

# ANIMA-PROJECT.EU WEBSITE BRIEF

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*Request for price offer on further development, design and maintenance of [www.anima-project.eu](http://www.anima-project.eu)*

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## 1. Introduction

The ANIMA Consortium is looking for a subcontractor to develop, design and maintain its anima-project.eu website. Bids with price offers should be submitted to the ANIMA communication partner, the Airport Regions Conference, by **10<sup>th</sup> January 2020**.

Please submit your bids via email:

Alexandra Covrig, Senior Projects Officer - [alexandra.covrig@airportregions.org](mailto:alexandra.covrig@airportregions.org)

Elena Maximova, Communication Officer - [elena.maximova@airportregions.org](mailto:elena.maximova@airportregions.org)

Should you have any questions, please contact us on the given e-mail addresses or by telephone (+32 02 513 48 85).

## 2. About ANIMA

### 2.1. ANIMA Consortium

ANIMA has a large consortium gathering 22 partners throughout Europe: Airports, Aviation Research Centres, Universities, SMEs and NGOs from 11 countries. The project consists of a team of nearly 70 experts in various disciplines such as acoustics, numerical simulation, sociology, land-use planning, aviation operational management or communication.

*Project partners:*

 ONERA THE FRENCH AEROSPACE LAB	 DLR Deutsches Zentrum für Luft- und Raumfahrt German Aerospace Center	 UNIVERSITY OF Southampton Institute of Sound and Vibration Research
 Manchester Metropolitan University	 e Environnons	 IASI Airport
 ntr Dedicated to innovation in aerospace	 ERDYN Anticipate Act Assess	 Schiphol Group
 ARC AIRPORT REGIONS CONFERENCE	 Heathrow Making every journey better	 CATAPULT Transport Systems
 SAFRAN	 COMOTI ROMANIAN RESEARCH & DEVELOPMENT INSTITUTE FOR GAS TURBINES	 ROMA TRE UNIVERSITÀ DEGLI STUDI
 AIRBUS		 UNIVERSITÉ de Cergy-Pontoise
 anotec engineering	 NIJZ Nacionalni inštitut za javno zdravje	 ZEUS



## 2.2. ANIMA Project (October 2017 – October 2021)

ANIMA stands for Aviation Noise Impact Management through Novel Approaches. ANIMA is a people-oriented research project. It aims to identify and spread practices to lower the noise annoyance endured by communities around airports. The project also makes an effort to better understand the non-acoustical factors which influence noise annoyance, but also to improve the quality of life of communities surrounding airports.

ANIMA is financially supported by the European Union's Horizon 2020 research and innovation programme. The project also partakes to Future Sky, a global initiative aiming at addressing major challenges faced by the European Air Transport by 2050.

## 3. ANIMA-PROJECT website

The ANIMA website is the main communication tool for the promotion of the project's objectives and results. The website's aims are:

- to increase visibility of the project
- to become the go-to resource for aviation noise information
- to present the project and results to a larger audience (not just researchers)
- to boost the impact of the project results

The website will most likely not be the first contact that stakeholders make with the project, but it will be the main source of information about the project's objectives, future events, etc.

As the project evolves, the website is meant to become the reference point for the aviation noise community, be they specialists (researchers, airports, operators) or non-specialists (passengers, residents).

### 3.1. Current website

A first version of the website was built at the beginning of the project in 2018. While the current website displays the necessary information about the project in an organised and logical way, the design is rather static. We are looking to change that with an update towards a more dynamic, modern and user-friendly website.

At the moment the website is on a Wordpress platform. We expect the winning agency to remain committed to this platform, as the project partners will need to update the website frequently. Thus, a bid which would propose the change to either another open-source or proprietary Content Management System is highly discouraged.

### 3.2. Principal Considerations

With ANIMA project website, we are looking to be able to convey a vast amount of information in a simple and efficient manner. The website is supposed to be the go-to source for anyone interested in noise management around airports.

It should be perceived as a modern, simple and easy-to-use gateway for information relating to noise management in airport areas, while calling the user to action – get involved, read our documents, etc.

We are looking for a website that can impress a user through its design and functionality. We expect, thus a creative web design agency to understand this type of request and apply their flair and originality to the project.

Though, expected developments will have to be implemented in close coordination with the consortium and its executive board. Beyond technical skill, the winning agency must prove its capability to exchange on regular basis with the ANIMA team rather than applying precooked solutions.

### 3.3. Guiding Principles

One of the main guiding principles for the page should be: SIMPLE – we need to create a straight path for the user to get to the content required.

A definite focus has to be put on a clear and intuitive user-experience, able to guide the user to the contact he looks for.

