

Technical Specifications

Conceptual, functional and technical requirements for elaboration of the new **eu4ungheni.md** & **eu4cahul.md** websites

1. Background

The EU4Moldova: focal regions Programme (further Programme) is based on the European Commission Implementing Decision on the Annual Action Programme 2018 in favor of the Republic of Moldova and is funded by the European Union and implemented by the United Nations Development Programme.

The overall objective of the five-year Programme is to strengthen the economic, territorial and social cohesion in the Republic of Moldova through smart, green, inclusive, sustainable and integrated local socio-economic growth as well as by improving the standards of living of the citizens in the focal regions: Cahul and Ungheni.

The current document is defining the technical specifications for developing of the new versions of the existing www.eu4ungheni.md and www.eu4cahul.md websites. Both websites were developed at the launch Programme phase and need to be upgraded in order to be more interactive, mobile and user-friendly as well as re-engineering of the websites management systems.

The future websites should serve as:

- Main communication, visibility, and source of information on Programme activity;
- Interactive platforms for promotion of the interaction and collaboration among citizens, public sector, private sector and civil society organizations.

2. Already developed websites current state

Considering the necessity of content migration requirements below are described the important characteristics of the currently available websites:

- Overall look and feel of the websites are “static landing pages”, yet the pages are embedding dynamic content published by the project team within a period of about one year;
- The websites were built based on Wordpress 5.4 content management system with no major custom functionalities developed;
- Third party and plugins are embedded as additions to the content management system: All in One SEO Pack (free version), Duplicator (free version), Easy Updates Manager, GP Limit checkboxes, Gravity forms, Gravity forms Polls Add-On, Gravity Forms Quiz Add-on, Gravity Forms Survey Add-on, Gravity Perks, Titan framework, Under Construction, WP-Polls – all the listed plugins are outdated, some of the plugins are unlicensed/unregistered being able to provide only basic functionalities;
- The configured roles for websites management: Administrator (unlimited, maximal number of functions), Editor (limited, restriction to content editing);
- The sites are currently hosted in a performant cloud infrastructure of a specialized IT company from Moldovan providing Linux based hosting services: SSD Storage, Php 73 support, MySQL databases, SSL certificates support, administrative panels access (Direct Admin), MD-IX connectivity, scaling capability (no downtime);
- The websites are embedding single language only (Romanian) content in a number of about 50 articles containing various types of elements: texts, photos, illustrations, videos, PDF attachments;
- All published video content is stored on YouTube platform being embedded only in the websites;

3. The websites' audience

When developing the new versions of the websites the project team will consider the variety of the future audiences and their necessities or reasons to visit the websites.

3.1. First level audience

Highest priority of coverage, these users will be considered as the core group of the visitors.

Local public

- Are the citizens of from the regions covered by the program, will be visiting the websites to find out information about the implemented projects, activities, to be involved in information collection.
- For this group in the website will be implemented specific instruments and call to actions for assuring the involvement as they will benefit of the programme activities.
- Many of the users from this group will be recurring visitors of the website.
- These users often will be targeted by the geography/location in the future communication and advertising campaigns.

Suppliers, experts, contractors

- For this group of users, the website will act as main official source of information, especially on opportunities of service providing and products delivery.
- For this group most important is obtaining of non-outdated list of opportunities, with clear involvement conditions for being contracted.
- This group also may be targeted in communications and advertising campaigns.

Civil society

Key members of this group will be considered local NGOs, activist, non-commercial local institutions. Often this group is highly familiar with local specific society problems and necessities, they are familiar with implication mechanisms, yet are not part of the local administration so the power of change is less. Because of their capacity to communicate with the general public in a less formal manner than the local public administration, this group may contribute to rising the popularity of the developed websites and involvement of citizens in the launched projects.

Media

Offering attention to the professional journalists, reporters, media websites, TV and radio channels, bloggers is required for taking advantage of broader channels of communication that are available when having collaborations with this group. It important to provide the tools, instruments and to implement best practices for content sharing in the developed website, so the media specialists would easily be capable to interact with eu4ungheni and eu4cahul pages.

The web site also will have a landing page of the brand of each municipality and links to other pages that will have the info on each region for tourist promotion, investment attraction, talent retention.

