Technical and administrative specifications for developing the Platform Website

Reference: SALP/DC/02022015-1

I.   Introduction

The Regional Commission for Europe of OIE comprising 53 country members (28 EU Member States and 25 non-EU Member States) with different level of compliance with the OIE international standards on Animal Welfare (AW). As a consequence of the 25th Conference of the OIE Regional Commission for Europe, held in Fleesensee (Germany, 2012), OIE Delegates from Europe agreed to launch a common initiative – the OIE Platform on Animal Welfare for Europe - under the lead of the OIE. The Platform has the Strategic Objective to empower Veterinary Services from Europe to take further actions on Animal Welfare in compliance with the OIE standards, while the main goal is to improve Animal Welfare understanding and practices across Europe.

According to the Platform Concept Note and companion 3-year Action Plan for 2014-2016, the creation of a specific website for the OIE Platform is considered as a key activity to be implemented by the end of 2014 or early 2015. The main challenge in the process of developing the website is to avoid repetition of other existing AW websites while proposing a new interesting concept with the objective to facilitate the implementation of the OIE standards on AW in Europe.

These specifications are aiming at defining the main parameters to help and support the development of the Platform website by an external prestataire.
A Mock-up website is already available at http://rpawe.oie.int/ which could serve as an indicative basis for developing the Platform website.

The main OIE contact person for the Platform website development is Dr Nadège Leboucq: n.leboucq@oie.int

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PART A – TECHNICAL ASPECTS

II.   Analysis of existing websites on Animal Welfare

Many websites on Animal Welfare already exist and a rapid analysis of the most popular ones was conducted (Table of analysed websites is available in *Annex 1*).

Based on this analysis, the following aspects (added value) have been defined as important to be covered by the website of the OIE Platform:

1. E-Depository of OIE standards and guidelines, as well as tools (e-learning), best practises and guidelines;
2. Bilingual website (EN and RU)
3. Dedicated space for OIE Delegates and National Focal Points to dialogue and exchange ideas

The Platform website will have therefore public and private (upon login access) sections.

III. Objectives of the website of the OIE Platform on AW for Europe

In accordance with the Concept Note and Action Plan of the Platform the website will provide access to information on activities implemented under the Platform with following specific objectives:
1. To provide access to all OIE documents and information on animal welfare (Standards, Resolutions, Recommendations, Guidelines, Scientific and other publications – including Platform documentation such as Newsletters, report of activities, etc)
2. To provide access to all relevant information on AW for the region – notably best practices facilitating the implementation of the OIE standards - from OIE Collaborating Centres, countries, partners and stakeholders;
3. To provide a space of dialogue and exchange (through a secured access) to OIE Delegates and National Focal Points on Animal Welfare (among them and with the Platform Secretariat) to support them in the implementation of the OIE Standards;
4. To facilitate the coordination of the AW activities in the region (by notably avoiding duplication) by sharing portfolios of activities and calendars of events.

IV. Targeted audience

The website will target 53 countries from Europe and will thus need to be developed in English and in Russian.

The website with its content is targeting 3 main categories of users (by order of priority):
1. OIE Delegates and National Focal Points from 53 Member Countries from Europe
2. Different stakeholders active in AW
3. Public at large

V. Content of information

The proposed list of documents to be posted on the website is available in Annex 2. The website content will be continuously enriched as new documents are produced and available.

Most of the documents to be uploaded will need to be available in both languages (a lot of translation work will need to be conducted.

VI. Functionalities

1. **Language of the website: in EN and RU (mirror websites)**

2. **Description of the files types to be recognised and uploaded on the website (Annex 2):**
    a) MS office files (word, excel, power point)
    b) Adobe Reader (pdf)
    c) Image files (TIF, JPG, PNG, GIF)
    d) Video files (MPG, MOV, WMV, AVI, RM) and to display Youtube applications
    e) Other (tbc)

3. **Operational software for designing the content of the website:** CMS Typo 3

4. **Specific functionalities and tools of the website:**

    a) *Secured access part with password* – only for OIE Delegates and National Focal Points on AW;

    b) *Search engine* – a tool allowing users to search specific in the menu of the website;

    c) *Website map* – showing the website contend by name of the document on one single screen of the PC;

    d) *Social media* – links to facebook, youtube, flicker etc;

    e) *E-survey* – specific tool to be considered in the future for collecting opinions; proposal or vote of OIE Delegates and NFP ;

    f) *E-Forum* – under secured access to develop a tool or section of the website allowing Delegates and NFP to share best practices or other information on animal welfare (under discussion);

    g) *E-calendar* – to post OIE and stakeholders events on AW in the region;

    h) *Organisation of webinars* – to be organized with National Focal Points mainly – but in some cases with stakeholders, partners, etc;

    i) *E-newsletter* – through a dedicated section with predefined format/template;

    j) *RSS feed* – for informing of any new updates of the website; this would be sent to a list of subscribers;

    k) *Statistic tool* – a tool aiming at providing key statistics on the website consultation (documents most consulted; provenance of visitors; numbers of visits per day/month/year; etc).

