

Call for a Realignment of the Alpine Convention Website

The Permanent Secretariat of the Alpine Convention (PSAC) is calling for proposals to conduct a realignment of the Alpine Convention [website](#) in line with the new Corporate Identity (CI).

Within the scope of the new Corporate Identity of the Alpine Convention and to further implement its Communication Strategy, the website will be subject to a realignment. The aim is to enhance the brand recognition of the Alpine Convention as well as unify the appearance of all its communication channels (printed and digital).

New corporate designs were finalised during the update of the Alpine Convention's new CI in spring 2020. Prior, and partly in parallel to updating the CI, the Alpine Convention's website already received a more modern and more appealing appearance, and was officially re-launched in July 2019. A realignment of this website is now needed to integrate the new corporate designs and at the same time further improve the ergonomics.

The website should *breathe* and *convey* the new CI in a clear, attractive and interactive way. The realignment will require the technical implementation of the new design and features, with a focus on increasing the interactive nature of the content (where appropriate). A close cooperation with the PSAC and the current technical host of the website is essential in this process. The required design and artwork should be further elaborated based on the proposals that are already available (Annex II).

The Alpine Convention directly contributes to the Sustainable Development Goals in an alpine-wide context. For this reason, the website realignment also entails the programming of the visualisation of the contributions made by the Alpine Convention to the Agenda 2030/the Sustainable Development Goals. To implement this, the tenderer should be willing to cooperate closely and exchange with the PSAC, the designer who has prepared the visualisation (Annex III), and the technical host of the website. The successful tenderer will be provided with a clearly delineated project access to the backend of the website in close consultation with the technical host.

Moreover, in the scope of the alignment of the website to the CI, some pages will also undergo an update and refreshing of the texts. The updated texts, already translated in the five communication languages, will be provided by the PSAC.

The successful tenderer will ideally:

- Have proven experience of website development, ideally with organisations working on sustainability-related topics. Experience with international and multilingual environments will be considered a further asset.
- Be oriented towards problem-solving, be able to identify solutions and be flexible.
- Be well versed in TYPO 3 (website CMS) and be able to propose creative solutions within TYPO3.
- Be available to work in close contact with the responsible staff at the PSAC.
- Build an atmosphere of open dialogue as well as honest and reliable communication with the partners involved.
- Be able to communicate fluently in English.

The items listed in the following Annexes give a detailed, but non-exhaustive overview of some of the changes that will be required. The changes will be further defined in clear cooperation with the tenderer. The complete realignment is expected to be carried out in the timeframe June – September 2021.

We welcome quotes providing:

- A portfolio of past projects;
- a **clear indication of the services offered;**
- a **concept of project plan** with an indicative **timeframe;**
- the budgeted cost per hour, and the **total budgeted cost amount.**

Please send the quote by **7th May 2021, 23:59** (CET) via email to communications@alpconv.org with the email subject heading “Alpine Convention Website – [company name]”.

For any questions regarding this tender, including questions on the contents of Annexes, please contact stephanie.wolff@alpconv.org

Innsbruck, 23rd March 2021

About the Alpine Convention

The common vision of the Alps as a pioneer region for sustainable living at the heart of Europe forms the foundation on which robust partnerships are built and strengthened every day in the framework of the Alpine Convention. This allows the nine signatories – the eight Alpine countries and the European Union – to jointly deal with pressing and cross-cutting issues.

The strength of the Alpine Convention lies in its transnational and cooperative character. Driven by a shared territory with common challenges, its objective is as relevant now as it was back in the early nineties: the preservation and sustainable development of the Alps.

As a unique, legally binding sustainability instrument, the Convention aims at safeguarding the sensitive Alpine ecosystems, together with the regional cultural identities, heritage, and traditions in the Alps, now and for the future. The Alpine Convention was also a forerunner in the implementation of the Agenda 2030 as one of the first transnational examples of the implementation of the Sustainable Development Goals (SDGs), existing well before these were adopted by the United Nations in 2015.

The Alpine Convention is leading the way for a sustainable life in the Alps.

