CCCB project website

Call for tender

European Cyclists’ Federation
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ECF is looking for a subcontractor to redevelop the CCCB project website and to provide limited amounts of web maintenance and support until the end of the project (31/12/2027).

The main tasks are:
- Website design and development
- Website maintenance and support.

GENERAL INFORMATION

City Changer Cargo Bike (CCCB) is a Horizon2020 project, which brings together 20 partners including cities, research institutions, NGOs, and industries from all over Europe in the quest to achieve a faster, more cost-effective and larger scale deployment of this sustainable mobility option. CCCB exploits the limitless potential of cargo bikes promoting their usage amongst public, private, and commercial users. Assessing best practices across Europe, CCCB raises awareness and supports the uptake of cargo bikes and cargo bike initiatives. In doing so, the project will foster exciting developments that - among other things - offer more sustainable logistics operations, improve public spaces, engage citizens, and reduce traffic congestion.

ECF is working together with project partners to communicate and disseminate project information, which will involve the deployment and maintenance of critical communication infrastructures (internal strategizing, website, social media pages).

PROJECT WEBSITE

The existing website (available at http://www.cyclelogistics.eu/) should be redeveloped and maintained using a user-friendly platform. It should start with a landing page that presents in an appealing way the overarching aims of the project before driving traffic to individual internal pages that will host specific project information.
Website goals:

1. Ensure effective dissemination of the project’s objectives and results by hosting and presenting articles, documents and other important communication tools.
2. Present the project through aesthetic multimedia hosting, including interactive maps, graphics, photo and video.
3. Act as an information hub for international and localised press/media interested in cycle logistics.
4. Give visibility to all project partners.
5. Be both mobile and SEO friendly, implementing fundamental best practices like logical indexing with robot.txt, sitemap, h1, meta tags, etc.

The (preliminary) structure of the website will be composed of the following sections:

Landing page

Should have the following characteristics:

- Clear value proposition – explain to visitors what is to be gained from the project
- Strong visuals – clarifying, explanatory and evoking emotion
- Social proof – show relatable examples
- Interactive Map of Partners
- Key figures
- Preview of news articles

Accessible through a drop-down/tool bar menu

- About
- Stories
- What we do
- Resources
- Press

OFFER

Your offer should include:

- References (with links) to previous work.
- A short explanation of your proposal with some visual prototyping and site map.

SUBMISSION DEADLINE

- Please send your offer by Monday 20th June to Anna-Karina Reibold at a.reibold@ecf.com.
- ECF reserves the right to withdraw or modify this call at a later date.