metadata from a web service or SQL database in different contexts on the website.
- Interoperability with *third party services*. In particular, ESA is using a third party service called HireServ for advertising current vacancies and reaching jobseekers (<https://jobs.eftasurv.int>). This is a standard solution that easily integrates to all common platforms.

Further, ESA needs to accommodate very diverse user groups and find a way to make the information on its website easily accessible for its varied stakeholders (as described above, this includes lawyers, academics, journalists, civil servants, politicians, possible complainants, and the wider general public).

ESA prefers website solutions that are widely used and sustainably supported. CMS are preferred over customised programming or proprietary systems. ESA will not accept tender submissions for solutions which lead to a single vendor lock-in. ESA prefers a cloud based system to replace a server dependent system.

The chosen service provider must be able to carry out an analysis of ESA's current website and its users, in order to gain an overview of the required needs and scope of the website. This analysis is to be carried out in close cooperation with representatives of ESA and in particular the Communications Team.

The design of the website - including wireframes - will be carried out in close cooperation with representatives of ESA and will be agreed upon in a design document. The design document will outline the plan for implementation and can be updated with change requests that are agreed upon later.

The chosen service provider must be able to conduct testing of the website, and is to involve ESA in reviewing and accept the website. The chosen service provider must also be able to provide training to the web editors at ESA and to provide a support agreement for the solution for at least the warranty period.

4 Budget and deliverables

The maximum budget for the project is EUR 70 000 (seventy thousand euro). ESA is an international organisation and as such not subject to VAT. Payments and disbursements will be made in euro.

The main project deliverable is a new website: www.eftasurv.int, by 1 October 2019.

Further deliverables/requirements are as follows:

4.1 Timeline

A detailed timeline of the project and deliverables for design, implementation and testing, deployment and technical support as well as a handover phase. This is to be delivered with the tender offer, and will be finalised at the point at which the contract is signed.

The chosen service provider may update the timeline during the project, provided that the go-live date is not later than 1 October 2019.

4.2 Design document and wireframes

A description of the functional design, layout, and content of the website. This is to provide detailed information about the proposed technical architecture, together with any relevant licensing information.

ESA is in the process of procuring a new logo and will have a brand book ready for the chosen service provider in the first quarter of 2019.

4.3 Technical documentation

A detailed technical description of the chosen technical solution. This documentation is to be delivered during the testing and deployment phase.

4.4 Handover document

Specific view towards developers and administrators. This documentation is to be handed over to ESA in the handover phase after go-live. It should provide an overview on how to read the other deliverables with a special focus on the source code.

4.5 Security requirements

The website is to be equipped with an SSL certificate.

The chosen service provider will be responsible for including adequate security measures to address and prevent cyber-attacks. These measures must include (but are not limited to) firewalls, an intrusion detection systems, an anomaly detection system, DDoS and DoS protection.

The chosen service provider will be responsible for the overall patch management implementation, operations and procedures [during the period in which they host and/or support the website].

The chosen service provider must be able to make daily backups of the infrastructure to cater for restoring to a point in time at most 24 hours in the past.

4.6 Data protection

The chosen website is to have data protection by default and design. In particular, this must comply with ESA's rules on [Data protection](#) and its [Rules on access to documents](#).

4.7 Hosting

Once the website is built, ESA envisages concluding a short-term hosting agreement of between 3-6 months and may require long term hosting from the chosen service provider, of approximately 2 years (renewable for the life of the website). ESA reserves the right to choose a provider other than the service provider chosen for the build.

Any hosting solution must provide an uptime guarantee of at least 99.5% for the application availability. Prior notification must be given for scheduled maintenance and in agreement with ESA.

4.8 Maintenance and support

Once the website is built, ESA will require support and maintenance from the chosen service provider for a warranty period of at least three months.

ESA may also conclude a long-term maintenance agreement with the chosen service provider, of approximately 2 years (renewable for the life of the website). ESA reserves the right to choose a provider other than the service provider chosen for the build.

4.9 Handover

The service provider is to handover the website and provide training for ESA's users. ESA may require the chosen service provider to hand over data and the source code and binaries plus documentation to a new service provider or to a new environment, depending on the needs of ESA. As set out in section [3.6 Methodology](#) of this document, ESA will not accept tender submissions for solutions which lead to a single vendor lock-in.

4.10 Testing

Before launching the new site, comprehensive testing needs to take place. This includes, but is not limited to, basic fact-checking, and streamlining of fonts and formatting. The chosen service provider must also be in a position to accommodate the following testing:

- Functionality check
- Site speed and download time
- Mobile receptiveness for the whole site
- Compatibility test with major browsers
- Search engine accuracy
- Databases and communication with GoPro
- Functional and workable website forms
- Live and correct links
- Recovery test