Annex I: non-exhaustive list of required changes

This list must be read together with Annex II: "Website_Presentation" and Annex III: "SDG_visualisation"

- **All pages**
 - Reduce the size of the header images to take up less space, and if possible, reduce the zoom on the images so they fit within the smaller header.
 - The header and logo should shrink when scrolling down a page.
 - Make the footer more compact and replace it with the predefined, corporate singularity mountain shape [*see Annex II.*].
 - Content: logo symbol, direct links to ATLAS / Cloud / Facebook / Twitter and to the main menus (Convention / Organisation / Topics / Projects / News / Contact).
 - Remove the full sitemap at the bottom of the page.
 - "Use of logo" should only appear on the homepage and in a pop-up window.
 - Move "Data Privacy Statement" to the footnote (opens a new tab or box in-page).
 - Make the breadcrumbs larger and more visible.
- **All pages with accordions**
 - Change the layout of the accordions according to the predefined design (bar in corporate green, title in white) [*see Annex II.ii*]
- **All pages with bullet lists**
 - Improve the appearance of the bullet points/lists.
- **NEW – incorporation of the Sustainable Development Goals (SDGs) visualisation/mapping**
 - A new page should be created that showcases the visualisation in a creative way while being intuitive to use [*see Annex III*]
 - A designated page would include a textual representation of this visualisation and the state of SDG implementation by country.
 - Propose a solution, ideally a plugin, that would show the connection of the SDGs to the selected element (publication, thematic working body, project) with the SDG wheel, possibly including an explanation through mouse hover effect to explain the colour codes [*see Annex III*]
 - The plugin would automatically draw the connections between the element and the SDG (showing the strength of connection).
- <https://www.alpconv.org/en/home/>
 - **Banner:**
 - Video background should be on autoplay without being "disturbing" (no sound) and the video should stay as part of the background until clicked on.
 - **Map:**

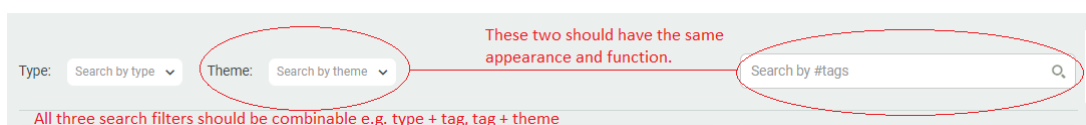
- Propose a creative solution for the map of the Alpine Convention perimeter as well as where it should be placed on the page.
 - **News carousel:**
 - Put the title of the news in a cut out of a mountain shape on top of the picture [see *Annex II, iii*]
 - Keep the pictures in landscape format
 - **Highlights:**
 - Place the title in a cut-out of a mountain shape above the picture (cfr. news carousel) [see *Annex II, iii*].
 - Change the triangles into pictures in landscape format (cfr. the news carousel).
 - **Add the news and social media feeds to the homepage**
 - The social media feed should be a vertical box next to the news (this might also need to change shape).
 - For the mobile version of the website, these different elements should just be stacked horizontally.
- **NEW** – <https://www.alpconv.org/en/home/convention/>
 - A new overview page should be created to fit with the format of the pages. The contents (to be provided by PSAC) would include:
 - An introductory text
 - “About Us” section
 - History [currently on homepage]
 - Concept/design solution to display history in the form of an interactive timeline.
 - Existing subpages.
- **NEW** – <https://www.alpconv.org/en/home/organisation/>
 - **Design:**
 - Propose a graphic representation in the form of an interactive organigram to show how the Alpine Convention and all its parts fit together (based on what is possible in the CMS and can be programmed).
 - The graphic should be interactive e.g. clicking on individual elements opens up subpages.
- <https://www.alpconv.org/en/home/organisation/alpine-conference/>
 - **Layout:**
 - Concept/design solution to modernise the appearance of the contents in the accordion “Past Alpine Conferences”.
 - List of conferences to be combined with links to the documents and information currently listed below the table.
- <https://www.alpconv.org/en/home/organisation/presidency/>

