

WEBSITE BRIEF

PROJECT: VEKSELWIRK



BACKGROUND

D2i – Design to Innovate is one of 12 partners in the German/Danish project “VekselWirk”. As the communication partner, D2i invites bids to develop and possibly host the new public website so that updated information, events, images and resources can be accessed both internal to the project partners and also externally to the public. All bids should be sent to Emma Jade Wang at D2i via email at: emma@d2i.dk.

Once all bids are collected, the chosen host will be informed by D2i contact person within **1 week**.

ABOUT THE ORGANIZATION/PROJECT

The project “VekselWirk” aims to support creative students, start-ups and established businesses through providing opportunities for collaboration. The project believes that “creative hubs create growth”, therefore it combines the different creative hubs in Kiel (Germany), Lübeck (Germany), Roskilde (Denmark) and Kolding (Denmark) to connect and build bridges between the hubs.

The Danish-German project consists of a total of 12 partners and representatives (both Danish and German).

The project is an Interreg 5a cross-border cooperation between Germany and Denmark.

WEBSITE OBJECTIVES

The purpose of the website is to:

1. Inform external stakeholders about various project activities that are relevant to different external enterprises, start-ups and students
2. Internally keep track on the various projects occurring
3. Internal documentation of the project for the partners and Interreg office

WEBSITE ACTIVITIES

The website needs to act as a platform where creative companies, students and start-ups located in either Kiel, Lübeck, Roskilde and Kolding can stay informed on activities and creative opportunities within the different regions.

All content on the website is updated and maintained by the partners involved in the project. This means each of the 12 partners will have access to a different login in order for them to update events, images, press information and newsletters. However, overall management and approval of the website remains under D2i's control.

TIME PLAN

Duration End of duration objective	Complete	Estimated Cost
1 Week Setting up homepage Menu bar Ability to click on the different pages (content not necessary at this point)	<ul style="list-style-type: none"> Homepage complete with accessible menu bar buttons <ul style="list-style-type: none"> Description of Project (with image/text content) Description of Partners (with image/text content) <ul style="list-style-type: none"> Divided into region Divided into hierarchy (lead partner, community manager, project partners) Ability to click – read a full description/images of the specific partner Social media buttons News Events Social Media Feed Handbook Press material Videos Contact enquiries for lead partner & community managers Free text search Login Homepage map – showing location of creative hubs Option for 2 languages – with flags (German/Danish) Space to upload video 	10,000 DKK
2-3 Weeks Work on page layouts (visual) Finalize adding in content where applicable Content will be added via login from the 12 partners	<ul style="list-style-type: none"> Layout of each page <ul style="list-style-type: none"> Events page (calendar view) Social media feed divided in colors <ul style="list-style-type: none"> Automatically displays on webpage once hashtag #VekselWirk is used Press Kit (press material) – Downloadable high-resolution images, press releases, documents, logos Adding in content <ul style="list-style-type: none"> About the Project Partner Introduction Contact enquiries 	20,000 DKK

(News, event, documents, press, images)	<ul style="list-style-type: none"> • Press Material <ul style="list-style-type: none"> ○ Create Image bank for High resolution images (downloadable) 	
3-4 Weeks Setting up social media pages – linking to website Implementing news/event/press templates Linking to Podio system Search function working	<ul style="list-style-type: none"> • Social Media <ul style="list-style-type: none"> ○ Add in links for LinkedIn + Facebook Group ○ Instagram/Twitter/Youtube Accounts • Link to Podio <ul style="list-style-type: none"> ○ Template for News upload ○ Template for Press kit upload ○ Template for Events upload <ul style="list-style-type: none"> ▪ One template with different drop down options • Login for partners (12 different logins) <ul style="list-style-type: none"> ○ Ability to update events, images, document sharing, news • Free text search function – able to search using key words (e.g. Partners, Kiel, Events in Kiel) • Search function: different criteria selected leads to contact person 	20,000 DKK
Important	<ul style="list-style-type: none"> - Use free plug-ins when applicable (e.g. high-resolution images only when downloaded) - Ability to upload videos (around 23) and content with ease 	

