Terms of reference for developing an online tool

21 June 2024
Version 2 with an extended application deadline

About RREUSE

RREUSE is Europe's largest network of social enterprises active in the circular economy. Our members from 30 countries focus on reuse, repair and recycling and collectively represent over 1,100 individual social enterprises.

RREUSE's mission is to serve and represent our social and circular enterprise community, helping drive their development through positive change to European policy, best-practice exchange, innovative partnerships and projects. Our vision is an inclusive circular economy based on reuse and repair in solidarity with both people and the environment.

Background

In the framework of the 'BuySocCirc' project, led by RREUSE in an eight-member consortium, RREUSE is subcontracting the development of a new online tool as part of its website[1].

The 'BuySocCirc' project aims to support partnerships between social enterprises and private companies. To achieve this, an online 'geospatial tool' will be developed to raise awareness of the activities and impact of social enterprises active in the circular economy and facilitate partnerships amongst these social enterprises and the private sector.

In 2022, RREUSE published an interactive map of its wider membership, which counted over 1,000 individual social enterprises (see Fig. 1). The map features information about the organisations such as their names, second-hand store locations, website links and contact details. Users can also use a search bar and obtain directions to the individual stores.

The purpose of this map was to provide an overview of all the social enterprises in the RREUSE network within a geographic space, thereby increasing the visibility and promoting the activities of the social enterprises within the network, by linking users to their websites.

The map is connected to a spreadsheet that contains the RREUSE wider network database, which includes all the data displayed on the map but also additional information about each organisation.

The current map has limitations, including problems with updates, adding additional features we require such as filters, and the fact that the company behind the platform announced its closure at the end of 2023. Hence, a new solution is needed and this project is essential for its implementation.

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[1] The project *"Buying Social and Circular - Social Enterprise and Private Sector Partnerships (BuySocCirc)"* is co-funded by the Single Market Programme Competitiveness of Enterprises and Small and Medium-sized Enterprises (SMP COSME) Programme of the European Union.
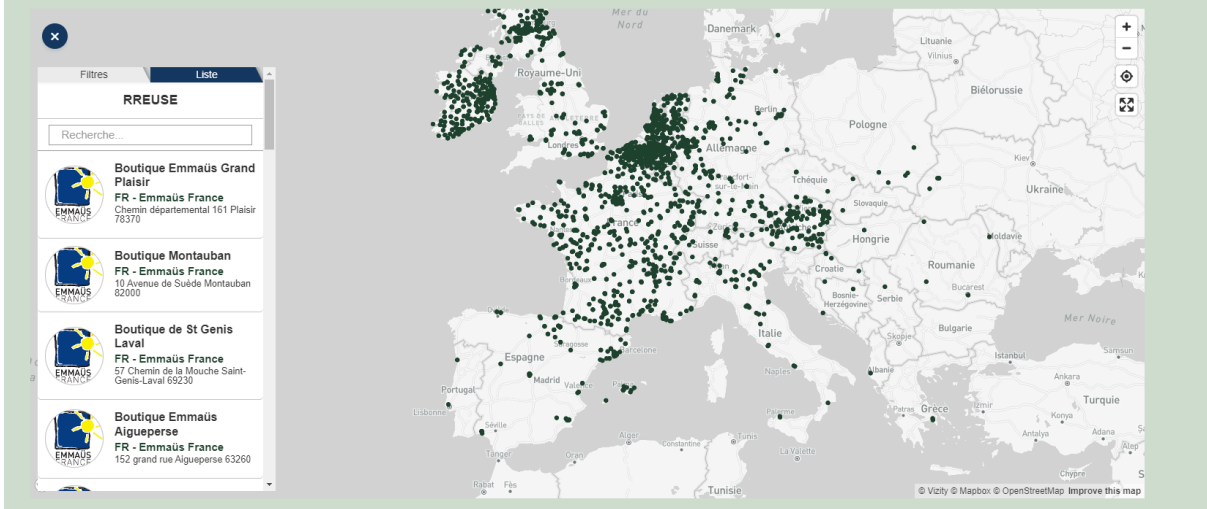
Our Network Map

Figure 1: RREUSE network map (2024)
Source: https://rreuse.org/our-network/network-map/

Terms of reference

1. Summary

This document details the terms of reference to subcontract the development and implementation of a 'geospatial tool' (hereinafter referred to as the tool) to be added to and compatible with the existing RREUSE website (www.rreuse.org), which is based on **WordPress**.