3.2. Second level audience

For this group interaction with the developed websites are mostly is covered professional or current activity necessity

Programme specialists

- These users will act mainly as websites contributors, content creators a for various website pages as required by their job duties;

- This group will interact with the public and administrative part of the websites, so will require access to a broader list of tools, services and pages.

Local partners LPAs

- Permanent staff of local administrations covering many localities from the region are able to for a big group of pro-active users capable to rise the developed websites awareness by visiting them and later spreading the content on the social media platforms, websites, personal profiles;
- For this group the eu4ungheni and eu4cahul websites will serve as main public channels of gathering information about the programme's activity.

Local partners non-LPA (LGAs, CCI, BCI, other)

This group of users will be mainly informed about the program activities mostly through direct messaging, emailing, social media, conferences, phone calls, so they will use the website mostly as source of official information, for downloading official documents and for spreading the content to general public.

3.3. Third level audience

For this group interaction with the developed websites will not be a necessity, they may act as general viewers, or may be subjects to visibility requirements

Implementing organizations and donors (UNDP, UNICEF, EU)

For this group the websites will mostly serve as visibility instruments, and instruments for assuring the procedures, transparency and rise the programme impact. It is important to assure use of the correct content within the websites, and embedding proper branding requirements.

It is also valuable to showcase the impact of the implemented programme on quality of life within the region and the role of the supporting organizations.

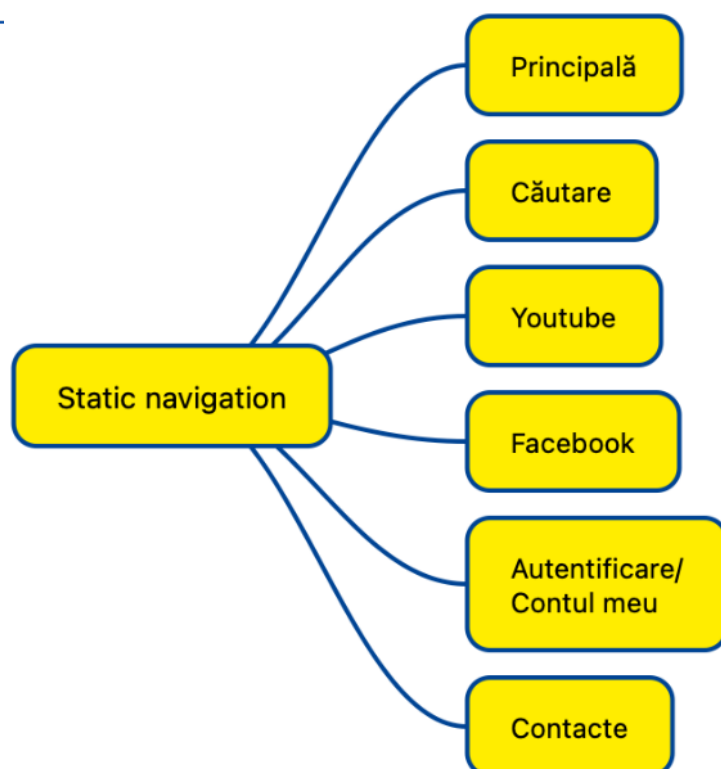
General public and visitors from outside of Moldova

- These users will have access to contents of the websites by the initiative they, but not driven from targeted advertising, they will most probably not use active implication instruments in the websites;
- Many of such users will be visitors by following active links from media websites, social media, partner websites publications;
- These users may have the active role for the eu4ungheni and eu4moldova websites as distributors of the published articles via personal profiles in social media.

