APProach project: Digital ecosystem development and management

Call for IT companies/consultancies: expression of interest

INFORMATION ABOUT THE PROJECT

APProach is a 2-year EU-funded project (DG JUSTICE) coordinated by ALDA, that aims at improving the inclusion of EU mobile citizens and their political and societal participation by designing and setting up a digital ecosystem aimed at increasing information-sharing between the municipalities and the EU mobile citizens.

APProach involves a consortium of 6 European municipalities and an association of local authorities, as well as 2 associate municipalities. They will work together to establish new direct communication channels between EU mobile citizens and municipalities, assess the efficiency of provided services and existing challenges faced by each local authority when welcoming EU mobile citizens, exchange best practices, develop a digital ecosystem which gathers step-by-step guidelines to facilitate EU mobile citizens' involvement in community decision-making, train local authorities and EU mobile citizens, and promote EU active citizenship. The target groups of APProach are EU mobile citizens living in municipalities involved in the project and municipalities' staff, but also future EU mobile citizens and other stakeholders directly connected to EU mobile citizens.

The project focuses its attention on three important aspects of EU Mobile Citizens' (EUMCs) inclusion:

- Access to voting system
- School enrolment
- EUMCs' active participation in civic life

One of the objectives of APProach is stimulating the participation of EU mobile citizens to the 2019 European Parliament elections.

The project started in April 2018 and will end in March 2020, and includes 5 Work Packages.
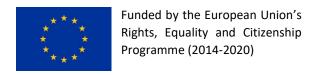
PURPOSE AND ACTIVITIES FOR THE ENGAGEMENT

The IT company/consultancy will be involved in APProach to **design, develop and manage the digital ecosystem of the project**, being also responsible for supporting the planning of its **participatory process**, its **evaluation process** and the **follow up**.

The IT company/consultancy will support the APProach consortium to reach the objectives of the project, by providing professional and expert advice for the timely and efficient development and management of a **participatory digital ecosystem** aimed at creating *new direct communication channels between EUMCs and Municipalities.*

The digital ecosystem shall be **co-developed in cooperation with the co-applicants of APProach, with the civil servants' and EUMCs' active contribution**, using a **co-design approach** and including also indicators that will allow measuring the project's impact during and after its implementation.

OBJECTIVES AND TASKS TO BE FULFILLED

The IT company/consultancy will respond to the following tasks:

- *Design, develop and manage a user-friendly and digital ecosystem (a mobile responsive online platform) gathering:*
  - *static and dynamic information and step-by-step guidelines about the cities involved and concerning three macro categories: school enrolment procedures, how to vote, city life initiatives and events*
  - *top-down and participative approaches including sections where EUMCs themselves will be able to upload information and to allow user-generated content production*
  - *information sharing and connections between citizens, municipalities and stakeholders*

- *Use a participatory and co-design approach, using working methods to guarantee concrete results in relation to the aims of the project, the local impact of practices experimented and the real engagement and commitment of the beneficiaries*

- *Manage digital contents and communities*

- *Conduct the testing and the final assessment of the digital ecosystem developed*

- *Train local authorities and EUMCs on the use and promotion of the digital ecosystem*

- *Contribute to the planning of the launch and the dissemination campaign of the digital ecosystem at local and European levels*

- *Contribute to the evaluation process and assessment of the effectiveness of the activities against its objectives*

- *Contribute to the drafting of the final report*

Reactions by e-mail or Skype within 72 hours after a direct request of advice from the members of the consortium are requested.
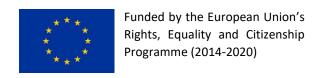
TIMEFRAME FOR THE DEVELOPMENT AND MANAGEMENT OF THE DIGITAL ECOSYSTEM

It is intended to appoint the IT company/consultancy as soon as possible, so that it will follow the APProach project during its entire implementation (November 2018- March 2020), ensuring the **development and the management of the digital ecosystem of the project**, the monitoring and evaluation of its impact and supporting the consortium in fulfilling the objectives of the project.