RREUSE will subcontract the development of the tool with **a budget of maximum of 42.250 EUR incl. VAT and any other applicable taxes**. The tool will need to be developed **between 1 August - 31 October 2024** (see more details in chapter Terms of agreement).

2. The geospatial tool: Design requirements

The tool will consist of three elements, with each element having a desired functionality. Each element has features that are essential and others that are optional. **The submitted offers should show which optional features can be achieved within the budget next to the essential ones.**

The elements include:
- RREUSE Member map
- Pop-ups/individual pages of organisations
- Story page

2.1. RREUSE Member map

Essential features
- The new RREUSE Member map will be part of the current RREUSE website in the same way as the existing map (see https://rreuse.org/our-network/network-map/). The map will consist of points representing different RREUSE member organisations, each of them having multiple locations that are either headquarters/shop.
- The map will be based on data from the existing RREUSE Member database that is available in a spreadsheet.
- The points on the map will be icons that can be differentiated either by colour or pictogram type, to indicate whether it is an organisation's headquarters/shop.
- A zoom function will be provided to allow one to zoom in and out of the map, in order to see a point separately from its adjacent points.

2.2.   Pop-ups / Individual pages of organisations

Essential features

- Clicking on a distinct point on the map will take one to a pop-up/individual page where more information on the organisation can be found. The map will be accessible again by closing the pop-up/individual page. As mentioned above, one organisation can have multiple locations, i.e. the points on the map will in some cases lead to the same pop-up/individual page.

The pop-up/individual page should show:

- Name and logo of the organisation
- Network of which the organisation is a member of (if applicable)
- Description of the organisation
- Tags (e.g. if it's a headquarters/shop; which product stream the organisation works with; services provided)
- Contact details (address, contact number, email address, opening hours)
- Website link

The database underlying the pop-up/individual page would thus have at least 14 entry fields, containing the:

- Name of the organisation
- Organisation logo
- Network of which the organisation is a member (if applicable)
- Description - Text with formatting options
- Tags:
  - o Headquarters/shop
  - o Product streams
  - o Activity types
- Organisation contact details
  - o Address
  - o Contact number
  - o General Email address
  - o Contact persons (up to 3 contact details can be provided)
  - o Opening hours
- Website link

2.3.   Story page

Essential features

- A story page linked to the RREUSE member map will be created on the RREUSE website to publish stories of success, best practices and partnerships of social enterprises with private companies and others.
- The main story page will show a collection of posts, i.e. stories in brief forms (e.g. organised as tiles on the page). The brief stories on the main story page show the:
    - o   Title
    - o   Photo
    - o   Tags for product streams and activity types
- By clicking on the brief form, one can access the associated story in full on a separate page. Such a page should include minimally:
    - ○   Title
    - ○   Photos
    - ○   Tags for product streams and activity types
    - ○   Text with formatting
    - ○   Date of publication
- On the back-end, the administrator uploads a new story. The database underlying the story would thus have at least 11 entry fields, containing the:
    - o   Title of the story
    - o   Organisation name
    - o   Name of partners (if applicable)
    - o   Product streams involved
    - o   Activity types involved
    - o   Description
    - o   Start year of the partnership (if applicable)
    - o   End year of the partnership (if applicable)
    - o   Date of publication
    - o   Photo to appear in the brief story
    - o   Photos to appear in the full story

Optional features

- The brief stories, or a random selection of them, can be displayed on the RREUSE homepage, under the 'Latest News' section.
- The full story page can include hyperlinks to organisations on the member map.

2.4.   General functionality and design

2.4.1.   Search and filters

Essential features
- The tool will include a quality search engine and filters.
- It will be possible to look up the points on the map and pop-ups/individual pages through a search bar and filter function. This will be possible by entering free text into the search bar and through the use of the following filters:
    - Country
    - Organisation name
    - Product stream
    - Activity type
    - Services provided
- Search and filter results show points on the maps for matching organisations and a list of matches below the map.
- An organisation can have both headquarters and multiple shops, thus filtering by an organisation in this instance, would result in multiple points showing up on the map.
- It must be possible to apply the search and filter functions at the same time for a multi-criteria search.
- The organisations would be matched based on whether the search bar entry and filter tag can be found in the pop-up text, e.g. organisation name, description, product stream tag etc. The organisations that do not match the keywords will not show up on the map until the user refreshes the search and filter functions.
- If there are no matches for the multi-criteria search, no points will be shown and a message 'No matches found' near the search and filter functions will be shown.
- There will be a search bar on the main story page.