4. Websites navigation requirements

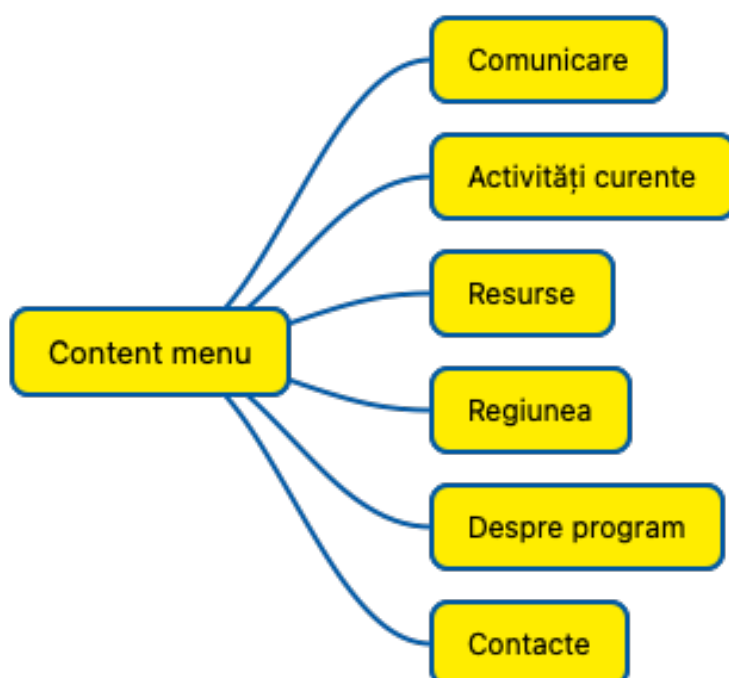
Public zone main navigations

4.1. Navigational menu:

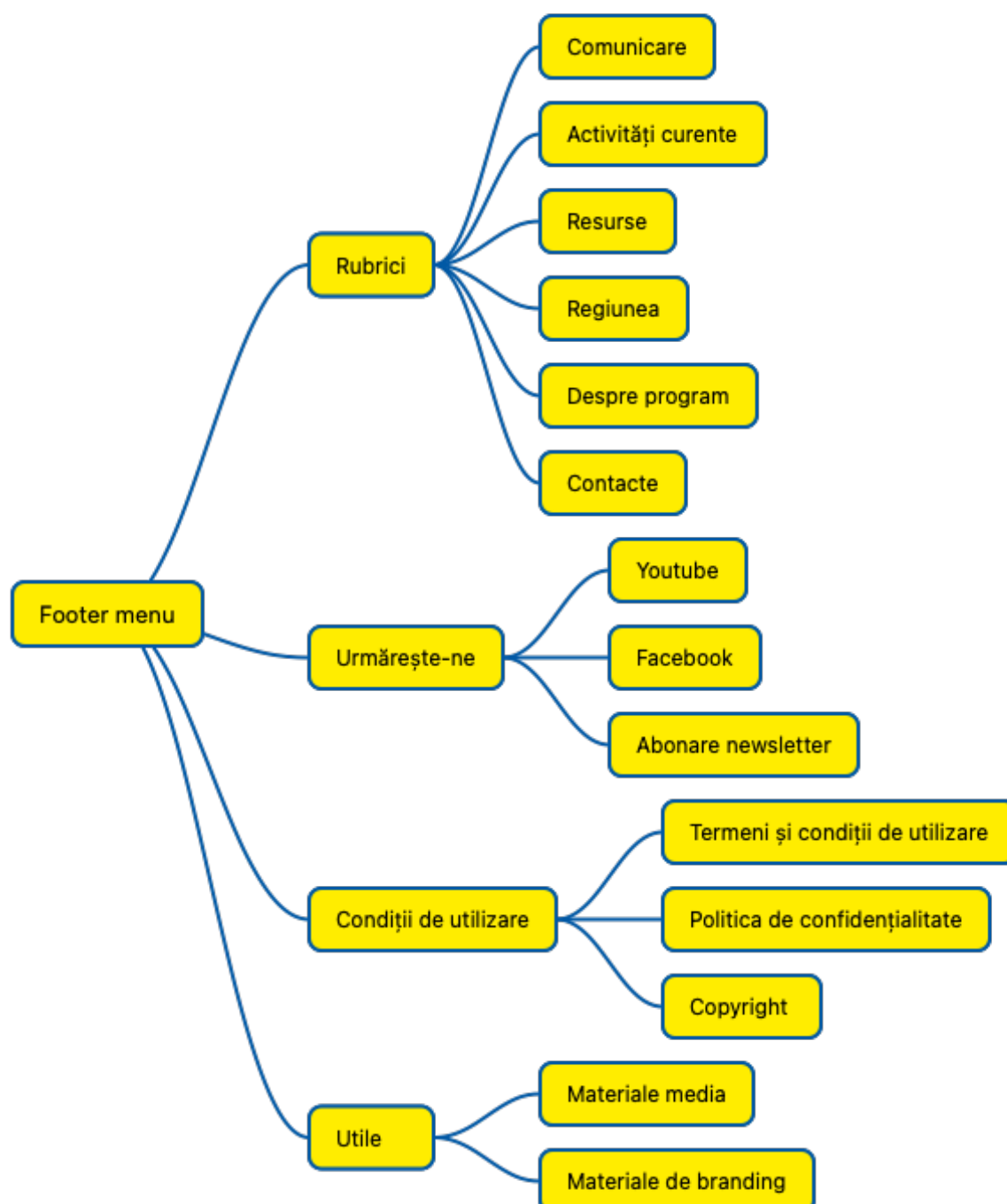