The dynamic aspect of the website, refers to the ability to create areas of content that can bring the user either to related useful information, present information differently than just boxes of text etc.

This website should be a true network of content, with the ability to easily move from area to area, especially when topics are related.

The web administrator from ANIMA consortium should be able to have full access in terms of adding new sections to the website, adding new pages, modifying existing pages, layout of the pages etc.

## 4. Development requirements

For the purpose of this bid, and to facilitate understanding of the requirements, the below three sections explain the three different parts of the development request. One is updating the existing website, the second is creating a new dynamic structure of pages inside the existing website, and the third is about the support necessary for implementing tools developed by a third party which need to be brought onto the website. The second point is the most important and terms of expectations and probably in terms of working time.

### 4.1. ANIMA website

In general, the ANIMA website requires a more modern look and feel. While the information is well-organised, the design needs to be more dynamic. This should be achieved while improving the user experience. Refer to section 8 of this document for more information on the website expectations.

### 4.2. ANIMA Best Practice Portal

*This part of the website does not exist yet and is expected to be the main development ensured by the winning agency.*

The best practice portal should be incorporated in the ANIMA website by replacing or merging with the current Community page. The portal will include principles, tools and assessment techniques associated with Best Practice (BP) noise management interventions open for end-users to employ. This portal is to target various categories of stakeholders – from general audience to local authorities to airports — hence really needing to be clearly-structured, user-friendly and instructional.

We also aim to collect feedback from the users of the best practice portal; therefore, the web development should include such a feature.

This Best Practice Portal will dynamically guide stakeholders through a decisional tree currently discussed within the consortium in order to introduce to them tailored solutions, examples and regulations. Technically speaking, the choice to embark upon client-side decisional scripts or server-side ones is to be made further to exchange between the technical experts of the winning agency and the consortium. The complexity of the decisional tree is currently being defined. Typically, one should expect between a tenth and a hundredth pages, the content of which being provided by the consortium. Pages may aggregate texts, images, pdfs, links and videos. The expertise of the winning agency is especially expected to implement the conditional decisional process that may possibly be complex.

### 4.3. ANIMA Noise Management Toolset

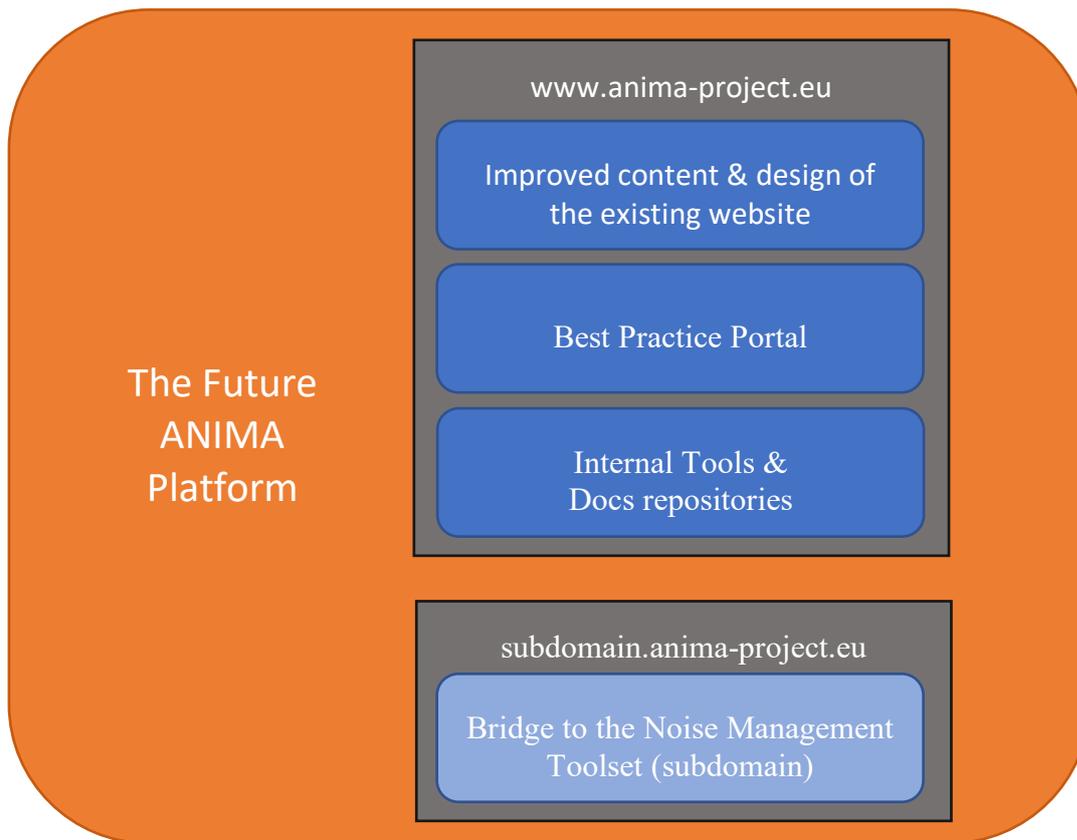
*This part of the website does not exist yet.*