Optional features
- A proximity filter that allows users to search for organisations within a specified proximity from the localisation of the user on the device, which includes phones, tablets and computers. Organisations within a 5 km radius of the localisation will appear as points on the map. Upon refreshing the map page, the proximity filter will reset again, if the user has changed location since the last time he/she used the map.

2.4.2.   Language translation

Essential features
- The pages should have the feature to be translated from English into the national languages of the RREUSE member countries. This can be done using a suitable translation tool extension. These national languages are:

- ○ Croatian
- ○ Czech
- ○ Dutch
- ○ Estonian
- ○ Finnish
- ○ French
- ○ German
- ○ Greek
- ○ Hungarian
- ○ Italian
- ○ Romanian
- ○ Serbian
- ○ Slovak
- ○ Slovenian
- ○ Spanish

- If there are additional languages that are required after the guarantee period, the contractor shall provide the service to include these new languages in the translation feature based on a price on a time-and-material basis [or provide a step-by-step guide on how to include new languages in the translation feature to RREUSE].

2.4.3.   Use of AI tools

Essential features
The pop-ups/individual pages and story page should be able to connect with generative AI tools to assist with text writing, in particular:
- Generating descriptions of organisations by connecting to their websites.
- Generating description of stories by connecting to websites or based on a list of key information.

2.4.4.   Connectivity with other websites

Essential features
- The map and its underlying database should have connectivity with other data sources by communicating and transferring information from other websites and maps (e.g. other existing maps of RREUSE members or Google maps), such as the address of their headquarters/shop and contact details.
- The contractor should consider the existing platforms used by RREUSE members in their member maps in determining the platform for the RREUSE map that best optimises connectivity with the member maps. RREUSE can provide a list of existing members maps.

Optional features

- The pop-ups/individual pages page could have connectivity to other websites, such that the pop-ups/individual pages could communicate and transfer information from other organisations websites (e.g. address, contact, details, opening hours etc.).

2.4.5. Administration access

Essential features

- The member map, pop-ups/individual pages and story page should have three types of administrative access:
  - Global Admin (for RREUSE): To maintain the page and have full access to editing all features including the map, pop-ups/individual pages, story page. Access to retrieve all data from the pages.
  - Global National Admin (for umbrella organisations): To have access to editing all features in the map for all their member organisations in the map and pop-ups/individual pages. This includes deleting, updating and adding new data points and editing their member organisations' profiles through a user-friendly interface.
  - Admin (for individual organisations): To have access to editing all features in the map for their organisation in the map and pop-ups/individual pages. This includes deleting, updating and adding new data points and editing the organisation's profile through a user-friendly interface.
- The database underlying the member map should allow users with appropriate type of admin access to edit it intuitively, through a user-friendly interface.
- Users may enter the organisation's data points for the map (headquarters/shop) manually one by one, or in bulk, by uploading an Excel sheet with the information. This will automatically be integrated into the underlying database, and reflect the updated and/or new map points under a specific category (headquarters/shop).

Optional features

- There would be a possibility to automatically notify all users, i.e. the organisations featured on the map, to update their profile on their entries in the member map.

2.4.6. Security measures

Essential features

- The application servers for the pages will be set up according to the applicable standards in terms of security of websites and web applications. All such settings (and any reasons for them) will be carefully documented during implementation. RREUSE will be kept informed of all published security issues and any security patches released.
- In a hosted scenario, the contractor is also responsible for the security of the environment (security updates of the operating system, hardware, etc.) on which the application runs.

- The solution offered must be resistant to all forms of SQL and Scripting Injection, URL manipulation, Cross-Site Scripting (XSS), Cross-Site Request Forgery (CSRF), etc.

2.4.7. Data rights

Essential features
- RREUSE shall retain full ownership of all data, content, and materials hosted on the pages (hereinafter referred to as "Company Data").
- RREUSE shall have the right to access, download, and transfer the Company Data at any time. The contractor shall provide RREUSE with the necessary credentials, tools, and support to facilitate this access.
- The contractor shall take all necessary measures to maintain the integrity and confidentiality of the Company Data, including implementing regular backups, encryption, and other relevant security practices.