VII.   Proposal for menu of the website

The menu will be composed of 2 main sections providing free and secured access to website users. The free access part will contain 6 main subsections and the secured access part will contain information only for OIE Delegates and National Focal Points on AW from Europe.

A. Free access part of the website

1. About the OIE Platform
   a) Context - History of the Platform
   b) Objectives
   c) Action Plans
   d) Governance
   e) Newsletters

2. Activities of the OIE Platform
   - *First Action Plan (2014-2016)*
   a) Stray dog population management
   b) Transport of animals by land
   c) Slaughter of animals for human consumption

3. E-depository of OIE material (AW standards, guidelines and recommendations)
   a) OIE Standards on AW (terrestrial and aquatic animals)
   b) Resolutions of the World Assembly of Delegates
   c) Recommendations from Regional Conferences
   d) OIE RAWS around the world
   e) Scientific and Technical Reviews
   f) Technical Items on AW
   g) OIE factsheet on AW
   h) OIE Bulletin articles
   i) List of National Focal Points

4. E-depository of Partners material (e-tool, best practices, recommendations, etc)
   a) Stray dog population management
   b) Transport of animals by land
   c) Slaughter of animals for human consumption

5. Events on Animal Welfare in Europe
   a) OIE events
   b) Partners / Stakeholders events

6. Interesting links:
   a) OIE CC on AW (list and contact details)
   b) EU Projects on AW (AWARE, CALLISTO, AWIN, EU WELNET etc)
   c) Other stakeholders events and initiatives (WVA, FVE and other)

(+ contact information and site map)

B. Secured access part of the website (*for OIE Delegates and NFPs on AW only*)

   a) Homepage
   b) Key documents
   c) E-forum
   d) List of OIE NFP on AW with contact details (tbc)
   e) etc

VIII. Website design

The website of the OIE Platform on AW for Europe should respect and follow the main OIE graphical chart of the OIE websites at global and regional level with the idea to be easily accepted and recognised as an OIE initiative.

The logo of the OIE Platform for Europe will be positioned on every web pages and subpages of the website

The person to contact for the website design is Dr Catherine Bertrand-Ferrandis: c.bertrand-ferrandis@oie.int

IX. Main actors in the website

a) Web developer (to work in collaboration with the OIE Communication Unit for the design)
b) Webmaster (updating the pages) = OIE SRR in Brussels[1], under the supervision of the OIE Deputy Director General (DDG).
c) Web administrator (solving technical IT problems) = OIE Administration, Logistics and Publications Department

X. Website server

The website will be hosted by the OIE server (in Paris, OIE HQ)

The person to contact for the website hosting is Dr Daniel Chaisemartin: d.chaisemartin@oie.int

XI. Technical requirements

The technical requirements to take into account are the following:

- the application must be functional and usable with an IE browser (version 9.0 and more) or Firefox (version 20.0 and more). - in order to limit any difficulty related to security constraints in internal networks within national organisations, the application shall not use software functionalities requiring the installation of cookies or other types of "equivalent software function" on the hard drive of the local computer when the application is used or running. The session cookies might be used if needed.
- PHP 5.2.12 thread safe
- Windows Server 2008 R2 64 bits
- SQL Server 2005
- Mapserver version 5.2.1
- Framework Zend version 1.9.5
- Tool Smarty version 2.6.25
- the OIE server with its technical configuration is the referenced server for the application development
- the Web server used is IIS 7.5
- the application shall not access any external server other than the OIE web server and the OIE database server (maps data, php code,...). All necessary files, data, code to run the application shall be stored on OIE server only.

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[1] Fully trained to use CMS Typo 3 software

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XII.   Work to be done by the company

The company will prepare the templates for the homepage and each specific page to be produced in accordance with the needs indicated above.

The company will suggest 2 or 3 proposals of design to the OIE. After analysis, the OIE will indicate which proposal is selected and the changes the OIE requests. After validation of the design, it will be implemented on the templates of the webpage.

A first proposal of architecture and templates will be delivered to the OIE in order to be implemented on an internal serving using the CMS Typo3 for testing. For the management of the contents of the pages, a training of the concerned persons of the OIE has to be planned after the company has checked that the contents could be registered using a user-friendly interface.

A timetable will be proposed by the company and will be analysed and commented by the concerned contact persons of the OIE.