- **Layout:**
 - Concept/design solution to modernise the appearance of the contents in the accordion “Past Presidencies”.
- <https://www.alpconv.org/en/home/organisation/contracting-parties/>
 - **Layout:**
 - Modernise the appearance of the contents in Table “Surface area and population of the scope of the Alpine Convention, shares of the contracting states”.
 - E.g. through use of a map of the perimeter, divided by country, that displays the text with population and area when hovering over the individual part/country.
- <https://www.alpconv.org/en/home/organisation/permanent-committee/>
 - **Layout:**
 - Concept/design solution to modernise the appearance of the contents in the accordion “National Delegations”.
- <https://www.alpconv.org/en/home/organisation/thematic-working-bodies/>
 - **Layout:**
 - Place the title in the mountain cut-out above the picture [*see Annex II, iii*].
 - **Subpages:**
 - Concept/design solution to improve the appearance of the bullet points/lists.
- <https://www.alpconv.org/en/home/topics/>
 - **Layout:**
 - Concept/design solution to improve the visual layout of the page, including use of images, creative ways to display all the information (introduction, documents, Thematic Working Bodies, Protocols...) [*see Annex II.iv*]
 - Allow for the integration of publication thumbnails, news stories relating to the topic, documents, events...
 - Depending on the graphic layout, a short introductory text should appear when hovering over a topic on the overview page.
 - **Subpages:**
 - Concept/design solution to improve the appearance of the bullet points/lists.
- **NEW** – <https://www.alpconv.org/en/home/soia/>
 - **Layout:**
 - Concept/design solution to improve the page and present the content in a clear and interactive way.
 - The type of information that will be displayed includes maps, text, in-site links, videos, infographics.

- **NEW** – <https://www.alpconv.org/en/home/projects/>
 - Create a new page or subpage for Contracting Party and Observer Projects (in all Alpine languages and English).
 - There are around 50 projects from different partners (nine Contracting Parties, 16 Observers) that should be displayed on the page. Each has a short description and logo and may have some images to be displayed too.
 - Many projects are carried out in partnership between the different partners and bodies so the layout should include a way to display these without duplication.
 - Concept/design solution to display these many projects in an interactive and intuitive way that does not overwhelm the visitor.
 - NB. The data entry for these project pages will be carried out by PSAC in the CMS.

- <https://www.alpconv.org/en/home/projects/mountain-lex/>
 - Integrate contents of this separate webpage into our main website.
 - Consider an appealing and accessible structure for the page.

- <https://www.alpconv.org/en/home/news-publications/publications-multimedia/>
 - **Layout:**
 - Concept/design solution to display publications as PDFs in-page.
 - Reformulate the structure/look of the page to ensure minimal scrolling and propose a creative way to display the different languages.
 - In particular, propose a solution so that publications that are only available in certain languages also appear in searches in other languages, e.g. a redirect “We do not have this publication in French but here are the other languages.”
 - **Thumbnails:**
 - Propose a plugin for thumbnails that can be applied to different formats including videos, publications etc.
 - **Design:**
 - Change the search functions to allow for multiple search filters.
 - Theme filter should be the same as the #tags. It should be possible to search for/select multiple themes and #tags simultaneously.
 - Allow filters to be combined e.g. a #tag and a theme, as well as being able to reset the search filters.



- <https://www.alpconv.org/en/home/news-publications/events/>
 - Exchange Google calendar for a plugin that allows for a calendar embedded on the website.
 - If possible, add the calendar in a small format to the homepage.

- <https://www.alpconv.org/en/home/contact/>
 - **Layout:**
 - The two pictures should be next to each other with the addresses below [*see Annex II.v*].
 - Put the location (Innsbruck, AT; Bolzano, IT) in a mountain cut-out shape above the picture [*see Annex II.v*].
 - Increase the size of the social media and email icons and put them in a vertical list.
 - Design solution for displaying two email addresses (image as example).
 - Add Facebook and Twitter handles (see image).



For media and communication
matters: communications@alpconv.org

Annex II: Proposals for design changes

Design credit: Helios SRL/GmbH

i. Compact footer



ii. Accordion layout



iii. Image header



Highlights!



iv. Layout example for topics



v. Contact page



Annex III: SDG visualisation

Example of usage

SDG



SDG symbol