In the event that the website can no longer be hosted, the contractor shall:

- Facilitate the transfer of the Company Data to a new hosting provider designated by RREUSE.
- Provide all necessary assistance and cooperation to ensure the smooth transfer of the Company Data, including the export of databases, files, and other relevant materials in a standard, accessible format.
- Deliver to RREUSE any proprietary tools or scripts used in the operation of the website that are necessary for RREUSE to access and use the Company Data post-transfer.
- The contractor shall not delete or alter any Company Data without the express written consent of RREUSE. Upon successful transfer of the Company Data, RREUSE shall provide written confirmation to the contractor. Following this confirmation, the contractor shall securely delete all copies of the Company Data from their systems and provide written certification of such deletion to RREUSE within fifteen (15) days.

2.4.8. Compatibility with RREUSE website, browsers and regulations

Essential features
- The pages must be compatible and work seamlessly with the existing RREUSE website, which is based on WordPress, and with all its content.
- The pages must work on all recent versions of modern browsers: Google Chrome, Safari, MS Edge, Mozilla Firefox ... (the list is non-exhaustive).
- The pages must also work on a mobile device and are therefore responsive.
- Any solution must be in line with European GDPR and other regulations.

2.4.9. Layout and design

Essential features
- The layout, design and the colour scheme used for the pages will also follow closely to the existing style of the website. RREUSE's visual identity will be provided to comply with the colour scheme.
- The link to sign up for the RREUSE newsletter, the clear and visible logo of RREUSE, and the contact details should be present at the bottom of the page for both the member map and story pages, as it is in the existing web pages.

3.   Terms of the agreement

The contract has a duration of 3 months, starting from **1 August 2024 to 31 October 2024**, with a **budget of maximum 42.250 EUR incl. VAT and any other applicable taxes**..

There is a guarantee period of six months set from the day of its provisional delivery. During the guarantee period, the contractor is responsible for maintaining and correcting any defects, anomalies, security problems and operating errors in the software. This support is provided free of charge during the guarantee period and is therefore included in the above budget. This support is on top of any following service contracts that may be set up (see below).

A contract between the contractor and RREUSE will be signed, outlining the plan for the payments.

If the contractor, with RREUSE's approval, decides to use licensed software for the development and implementation of the member map that would invoke annual subscription fees, where the software would host the map beyond the given timeline of the project, the contractor must provide information to RREUSE about the services offered by the software and the subscription fees as well as any other related costs involved beyond the scope of the aforementioned budget prior to signing the contract. It is preferred that such software would not be used unless necessary.

Any communication between the contractor and RREUSE will take place through email, apart from physical or virtual meetings, where necessary. The virtual consultations will take place through the Zoom platform. Both RREUSE and contractor will determine how frequent communication will take place during the course of the project (e.g. meetings per week).

It is foreseen that after the completion of the development of the website, RREUSE will enter into a service contract with the contractor. This contract will govern the maintenance, support, and any additional services required for the website post-launch. The service contract will be based on a monthly or quarterly fee for services of any kind needed. RREUSE can only accept a service contract on this basis of a fixed fee per period of time, not on hourly basis. The contractor should propose what monthly or quarterly service for this platform could be as part of the application.

4.   The application and selection process

RREUSE will select the contractor on the basis of the best-value-for-money principle with regard to the expectations listed above. Interested contractors may submit their offers based on a daily rate (with an indication of days foreseen to complete the assignment) or as a lump sum that covers all the activities, deliverables and associated expenses.

The offer should include:
- **A service offering** outlining how the offer covers the design requirement mentioned in the document and the cost associated with it. It should also include the cost for any licensed software that will be required. The service offering should show how the essential features are achieved and which optional features can be achieved within the budget. If essential features cannot be achieved, it needs to be justified why (technical feasibility, cost etc.). If the contractor can offer a proposal on how to achieve the objectives listed, with another feature or solution than described, they can propose an alternative.
- **A proposal of the service contract fee** after the completion of the project.
- **A timeline and description of the development process** starting from 1 August 2024 to 31 October 2024.
- **One customer reference contact or a customer testimonial.**
- **One example of previous work.**

These should be submitted to **info@rreuse.org** and **jana.zurkova@rreuse.org**, with the email subject line "Service offer: Geospatial tool - Your name / organisation".

RREUSE may contact the contractor for additional or clarification questions.

Please note that if the contractor is not liable for VAT in the country of their operations, applies a reverse charge or is otherwise exempt, RREUSE is required to pay VAT at the rate of 21% from the invoiced sum to the Belgian VAT office. In your offer, please mention specifically your net rate and the VAT rate you would be applying.

The final application deadline is 21 July 2024, 23:59 CET.

RREUSE is committed to respecting the GDPR rules.