EU4Georgia project, on behalf of the EU Delegation to Georgia, is looking for a web design agency or individual, who will build a web-site, showcasing products and services that EU offers to small and medium businesses (SMEs) of Georgia, particularly in the area of economic development and job creation.

We are looking **for highly qualified professional (individual or company) that can design and construct the web-site** with following technical specifications (scope or work):

* Bilingual (identical English as well as Georgian versions)
* Simple and visually appealing design that follows EU visibility guidelines
* Easy navigation system
* Computer- as well as mobile-friendly format
* Compatible to different browsers and operating systems
* Template that is easy to be administered by people with average IT skills
* Use of photographs and other multimedia in a way that does not slow down browsing
* Hyperlinks to sites of the institutions/opportunities mentioned

Proposed structure and details of the web-site are provided in the **Annex** below**: EU4Business Web-Site Overview**. However, the designer is welcome to suggest innovative ideas.

EU4Georgia will provide all content and materials for the web-site.

Timeline for implementation of the assignment is as follows:

* 26 March: Information meeting for interested companies/individuals
* 31 March: Deadline for Applications
* 4 April: Selection & notification of contractor
* 15 April: Submission of first version of design
* 22 April: Submission of second version of design
* 30April: Submission of the final version of design

*NOTE: indicative dates to be confirmed following contract signature*

**HOW TO APPLY:**

Interested individuals/agencies should submit the following:

* Portfolio of their work, especially highlighting works most related to this assignment
* Financial proposal

The following evaluation grid will be used when assessing the submissions:

|  |  |
| --- | --- |
| Portfolio of relevant work | 4 points |
| Price  | 3 points  |

Submission of offers must be only to the following email: administration@eu4georgia.eu no later than 5:00pm on March 31, 2019. Please indicate “EU4Business Website Design” in the subject line of the e-mail.

Any clarifications should be addressed to administration@eu4georgia.eu. No other e-mail should be used for commination related to this tender.

Interested companies are invited to an information session on **26 March at 15:00 at EU4Georgia Office (36a, Lado Asatiani Street, floor IV).**

If you wish to attend the information meeting, you must send an e-mail indicating the names and e-mail addresses of all people wishing to attend no later than 25 March at 15.00 by e-mail to office@eu4georgia.eu.

**Annex: EU4Business Web-Site Overview**

The [www.EU4Business.GE](http://www.eu4business.ge) web-site would serve as an ultimate web resource that brings together – in a simple language – information on all opportunities offered through variety of regional, bilateral and local programmes under EU4Business umbrella.

**Main target group** of the web-site are Georgian SMEs, while information provided would be useful for larger public – business support organisations, government, civil sector, and many others.

Web-site will structure information according to the services/opportunities and provide direct reference links to institutions (and persons responsible) who can take the process further. Together with information on funding opportunities, the web-site will offer success stories and examples for better visualisation. Links to useful resources will also be provided for better understanding.

It will also contain a section allowing for listing on currently open calls for proposals or applications for funding opportunities, which can be easily updated.

The web-site will be constructed in primarily in Georgian, but possibility of translating it into minority languages will also be considered.

Proposed structure:[[1]](#footnote-1)

Main page

Main page may have the following main segments:

- Main banner/header

- Main Menu

- EU4Business for me (main content)

- Footer

Main banner/header may be a static photo, or slideshow of highlighted photos, video, or photos from recent news/stories, leading to specific information located in other segments of the site.

Main Menu items can be as follows:

- EU4Business: 1-page description of what is EU4Business, what does it entail, and brief summary/highlights of achievements in Georgia

- EU4Business partners: brief descriptions of main implementers of EU4Business projects, with links to organisation/project web-pages

- Finances: information on what EU offers to those seeking finance (linked to EU4Business for me section)

- Knowledge: information on what EU offers to those seeking knowledge (linked to EU4Business for me section)

- Markets: information on what EU offers to those seeking new markets (linked to EU4Business for me section)

- Success stories: archive of success stories of EU beneficiaries, sorted according to topics (?); can offer thumbnails and 1 paragraph of text (with possibility of reading full text if pressed)

- Useful links/Resources: direct links to other web pages/portals/resources that provide information on EU4Business (for example, EU4Business.eu, dcfta.gov.ge, and even links that are mentioned in other sections of the web-site, Enterprise Georgia,); direct links to regulations concerning business. Such list can also be done as thumbnail, with 1-2 sentence description of what kind of information is available on the link. The list can also be sorted into topics.

EU4Business for me segment is the core of the web page, built around three main pillars:

- access to finance

- access to markets

- access to knowledge.

*These three pillars can be presented in the form of large buttons (with images, related photos, etc.), under the question of “I am looking for”. Clicking the button will lead to appropriate set of information. For example:*

 **

Footer

The footer will contain copyright, contact details, buttons leading to social media accounts of the Delegation.

1. The structure of the web-site is proposed based on the Ukrainian web-site serving the same purpose: <http://smemap.eu4business.eu/> [↑](#footnote-ref-1)