

# CALL FOR TENDERS COMMUNICATION BRIEF

**Client:** NEPSI c/o IMA-Europe

**Mission:** REVAMPING OF THE NEPSI WEBSITE [www.nepsi.eu](http://www.nepsi.eu)

**Date of issue:** 16 August 2011

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**APPROVED**

**Account Team** \_\_\_\_\_

**Creative Director** \_\_\_\_\_

**Client** \_\_\_\_\_

# 1. TASK DEFINITION

**Background to this project:**  
(*Relevant information and situation analysis*)

Too basic and static website, not adapted to the needs anymore - when arriving on the homepage, changes are invisible and the navigation is not user-friendly

Website address: [www.nepsi.eu](http://www.nepsi.eu)

The website was originally designed to be very simple to use and to contain static information. The aims of the website were:

- to explain and raise awareness on one issue
- to give access to a definite number of downloadable documents and guidances

Now the needs have evolved:

- still need to explain and raise awareness on the issue; however,
- need for an attractive and visible integration of a larger number of new downloadable tools that are continuously developed (videos, guidances, documents, etc)
- need “news” and updates to be immediately visible and easy to update
- need for an original and attractive way of highlighting “Success stories”
- possibility to include social links (twitter, linkedin, etc) to share the information, be kept up-to-date of changes, etc.

Other examples of problems:

- Layout, navigation and presentation of the content and available tools: not attractive
- The content management system used (umbraco 4) not flexible for easy and quick updates
- Regular updates not visible
- Static fonts and parameters - difficulty to be creative
- Old layout - need to look more professional
- Unclear navigation
- Important documents not easily accessible
- Too static and educational and not dynamic
- Lack of promotion of the videos, tools, guidances
- Pre-defined limited number of webpages
- Not user-friendly
- No “search” tool
- Not interactive

**Objectives:**

(*What are you trying to achieve and why*)

- From the outside: to create a more attractive, actual, professional-looking and user-friendly website with easy access to the information, downloads, tools, news and events
- From the inside, an easy-to-use but flexible system which allows us to make changes/updates ourselves
- The navigation to the chapters and sub-chapters can be presented differently

**The requirements:**

(*What do you expect the communications agency to come back with*)

A proposal for a new modernised layout and navigation for the existing information and for the information to come, suggestions for tools or layout which could be used for the future content needs as described above: “news” section or box, success stories, etc.  
Some visitors do not understand English and they should be able to have a quick/obvious access to the downloadable documents in their language

***The product/service that we are advertising:  
(Who/what are you attempting to promote)***

- Awareness-raising about the initiative itself: NEPSI, the European Social Dialogue Agreement on Silica which aims at the protection of worker’s health against the risks of Respirable Crystalline Silica (RCS) dust.
- Source of information and awareness-raising about RCS dust at the workplace.
- The Agreement itself and its Good Practice Guide downloadable in 21 or 22 languages is ESSENTIAL - it is the core of the information on the website
- We now want to emphasize that the Agreement is “living”, that it is implemented, that there are initiatives, events, developed tools, and success stories
- Encourage the public to have access and use the available tools and guidances

***The target audience:***

***(A profile of the target audience and some idea of audience size)***

- **companies’ workers and Health and Safety Managers** throughout the EU for practical use of the tools and updates on ongoing events/news
- **general public** at national /local /company level
- **European and national trade associations and trade unions**
- **scientific and expert** audience (research universities, etc)
- **authorities** at EU and national level

## **2. INSPIRATION**

***Single-minded proposition:***

***(A statement that encompasses everything you wish the target audience to believe)***

The NEPSI Agreement is a concrete, ongoing, successful and effective voluntary initiative to protect workers’ health against RCS risks and the signatory sectors are responsible Industries and reliable partners in the protection of worker health and safety.

***What is the support for this?***

***(What technical or other support is there to justify the proposal)***

3 levels:

- The NEPSI Agreement is a concrete and successful voluntary initiative for the protection workers’ health against RCS risks (xx signatories, regular reporting, support by the European Commission)
- The NEPSI Agreement is “living”: concrete tools to be used in practice, many ongoing actions, projects and events - the visitors are encouraged to use all the tools and information
- The associations that have signed the NEPSI Agreement raise awareness about occupational RCS risks, promote the initiative within their industry sectors and coordinate the reporting.