Note: the above listed shapes do not refer to design of the elements, they do refer to hierarchy and subordination of the menu items

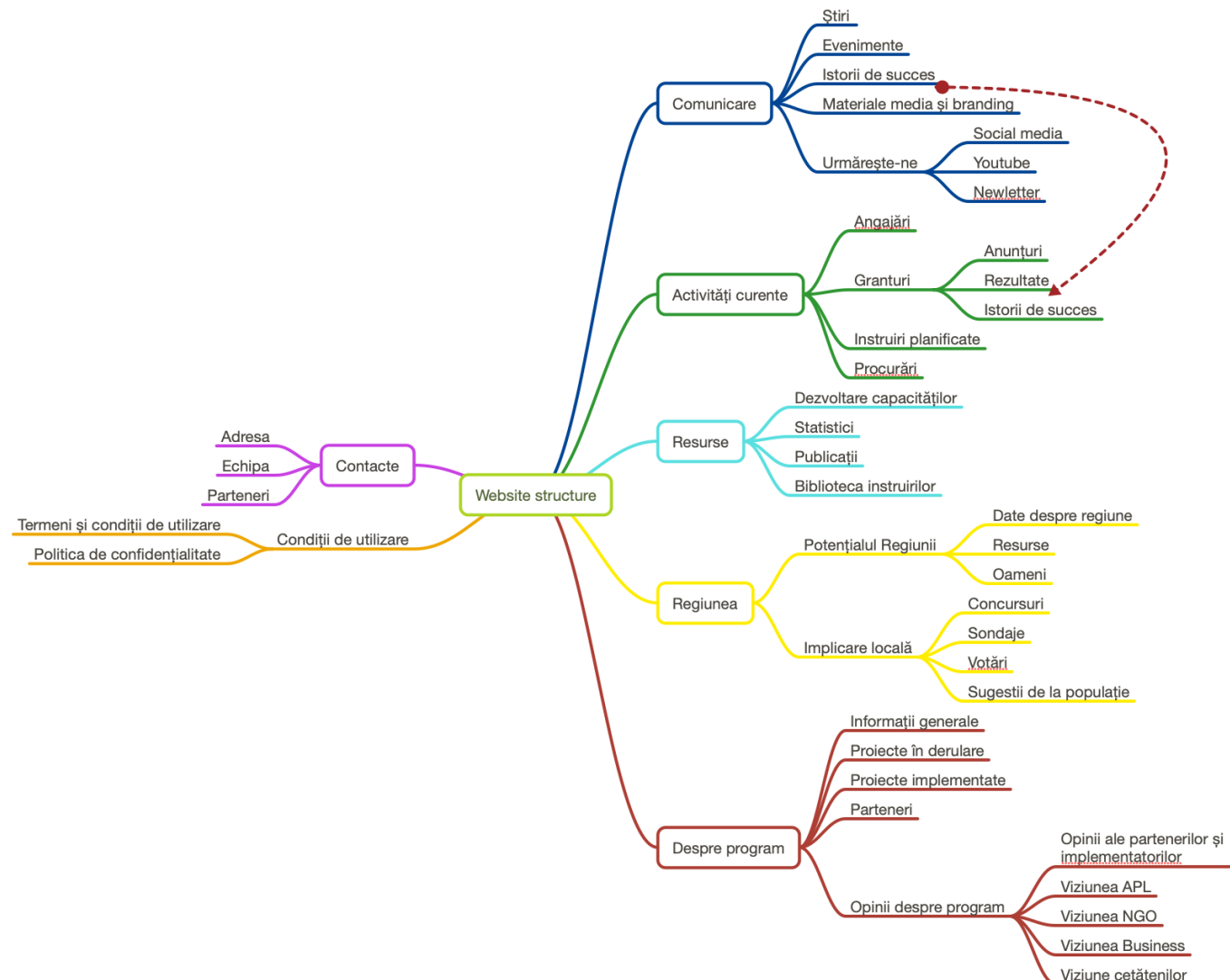
4.2. Main content menu:



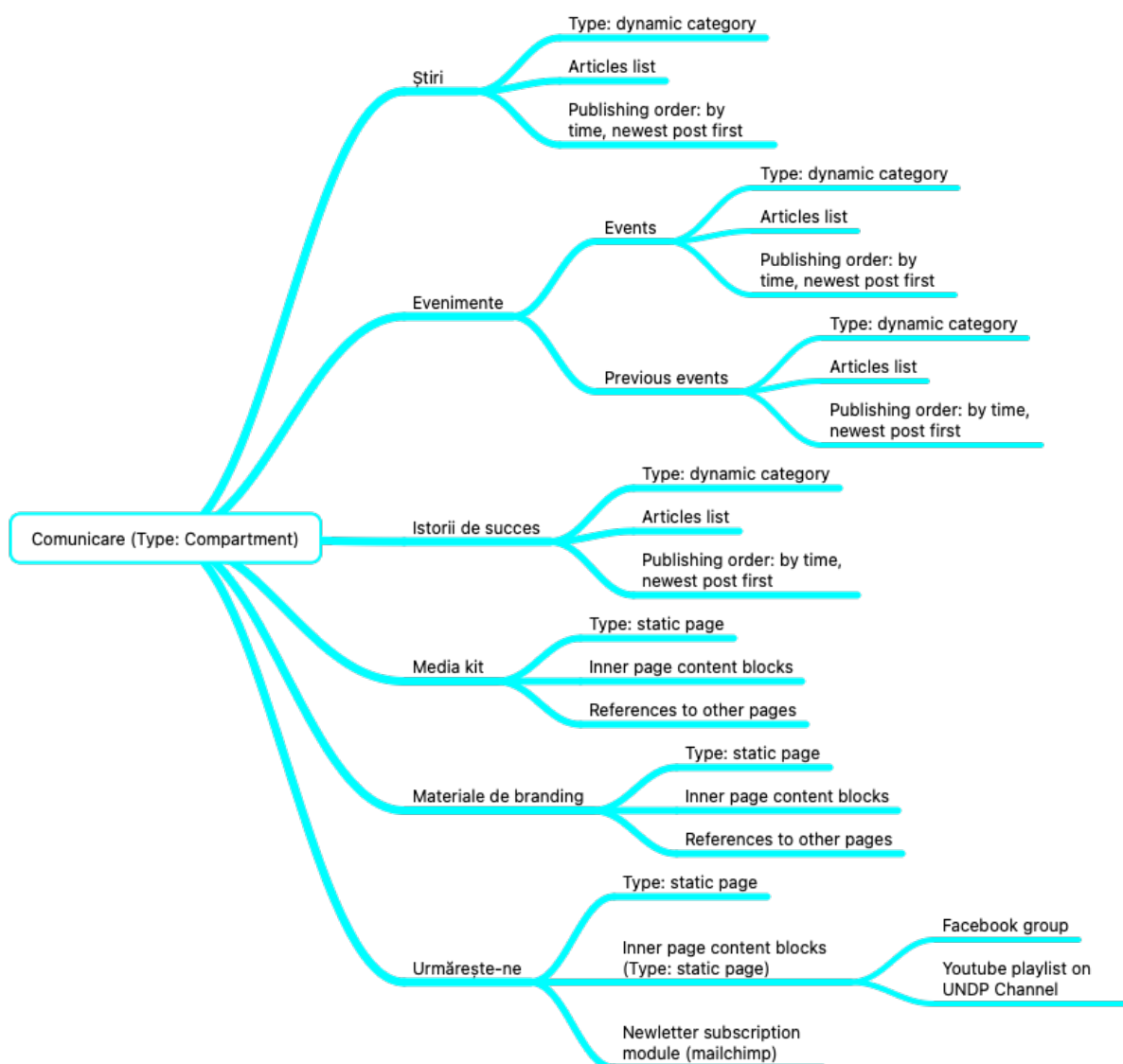
4.3. Footer menu:



5. Proposed websites' structure and content types



5.1. Comunicare – the main role of this section of the website is informing the visitors and to provide specific additional tools and content for professional users for assuring the correct programme visibility on external resources



5.1.1. Știri

- Mandatory elements: title, publish date and time, body text
- Specific elements: main image (if not inserted, then automatic placeholder placement), embedded media
- Optional elements: downloadable attachments, external links, media gallery
- Sharing/distribution functionalities: yes
- Page type: basic dynamic

5.1.2. Evenimente:

Pre-event publications

- Mandatory elements: title, publish date, event date, body text, main image

- Specific elements: event time/timeframe, event location (if live), event registration link, event joining instructions (if virtual event), event registration form
- Optional elements: downloadable attachments, external links
- Sharing/distribution functionalities: yes
- Page type: interactive dynamic

Post-event publications

- Mandatory elements: title, publish date, body text, main image
- Specific elements: event time/timeframe, event location (if live), event registered video (if available)
- Optional elements: event date, downloadable attachments, external links, media gallery, video gallery (youtube embedded)
- Sharing/distribution functionalities: yes
- Page type: basic dynamic

5.1.3. Istории de succes:

- Mandatory elements: title, event date, body text, main image, embedded images
- Specific elements: protagonist, location and location map, media gallery, video gallery, (if available)
- Sharing/distribution functionalities: yes
- Page type: basic dynamic

