



CALL FOR TENDER

Project:	Web redesign and redevelopment of the ASEM Infoboard (www.aseminfoboard.org)
Department:	Public Affairs
Deadline for applications:	23 September 2011

- **About the Asia-Europe Foundation (ASEF)**

The Asia-Europe Foundation (ASEF) promotes greater mutual understanding between Asia and Europe through intellectual, cultural and people-to-people exchanges. Through ASEF, civil society concerns are included as a vital component of deliberations of the Asia-Europe Meeting (ASEM). ASEF was established in February 1997 by the participating governments of ASEM and has since implemented over 450 projects, engaging over 15,000 direct participants as well as reaching out to a much wider audience in Asia and Europe. (www.asef.org)

- **About the Asia-Europe Meeting (ASEM)**

The Asia-Europe Meeting (ASEM), founded in 1996, is an inter-governmental informal process of dialogue and cooperation, which brings together 27 countries from the European Union and the European Commission with 16 countries from Asia and the ASEAN Secretariat. The ASEM dialogue addresses political, economic, cultural issues and aims at strengthening the relationship between both regions in the spirit of mutual respect and equal partnership. ASEM conducts several meetings and seminars in a year, which include the ASEM Summit of Heads of State and Government held every two years, ASEM Ministerial Meetings, ASEM Senior Officials Meetings, and other ASEM activities organised by the host country.

- **About the ASEM InfoBoard (www.aseminfoboard.org)**

The Asia-Europe Meeting (ASEM) InfoBoard (www.aseminfoboard.org) was launched in 2004 to serve as the official information online platform of the Asia-Europe Meeting. The ASEM InfoBoard serves several purposes:

- Serves to **disseminate information**
- Serves to **raise ASEM visibility**
- Serves as **a recipient desk** for enquiries
- Serves as **a repository** of documents
- Serves as **the public face** of ASEM

- **Tender for Proposal**

The ASEM InfoBoard needs to be redesigned and redeveloped, with particular focus on improving content delivery, updating visuals, and improving user experience. (See draft concept brief attached)

A back-end CMS system should be developed, ideally with **non-proprietary platforms** i.e. Joomla, Drupal, ExpressionEngine, WordPress, etc. to allow for easy, efficient updating and administration.

We are currently in the process of soliciting quotations for the ASEM InfoBoard. Your company is invited to tender.

- **Overview of Requirements**

- Draft Concept and design proposal for the website
- Timeline proposal for completion by end December 2011
- Detailed budget proposal

- **Submission and Contact**

Interested parties should send in their proposals and queries to **Ms Theresa Cua** at Theresa.Cua@asef.org before the stipulated deadline.

DRAFT CONCEPT BRIEF

Website redesign and redevelopment
ASEM InfoBoard (www.aseminfoboard.org)

Background

1. The ASEM InfoBoard is a one-stop official website on the Asia-Europe Meeting launched in 2004 at the 5th ASEM Summit. It has helped to increase the reach and visibility of ASEM, by being the sole online interface between ASEM and the public. The ASEM InfoBoard is currently maintained by the Asia-Europe Foundation (ASEF).
2. ASEF was requested by ASEM Foreign Ministers during the 6th ASEM Foreign Ministers' Meeting in Kildare, Ireland (2004) to develop and oversee the running of the InfoBoard on behalf of all ASEM members, for which sufficient budget and manpower are required.
3. The ASEM InfoBoard is managed by 1 webmaster on behalf of all ASEM governments. Information is channelled from various ASEM government ministries to the webmaster for upload/updates (gatekeeper function).
4. During the same meeting, ASEM Ministers agreed that the day-to-day management and information system for ASEM should be reinforced. It was eventually concluded that:

“Publicity for endorsed initiatives should be strengthened through ASEM InfoBoard, i.e. publicizing the initiative on the ASEM website before its implementation. Information of initiatives held in the past should be gathered, organized and compiled so that it can be widely shared. This process should be carried out by the ASEM InfoBoard.”¹

5. The ASEM InfoBoard serves five main purposes:
 - to disseminate information
 - to raise ASEM visibility
 - to be a recipient desk for enquiries
 - to be a repository of documents
 - to be the public face of ASEM

Goals and Objectives

6. The ASEM InfoBoard redevelopment aims to achieve the following:
 - Further establish the website as *the* official information source for the Asia-Europe Meeting, the “go-to” website for all things ASEM;
 - Increase site readership and usability;
 - Encourage use and patronage amongst member-countries
 - Improve website visuals and navigation;
 - Facilitate streamlined and easier administration/updating
 - Continue to fulfil the ASEM InfoBoard's original functions as mandated

Target Audience

7. Target market consists mostly of:
 - **Government officials**
ASEM members and candidates for future ASEM enlargement, mostly from various Ministries of Foreign Affairs but can include others, who use the InfoBoard mostly as a coordinating tool
 - **Participants** of ASEM initiatives
 - **Media** who cover ASEM events
 - **Academics / Researchers** who need information on ASEM
 - **General public**

¹ Chairman's Statement of 6th ASEM FMM, Section 5 “Handling of ASEM Initiatives”