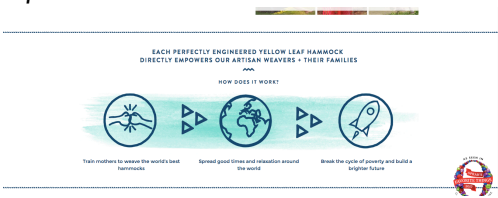
SPECIAL WEBSITE FEATURES

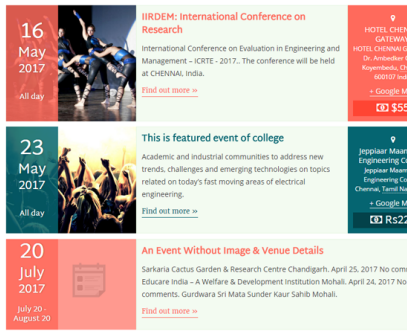
Function	Special feature
2 Language option	German/Danish option
Document sharing	<p>Sharing documents internally to the 12 project partners for review (hidden feature from public/users) Only accessible through login username/password</p> <p>Divided into different work packages (General, Work Package 1, WP2, WP3, WP4 and WP5)</p>
Determine your criteria – Leads to who you should contact	Clicking through different criteria example: “I am a student, located in Kiel, looking for collaboration opportunities” Website suggests “you should contact...”
Login – user friendly	<p>Must login in order to access the submission forms for</p> <p>News (upload date, header, sub-header, body text, select region)</p> <p>Event (upload date, header, body text, region, location, website to sign-up)</p> <p>Press (upload documents, images, logos)</p>
Link to Podio	Submission forms will be sent to D2i communication representative via Podio

Website needs “www.eu” domain	
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VekselWirk is an ongoing 3-year project, therefore changes and new features must have the possibility to be added during the 3-year duration.

Page details

Page	Details
About the project	<ul style="list-style-type: none"> Text in German and Danish Button: Able to readily download press material (redirected to press material page) Visual image: 3 reasons the project exists <p><i>Example:</i></p> 
Partner Presentation	<ul style="list-style-type: none"> View all partners OR: Divided into regions Click on 1 region: List of partners divided into hierarchy (Lead partner, Community manager, project partner) Click 1 partner: view page dedicated to partner (e.g. page for Business Kolding)
Blog (Social Media Feed)	<ul style="list-style-type: none"> Social media feed Hashtag #VekselWirk automatically displayed on website Colour coded depending on the social media platform Able to use side bar to view older posts (by month)
Events	<ul style="list-style-type: none"> All events or able to divide by region List of events <p><i>Example:</i></p>

	<p>List Template For The Events Calendar</p> <p>Upcoming Events</p>  <ul style="list-style-type: none"> ▪ Click event to read more ▪ Side bar to view older events (by month)
News	<ul style="list-style-type: none"> ▪ News displayed ▪ Click to read more detailed ▪ Sidebar to view older news
Handbook	
Video	<ul style="list-style-type: none"> ▪ Around 23 uploaded videos throughout the project
Press Material	<ul style="list-style-type: none"> ▪ Press releases (old and new) ▪ Logos (VekselWirk, Interreg, Partners) ▪ Image bank (downloadable) ▪ Documents
Social Media Buttons	<ul style="list-style-type: none"> ▪ Facebook: Links to VekselWirk Facebook Group ▪ LinkedIn: Links to VekselWirk LinkedIn Group ▪ Twitter ▪ Instagram ▪ Youtube

DESIGN AND VISUAL IDENTITY

(Visual identity already created, not included in the bid)

The website needs to reflect creativity yet simplicity. Users should visit the online space and appreciate a combination of interesting visuals while being able to navigate through neat and simple text. The website should be engaging so that users will want to return and visit the space to stay informed on the project.

USER INTERFACE

The overall website needs to be user-friendly and act as a convenient space to access information and be updated on the current process of the project. This means that user-

friendly navigation and accessibility is extremely important. To support this, the website should have convenient features such as a free text search option where specific key words can be used to search a specific criteria, making information convenient to find.

Users should be able to download high resolution images and press documents on demand. Users of the website can also be directed to external pages through links (example: “Events”, redirect to a sign-up page provided by the partner)

The website must also be user friendly to the partners who have access to upload content through a login, therefore a simple template for uploading content is required. It should not be complex or time consuming for partners to upload recent news, events and documents.

OTHER REQUIREMENTS

We anticipate that extra disk space for videos, high resolution images and documents is required. When placing a bid on the project, please address this and provide a solution on how to manage.

OFFER REQUIREMENTS

- Time schedule
- Description of work process
- Price (including all expenses)
- Subsequent operating costs and support prices
- Ability for SEO