The Noise Management Toolset is being developed by a partner of the ANIMA consortium. Therefore, its development is not required from the subcontractor. Though, the subcontractor is expected to bridge the Noise Management Toolset with the existing website and with its Best Practice Portal Extension.

Technically speaking, this incorporation is likely to be implemented by linking to a subdomain address mimicking the ANIMA main website structure.

Additionally, the subcontractor is also expected to provide a structure allowing the incorporation of supplementary by simple binary objects proposed for downloading. It is therefore not expected to lead to complex developments.

#### 4.4. Final structure



#### 5. Other Functionalities

Through other functionalities, we mainly refer to system integrations that would make the user and admin experience as smooth as possible.

- Examples of integrations:
  - A calendar system
  - A map system
  - Eventbrite
  - Youtube / other video plug-ins
  - In general, 3<sup>rd</sup> party integrations.
- Also desired/ to be explored:
  - Related posts area
  - Tagging system
  - Analytics
  - Social media
  - Etc.

#### 6. Our users

ANIMA target groups:

- Communities living around airports
- Aviation noise researchers

- Airports and airport managers
- Aircraft industry
- Local public authorities
- European policymakers.

The age group we aim to connect to goes from 30 to 67.

The language of the website will primarily be English. Parts of the website need to be translated in a number of other languages, so a translation plugin would be useful (not a google translate of the page). Translation by itself is not a requirement for this subcontract.

## 7. Design

### 7.1. Key vision:

- Trend-setting
- Professional
- Serious
- Strong
- Exclusive

### 7.2. Brand guidelines + images and materials

Below is the main corporate image of the project, on which the look and feel of the website must be based:



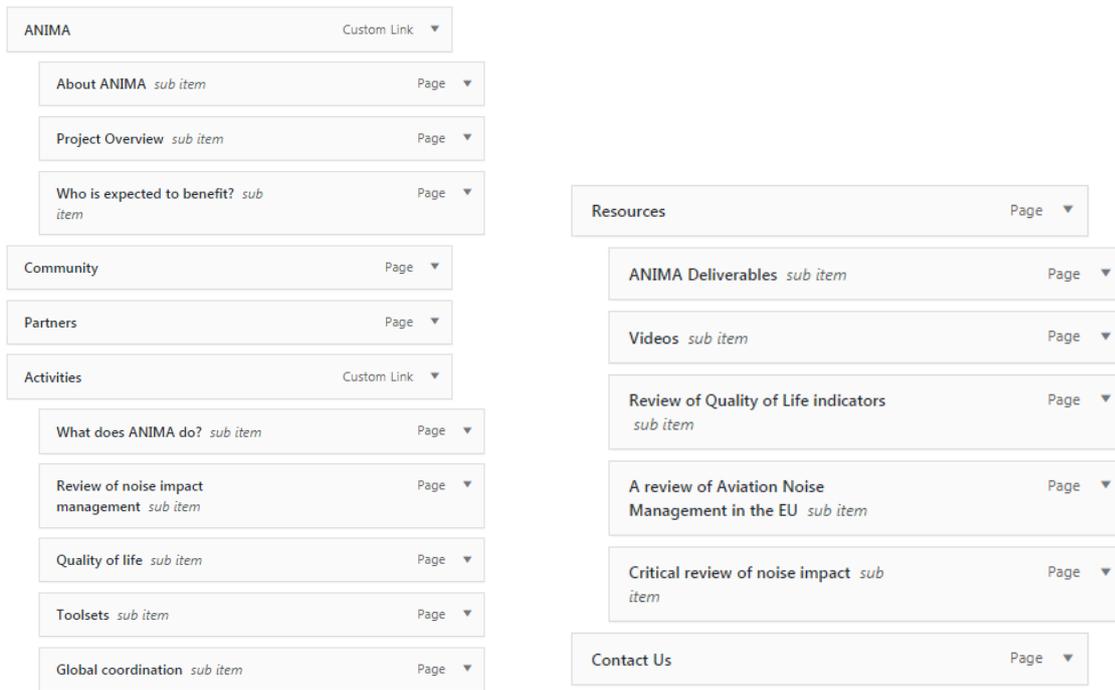
However, the website design should remain fluid in development and allow for eventual changes. More visual identity elements will be provided once work on website commences (colour palette, publications, etc.).