A specific project will be registered on www.oie.int/mantis for the management of the comments and anomalies/correction to be done and for the management of responses by the company. Depending on the information registered in mantis, new deliveries will be done when needed.

PART B – ADMINISTRATIVE ASPECTS

The Companies wishing to apply to the current call for tender will need to provide a technical and financial proposal before 24 February 2015 according to the following modalities:

The applications must be submitted before 24 February 2015 either by:
* Postal services, date as confirmed by postmark; the envelope will have the mention 'call for tender – OIE Platform on animal Welfare for Europe website' in addition to the address of the OIE and the indication of the OIE Department of Administrations, Logistics and Publications;
* Email at d.chaisemartin@oie.int with copy to b.flahault@oie.int; the email subject mentioning 'call for tender – OIE Platform on animal Welfare for Europe website';
* Hand delivery during OIE opening hours [9am; 6pm] at 12 rue de Prony, 75017 Paris; the date of the submission of the application will be the date of the delivery to the OIE, which will be indicated on the sealed envelope together with the mention 'call for tender – OIE Platform on animal Welfare for Europe website'

The application must be composed of the following pieces:
- The technical proposal, which must also include some information on the Company including the turnover and human resources over the past 3 years as well as similar provisions of services;
- The financial proposal: It will be possible to submit the proposal of the company in several tranches – some of them could be optional -, which will be budgeted separately. . The proposal must indicate, in case the proposal would be retained, under which maximal deadline the delivery can be realized. Any excessive delay of delivery and any delivery which would be not in compliance with the proposal submitted for the call for tender can infer the cancellation of the OIE decision (this decision will be taken only after a first warning given by registered letter by the OIE to the Company and having given a possibility for the Company to make corrective measures).

In order to optimize its proposal, the Company can request additional technical information. The requests are to be addressed by email at: rsr-bruxelles@oie.int with the mention 'call for tender – OIE Platform on animal Welfare for Europe website' in the email subject. No other kind of requests will be considered.

After check of the application validity (respect of the submission deadline), the offers will be examined by an OIE Committee appointed for that purpose during March 2015. At the end of the meeting of the OIE Committee, further information may be asked to the pre-selected companies, with the objective to submit a comprehensive technical and financial analysis of the selected application(s) to the OIE Director General, for decision.

The criteria taken into account for the analysis and the decision-making for the selection of the Company are criteria of technical performance of the proposed solution, its evolution capacities, as well as the cost of the proposed solution and its maintenance.

Depending on the proposal given by the company, after analysis of the proposals, a draft contract will be prepared with an article on the payment of the project. The payment will be done as follows:
- 30% at the beginning of the project, after signature of the contract and upon reception of an invoice with the requested amount;
- 30% after validation of the design by the OIE and upon reception of an invoice with the requested amount;
- 40% after the final and global validation of the implementation of the website proposed by the company.

Annex 1 - **Table of assessed Animal Welfare websites**

N	Website owner	Website link	Reference to the OIE website	Priority topics covered			AW documents in Russian	E-forum for exchange of info and best practices on AW
				Stray dogs	Transport	Slaughter		
	A. Organizations							
1	**FAO Gateway to Farm Animal Welfare**	http://www.fao.org/ag/againfo/themes/animal-welfare/en/	Yes	Yes	Yes	Yes	No	Yes
2	**EU DG SANCO**	http://ec.europa.eu/food/animal/welfare/index_en.htm	Yes	Yes	Yes	Yes	No	No
3	**World Veterinary Association WVA**	http://www.worldvet.org/	Yes	Yes	No	No	No	No
4	**FVE - Federation of Veterinarians in Europe**	http://www.fve.org/	No	Yes	Yes	Yes	No	No
6	**IDF - International Dairy Federation**	http://www.fil-idf.org/Public/ColumnsPage.php?ID=23077	Ye s	No	No	No	No	No
7	**UECBV - European Livestock and Meat Trading Union**	http://www.uecbv.eu/en/index.php	No	No	Yes	Yes	No	No
N	Website owner	Website link	Reference to the OIE	Priority topics covered			AW documents in Russian	E-forum for exchange of info and best practices on AW
				Stray dogs	Transport	Slaughter		
8	**EFSA – European Food Safety Authority**	http://www.efsa.europa.eu/en/topics/topic/animalwelfare.htm?wtrl=01	Yes	No	Yes	Yes	No	No
9	**WSPA - World Society for the Protection of Animals website**	http://www.wspa-international.org/	No	Yes	Yes	Yes	No	No