Challenges

8. Since the launch of the ASEM InfoBoard in 2004, significant advancements in technology have been made which have changed how readers receive and consume information on the internet. This makes it imperative to restructure, redesign, and redevelop the ASEM InfoBoard in order to better raise the visibility of ASEM and to better convey what ASEM is all about.
9. Content creation depends on information received from various Foreign Ministries i.e. the frequency and amount of information varies depending on the organising countries.
10. Currently the website suffers from dated visual aesthetics, cluttered information, confusing navigation, lack of dynamism, and lack of visual elements. Furthermore, a “one-door-to-one-page” makes finding information buried under many links, difficult. All these front-end challenges do not encourage user browsing. On the backend, updating information is tedious, redundant, and cumbersome, given the lack of intra-site linkages.

Redevelopment

11. While the ASEM InfoBoard fulfils its main functions set out in the original concept plan, the main goal of the redevelopment of the website in 2011 will aim to improve on three aspects:

a) Content delivery

While the ASEM InfoBoard in fact, disseminates information via postings on the website, focusing on content delivery would improve *how well* users are able to find and access information. This would involve the following redevelopment points:

- **Content restructuring**
 - Reclassification of information
 - Streamlining of content
 - Restructuring of priority sections
- **Content tagging**
 - Improving of content “accessibility” – “many doors” to 1 content
 - Self-population - i.e. event entries to static pages, etc
 - Promotion of in-site browsing through intra-site linkages
 - Inclusion of related information (more intra-site linkages)
- **Navigation improvement**
 - Improvement of architecture
 - Streamlined and User-friendly
 - Use of navigation footer
- **External content aggregation**
 - News monitoring
- **Portability tools**
 - Easy **integration** with social media sharing tools – FB / Twitter / Email / Print / Delicious
 - Easy-print format
 - Integration to user’s personal calendar (Outlook, etc)
 - Newsletter signup platform – monthly summaries of web event entries (**a separate html template could be made**, based on the final approved design)



b) Visual impact

Currently the ASEM InfoBoard sports a dense, and text-heavy design, and lacks dynamic visual elements for the reader. There is no platform for using/sharing photos, and even then, photos are difficult to obtain from organising parties. The visual aspect of the redevelopment would include:

- **Visual redesign**
 - Updating look and feel

- Redesign with better organisation
- Redesign with user readability in mind
- Reorganisation of priority information (i.e. highlighting news, calendar, etc)
- Inclusion of space to accommodate multimedia (to be highlighted, if any)
- **ASEM overview** - included in the landing page to immediately convey what ASEM is on a user's initial load
- **"Special events" section** – the redesign should incorporate a flexible space where special banners can be incorporated, if any.
- **Map API**
 - Integration with Googlemaps for immediate overview of ASEM activities
 - Information taken directly from Event entries
 - Information posted on mouse-overs (Title, Date, Venue)



c) **Administration**

- **Content Management System (CMS)**
Move to a non-customised, preferably non-exclusive CMS available in the market (Joomla!, Wordpress, ExpressionEngine, Drupal, etc). The chosen CMS should be flexible and modular; promote simple, easy and streamlined updating; and allows the possibility of multi-user access in the future
- **Search Engine Optimisation (SEO)**
The redevelopment of the ASEM Infoboard should be done with consideration for SEO, with search engine-friendly URLs, etc
- **Automation**
 - Options for automated news monitoring, which was earlier done manually, should be explored. This may include news aggregators which can draw and display ASEM news, as well as archive on the backend
 - To promote dynamism in the website, automated “updated logs” can be added to chronicle recent updates/uploads made for the user to be aware that the InfoBoard is not static
 - Self-population of entries should result from site-interlinkages i.e. an overview entry of the ASEM Summits should automatically aggregate all event entries listed under “Summit”. Previously this was done manually.
 - Setting up of and integration with open source newsletter signup and distribution platforms i.e. PHPList, etc
 - Setting up of and integration with open source email ticketing/management system i.e. osTicket, etc

Keywords

Clean, dynamic, reliable, official

Benchmarks / Examples

Calendar-based presentation

- <http://www.macval.fr/> - Good calendar-based presentation, strong grid
- <http://creativeeveryone.com/>

"News-style" presentation

- <http://www.guardian.co.uk> - good site interlinkage, high content accessibility and flexible tagging system, good grid and organisation
- <http://futurising.kulor.net>
- <http://www.creativereview.co.uk>
- <http://www.fco.gov.uk/en> - strong grid / organisation
- <http://www.kas.de> - Interlinkages, streamlined content
- <http://www.kas.de/wf/en/33.17960> - interlinkages from the backend, photo gallery

Grid

- <http://www.thechurchoflondon.com> - strong grid / organisation
- <http://www.coolandtheguide.com> - strong grid / organisation
- <http://bygonebureau.com> - strong grid / organisation
- <http://www.whitehouse.gov/briefing-room> - strong grid / organisation
- <http://www.asem8.be> - reflects the design trends within ASEM right now

Map API

- <http://www.messagesforjapan.com/messages/map>