The IT company/consultancy will participate in the local and international events foreseen by the project, designing, developing and testing **the digital ecosystem,** monitoring its implementation and evaluation, and **contributing to the launch and the dissemination campaign at local and European level.**

In the following table, an indicative (non-exhaustive) list of activities:

Activity	Activity duration	Start	Deadline
General coordination and monitoring	17 months	November 2018	March 2020
Management of the digital ecosystem, digital contents and digital communities	17 months	November 2018	March 2020
Digital ecosystem design and development	7 months	November 2018	May 2019
Participatory co-design of the digital ecosystem through focus groups	2 months	November 2018	December 2018
Digital ecosystem beta test	1 month	December 2018	December 2018
Digital ecosystem test and assessment	2 months	June 2019	July 2019
Contribution to the launch and to the dissemination campaign	7 months	September 2019	March 2020
Train local authorities and EUMCs on the use and promotion of the digital ecosystem	2 months	November 2019	December 2019
Contribution to the follow up, evaluation process and final report	7 months	September 2019	March 2020

In the following table, an indicative (non-exhaustive) list of the APProach events where the IT company/consultancy will be required/invited to participate:

Event	Date	Location
International face-to-face meetings	December 2018, March 2019, November 2019, February 2020	Milan, Lisbon, Nea Smyrni, Etterbeek
Focus groups EUMCs	November 2018	Paris, Milan, Veile, Etterbeek, Lisbon, Nea Smyrni
International focus group	December 2018	Milan
Digital ecosystem test focus groups	June and July 2019	Paris, Milan, Veile, Etterbeek, Lisbon, Nea Smyrni
Digital ecosystem Training	November and December 2019	Paris, Milan, Veile, Etterbeek, Lisbon, Nea Smyrni

APPLICANT PROFILE: CAPACITY, SKILLS, EXPERIENCE AND KNOWLEDGE

We are looking for professionals (organisations) who can demonstrate:

- experience in developing a mobile-responsive online ecosystem following an open data and open source approach
- evidenced experience of working with European programmes
- excellent IT tools development skills
- excellent participative approach knowledge
- excellent user experience design knowledge
- excellent digital marketing knowledge
- excellent digital community engagement knowledge
- ability to work in English

A budget of maximum EUR 100.000 is foreseen for the task. This open call for expression of interest is launched to constitute a pool of experts to be assessed and contacted for further information, if pre-selected.
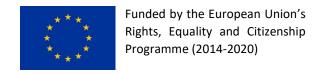
THE EXPRESSION OF INTEREST

The digital ecosystem development work will entail contributing to the data collection of each partner, the platform design, the testing and final assessment of the digital ecosystem, the launch and dissemination of the digital ecosystem and the follow-up of the digital ecosystem once it is in use.

The expression of interest shall be structured as follows:

- A concept note composed of:
    - Presentation of the methodological approach for the digital ecosystem development (max 4 pages)
    - Presentation of the IT company/consultancy and past relevant experience/references about similar tasks and assignments, especially related to EU projects – (2 pages)
- A budget

MAIN CRITERIA FOR SELECTION OF THE BEST BID

- Concept note
- References
- Budget

HOW TO APPLY?

Proposals including a concept note (max 7 pages) and budget should be sent by email to camille.delbecq@aldaintranet.org as soon as possible and before the 31 of October 2018 at the latest.

The decision will be communicated to the selected bidder upon 10 days from the deadline for sending the bids by ALDA, the lead applicant.

ALDA will have the final decision on the choice of the IT company/consultancy and its verdict will be unappealable.

The contract with the selected bidder will be signed by ALDA, the lead applicant.

For further information, please contact Camille Delbecq (mailto:camille.delbecq@aldaintranet.org)

A detailed summary of the APProach project is available and can be requested by email