## 8. Navigation and structure

### 8.1. Sitemap

The sitemap of the current website is inspired by the structure below. A substantial reorganization is expected to come with the development of the Best Practice Portal. Accordingly the resource section may change and be enlarged thanks to additional education materials exemplifying the Best Practice Portal.

These initial views may evolve significantly upon the project in order to find out the best way to introduce the various features. However, in technical terms, the may true development should remain the dynamic guidance of stakeholders through the Portal.



## 8.2. Specific requirements / vision

These requirements are not set in stone. Other suggestions of improvement are also accepted if they fit with our general vision about the ANIMA website (sections 3.3, 3.4, 3.5), and after an agreement is made.

In term of timescale, the required developments are expected to be mostly achieved within a year (during 2020). Maintenance and additional details are requested within another two years (until the end of September 2022).

Name and Description
<p><b>HOME PAGE</b></p> <p>It must be visually appealing, preferably opened by a large format graphic though remaining sober and professional.</p> <p>Suggestions: Introduction header (e.g. a rotating image header) could be incorporated on the homepage.</p> <p>The news section on the homepage should be improved (display and images).</p>
<p><b>COMMUNITY</b></p> <p>The ANIMA Best Practice Portal should be inserted here.</p>
<p><b>ABOUT ANIMA</b></p> <p>The design of the page could be more dynamic (with reference to graphics and images).</p>
<p><b>RESOURCES</b></p> <p>Currently, the articles (short summaries) about the ANIMA deliverables are in the drop-down menu of the Resources page. For now, there are 3 articles – one of them has the title too long and it does not fit all in the column of the drop-down menu. Also, in the future, we foresee to upload more articles – this</p>

means that the drop-down menu will gradually increase, and it will be longer and longer. These issues lead to a problem of display. One solution would be to create another subpage to the Resources parent page (just like Videos and Deliverables) and to add the articles there (under other name than articles though, otherwise they will be confused with news).

#### **NEWSLETTER**

This feature must be fixed, as it currently does not work.

#### **CONTACT US FORM**

This form should be associated to a general ANIMA e-mail address.

#### **EVENTS**

Currently, we do not have an events page on the website. We foresee displaying events in the future. One suggestion would be to have an Eventbrite integration or an events timeline.

#### **PUBLICATIONS**

Publications are currently displayed on the right-side bar on the website. The publications should also be added in a subpage under Resources.

#### **HOSTING**

ARC is in control of the web hosting and the SSL certificate for the following 5 years. No transfer is expected.

#### **BACK-UP & TECHNICAL SUPPORT**

We expect that the website has a weekly back-up. Also, technical support will be necessary along with website maintenance and security.

#### **COPYRIGHT**

The ANIMA website and all related files and associated design are the property of the ANIMA project partners.

### 8.3. Websites we like

Here are some examples of websites that we like:

- <https://rumble-project.eu/i/>
- <https://assured-project.eu/>
- <https://cordis.europa.eu/>
- [http://www.emcdda.europa.eu/best-practice\\_en](http://www.emcdda.europa.eu/best-practice_en)

## 9. Technical and financial offer

Indications are provided below to make a realistic technical and financial offer with regard to the expected timeframe and technical specifications.

### 9.1. Attribution criteria

We are expecting a detailed price offer, which includes the breakdown of costs for the functionalities requested in this brief, as well as comments on the technical requirements and limitations from your side.

When making our choice, we will be looking at the best price/quality ratio. Though, we will also take into account creativity and originality of the project, the provision of all technical solutions as well as the understanding of our requirements.

Draft visuals of how the website would look would be appreciated as well. The candidates are also allowed to propose graduated offers with different level of costs accounting for different level of technical offer, explained in detail.

The table below may guideline the offer:

Task	Delivery month
<i>3 drafts + correction of website modernisation</i>	
<i>ANIMA Best Practice Portal. – 2 drafts + correction</i>	
<i>Integration of the Noise Management Toolset</i>	
1-year maintenance after the end of the project	September 2021 – September 2022

## 9.2. Planning / timeline

- Expected starting date: 1<sup>st</sup> February 2020

## 9.3. Copyright and end

The agency will not be entitled to maintain copyright over any of the content of the website, and will not be able to restrict the usage of any materials developed for the purpose of the work undertaken.

Once the work is finished and the project ends, ARC and the ANIMA project must be able to maintain full control of the website and will be allowed to keep it, develop it, and modify it to their liking.