***What is the benefit?***

***(What does the target audience get out of it)***

- to learn more + gain a better understanding of the NEPSI Agreement and RCS issues

- to use the tools and guidances (sector)
- be informed of recent/ongoing activities
- get the proof that the Agreement is well implemented and is effective (authorities)
- feel confident about the effectiveness of the NEPSI initiative and actions
- for the authorities and scientific experts to be better informed on the NEPSI agreement and positive results and recognise NEPSI as the interlocutor on RCS issues

### 3. QUALITY CONTROL

***What is the desired reaction you wish to achieve. How/What do want the target audience to:***

Think: there are available tools to help us to protect workers' health against occupational RCS issues

Feel: that it is an issue which is responsively dealt with; that the good practices that we recommend them to implement should be applied and are effective; interested.

Do: implement the good practices (for companies); communicate around the information (EU and national associations); trust NEPSI as THE reliable interlocutor in the EU on this issue and see success stories (authorities, general public);

### 4. CREATIVE FORMAT

***Tone and style:***

***(How should the communication look and feel)***

attractive, positive, informative & raise awareness (interest)

There are two types of audiences:

- those who are looking for information and are not too much informed
- those who already have a very good knowledge of the issue and are looking for practical tools/news, etc

***Mandatory inclusions:***

***(Logos/statements/colours/etc which must be included)***

**Layout:**

- "NEPSI" & "the European Network for Silica" and the NEPSI logo in English/French  
Crystalline Silica/Silice crystalline: orange/ black and white.
- Banner with the hand and sand
- Pictures illustrating that it is a network of 16 industry sectors.
- NEPSI colours are in general: orange and blue

**Content:**

- All the existing content should ± stay on the website (we could shorten some parts of the text and rearrange the categories)
- A different navigation system which offers access to sub-categories (left side, or both left side and top for example)
- "Search" option
- "News" section + a "news" box on homepage (and possibly other pages as well)
- A way to highlight updates on the various pages
- A sitemap
- Success stories
- Easy-to-access all language versions of the documents
- "Read more" option
- Possibility to open a new page

- “Expand/Collapse” option
- FAQs section
- Social links to offer the possibility to share information, be informed of updates, etc.

#### **Management system:**

- Possibility to adapt with html code
- Easy to use, with no need for knowledge of html code but possibility to make modifications by using html code if wanted
- Possibility to integrate videos (there are more than 200 videos that are accessible from the webpage, hosted on you tube)
- Sufficient stocking space to upload and make available all the documents in 22 languages

Some examples of other websites:

[www.cefic.org](http://www.cefic.org)

[www.kalk.de](http://www.kalk.de)

[www.businessseurope.eu](http://www.businessseurope.eu)

<http://www.euromines.org>

<http://www.european-council.europa.eu/home-page.aspx?lang=en>

## **5. BUDGET**

*(An indication of the budget available to carry out the task)*

**Subject to receiving a grant from the European Commission - final decision in Autumn 2011**

The communication agencies should provide us with different scenarios for different budgets. We would like to receive a modular, step-by-step budget.

*Creative presentation: To be agreed*

*Artwork and layout: To be agreed*

*Day-to-day maintenance and hotline, indication of the annual price for hosting, maintenance, etc.*

*Delivery: to be included within the budget.*

## **6. ATTRIBUTION CRITERIA AND SUBMISSION OF THE TENDER**

We will chose the offer of the tenderer who will present the best value for money taking into consideration the aforementioned selection criteria and required skills.

The tenderers presenting less than 70% of the selection criteria will not be considered.

Tenders should be sent to NEPSI c/o IMA-Europe by **23 August 2011**.

## **8. ADDITIONAL READING/APPENDICES**

Ideas for rearranging the menu (other suggestions are welcome):

- Home
- About
  - About NEPSI
  - About RCS
- Agreement
- Good Practice Guide

- NEPSI Reporting
- Initiatives or Toolkit
  - PIMEX Videos
  - Golden Rules
  - ...
- News
- Success stories
- Events
- Links
- Contact us