10	**RSPCA – Royal Society for the Prevention of Cruelty to Animals**	http://www.rspca.org.uk/home	No	Yes	Yes	Yes	No	No
11	**Naturewatch Foundation**	http://naturewatch.org/	No	Yes	No	No	No	No
12	**CIWF - Compassion in World Farming**	http://www.ciwf.org.uk/	No	Yes	Yes	Yes	No	No
13	**IFAW – International Fund for Animal Welfare**	http://www.ifaw.org/european-union	No	Yes	No	No	No	No
14	**Eurogroup for animals**	http://eurogroupforanimals.org/	No	Yes	Yes	Yes	No	No
15	**Vier Photen**	http://www.vier-pfoten.org/en	No	Yes	Yes	Yes	No	No
16	**The Brooke – AW for working equines**	http://www.thebrooke.org/	No	No	No	No	No	No
	B. EU Projects on Animal Welfare							
1	**AWIN animal welfare indicators Project**	http://www.animal-welfare-indicators.net/site/	No	No	No	No	No	No
2	**CALLISTO Project**	http://www.callistoproject.eu/joomla/	No	Yes	No	No	No	No
3	**EU Wellnet**	http://www.euwelnet.eu/euwelnet	No	No	Yes	Yes	No	No
4	**Caro dog Project**	http://www.carodog.eu/	Yes	Yes	No	No	No	Yes
5	**Caro cat Project**	http://www.carocat.eu/	Yes	Yes	No	No	No	Yes
6	**AWARE**	http://www.aware-welfare.eu/aware	Yes	No	Yes	Yes	No	No
7	**EU project on quality control posts and animal transport certification**	http://www.controlpost.eu/joomla/	Yes	No	Yes	No	Yes	Yes
8	**Western Balkans Veterinary Network for Animal Welfare**	http://wbvn.net/	No	Yes	Yes	Yes	No	No

Annex 2 – **List of documents to be posted**

N	Name of document	Language		File type	Type of access
		English	**Russian**		
1.	**The Concept Note**	Yes	Yes	pdf	free
2.	**The Action plan 2014-2016**	Yes	Yes	pdf	Secured or not?
3.	**Steering Group meeting related documents:**				
	Agenda	Yes	No	pdf	Secured
	List of participants	Yes	No	pdf	Secured
	Presentations	Yes	No	pdf	Secured
	Minutes	Yes	Yes	pdf	secured
	Group pictures	-	-	jpg	secured?
4.	**Newsletters of the Platform**	Yes	Yes	pdf	Free
5.	**OIE Workshops for National Focal Points on AW for Europe**				
	Agenda	Yes	Yes	pdf	free
	List of participants	Yes	No	pdf	free
	Presentations	Yes	?	pdf	free
	Group pictures	-	-	jpg	free
	Conclusions if available	Yes	Yes	pdf	Free
6.	**List of the National Focal Points on AW for Europe with no contact details**	Yes	No	Web format	Free
7.	**List of the National Focal Points on AW for Europe with contact details**	Yes	No	Web format	Secured
8.	**OIE Guiding principles on AW**	Yes	Yes	pdf	Free
9.	**OIE standards on AW**				
	Terrestrial	Yes	Yes	pdf	Free
	Aquatic	Yes	Yes	pdf	Free
10.	**OIE working group on AW**				
	Members	Yes	No	pdf	Free
	Reports	Yes	No	pdf	Free
11.	**OIE Collaborating Centres on AW (list)**	Yes	No	pdf	Free
12.	**OIE publications on AW**				
	Scientific and Technical Reviews	Yes	No	pdf	Free
	Resolutions of the World Assembly	Yes	Yes	pdf	Free
	Recommendations from Conferences of the Regional Commission for Europe	Yes	Yes	pdf	Free
	Technical items from the OIE GS or Regional Conferences (papers and presentations)	Yes	Yes	pdf	Free
	Bulletin articles	Yes	No	pdf	Free
	Other (like the OIE factsheets)	Yes	Yes	pdf	Free
13.	**OIE Global Conferences on AW**				
	Agenda	Yes	No	pdf	Free
	List of participants	Yes	No	Pdf	Free
	Presentations	Yes	No	Pdf	Free
	Recommendations	Yes	Yes	Pdf	Free

N	Name of document	Language		File type	Type of access
		English	**Russian**		
	Group pictures	-	-	jpg	Free
14.	**OIE IAWP summary (objectives and activities)**	Yes	No	pdf	Free?
15.	**OIE RAWS of the other that Europe regions**	Yes	No	pdf	Free
16.	**Stakeholders / partners / countries best practices in Transport, slaughter and stray dog management**	Yes	Yes	Pdf (or ppt)	Free
17.	**EU Projects on AW (like AWARE, CALLISTO, AWIN and other)**	Yes	No	Link to their website	Free
18.	**Other AW Projects in Europe**	Yes	No	Link to their website	Free
19.	**Events on AW organised by the OIE partners organisations**	Yes	No	Link to their website	Free