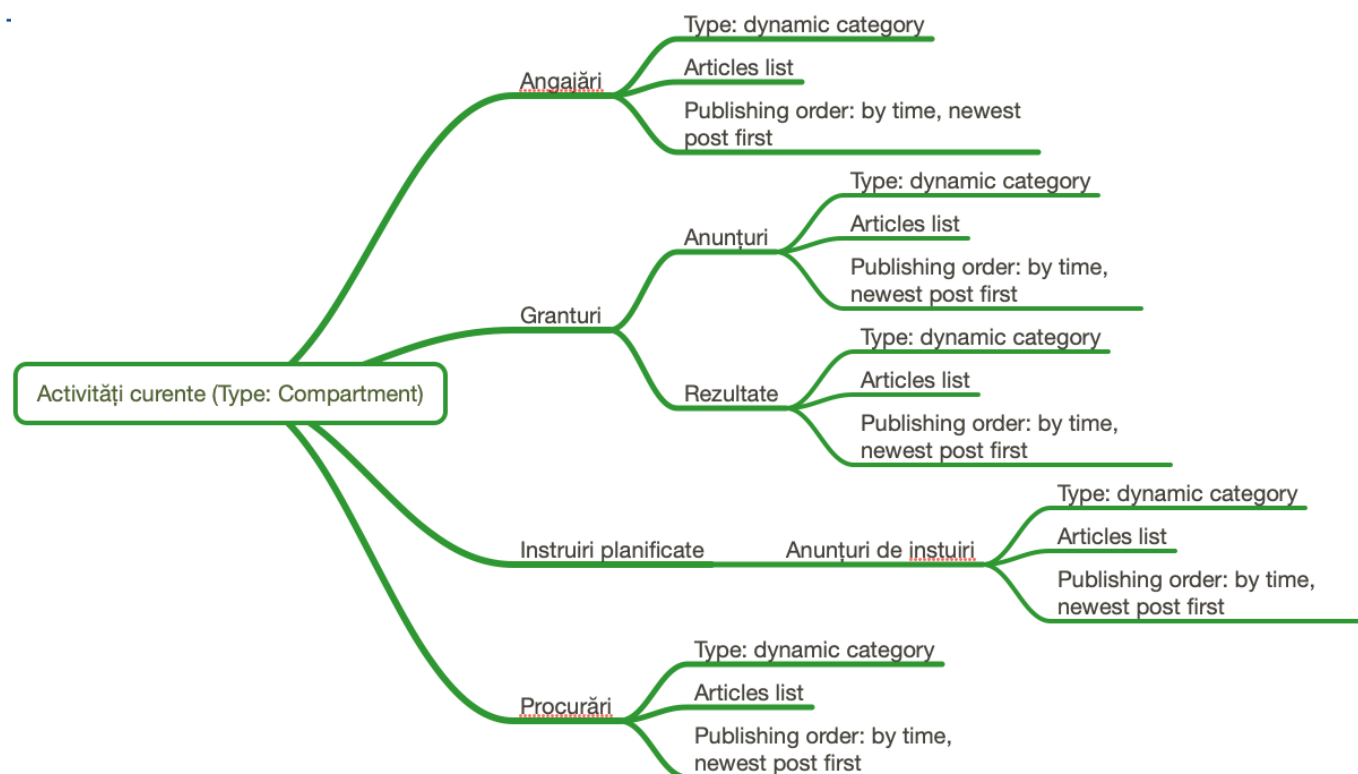
5.1.4. Materiale media și branding

- Mandatory elements: title, body text, embedded media
- Specific elements: downloadable pdf files, downloadable archives, link to external cloud storage resources/shares, download/save call to action links and buttons. For downloading the professional content the users will have to provide basic registration data (name, organization, email, means of use, other.)
- Page type: static page

5.1.5. Urmărește-ne

- Mandatory elements: title, body text, embedded icons
- Specific elements: External links, Subscription module for the newsletter section with implementation of various newsletter templates models considering such factor as:
 - Language variations
 - Recipient/target group
 - Subjects of interest
 - Content specifics
- Sharing/distribution functionalities: yes
- Page type: static page

5.2. Activități curente – the main purpose of this section is to document the activities within the eu4moldov project and offer engaging instruments, and tools for specific audiences



5.2.1. Angajări

- Mandatory elements: title, publish date and time, body text, main image
- Specific elements: position name, assignment period, assignment conditions application deadline date and time, contact data, downloadable pdf files, downloadable archives, link to external website/application platform
- Sharing/distribution functionalities: yes
- Page type: Dynamic page

5.2.2. Granturi

Grant details publication/announcements

- Mandatory elements: title, publish date and time, body text, main image
- Specific elements: application conditions, application deadline date and time, imbedded media, contact data, downloadable pdf files, downloadable archives, link to external website/application platform
- Specific elements: the published grants will be classified in several categories: i.e. Business, NGO, LAG, other, the classification being listed in the article page as label and in the category page as label too
- Page type: Dynamic page

Grants questions and answers publications

- Mandatory elements: title, publish date and time, body text, main image
- Specific elements: downloadable questions and answers pdf file, link to grant announcement page
- Page type: Dynamic page

Grants results announcements

- Mandatory elements: title, publish date and time, body text, main image
- Specific elements: conditions, application deadline date and time, contact data, downloadable pdf files, downloadable archives, link to external website/application platform
- Page type: Dynamic page

Success stories

- The clone of the “Comunicare/ Istorie de succes” compartment and article items
- It has to be automatically doubled in the “Grants” section with no effort from the content manager

5.2.3. Instruiri planificate

- Mandatory elements: title, publish date and time, body text, main image, embedded media
- Specific elements: training date and time, location (if live), training registration link (if it is performed outside of the website on third party platforms), training registration form, training joining instructions (if virtual event), add to calendar button (with corresponding functionality), downloadable pdf files, downloadable archives, link to external cloud storage resources/shares, download/save call to action links and buttons, post event image gallery, embedded training video (third party), embedded training live (third party)
- Sharing/distribution functionalities: yes
- Page type: Dynamic page

5.2.4. Procurări

- Mandatory elements: title, publish date and time, body text, main image
- Specific elements: acquisition subject, acquisition conditions, application deadline date and time, contact data, downloadable pdf files, downloadable archives, link to external website/application platform
- Page type: Dynamic page

5.2.5. Concursuri

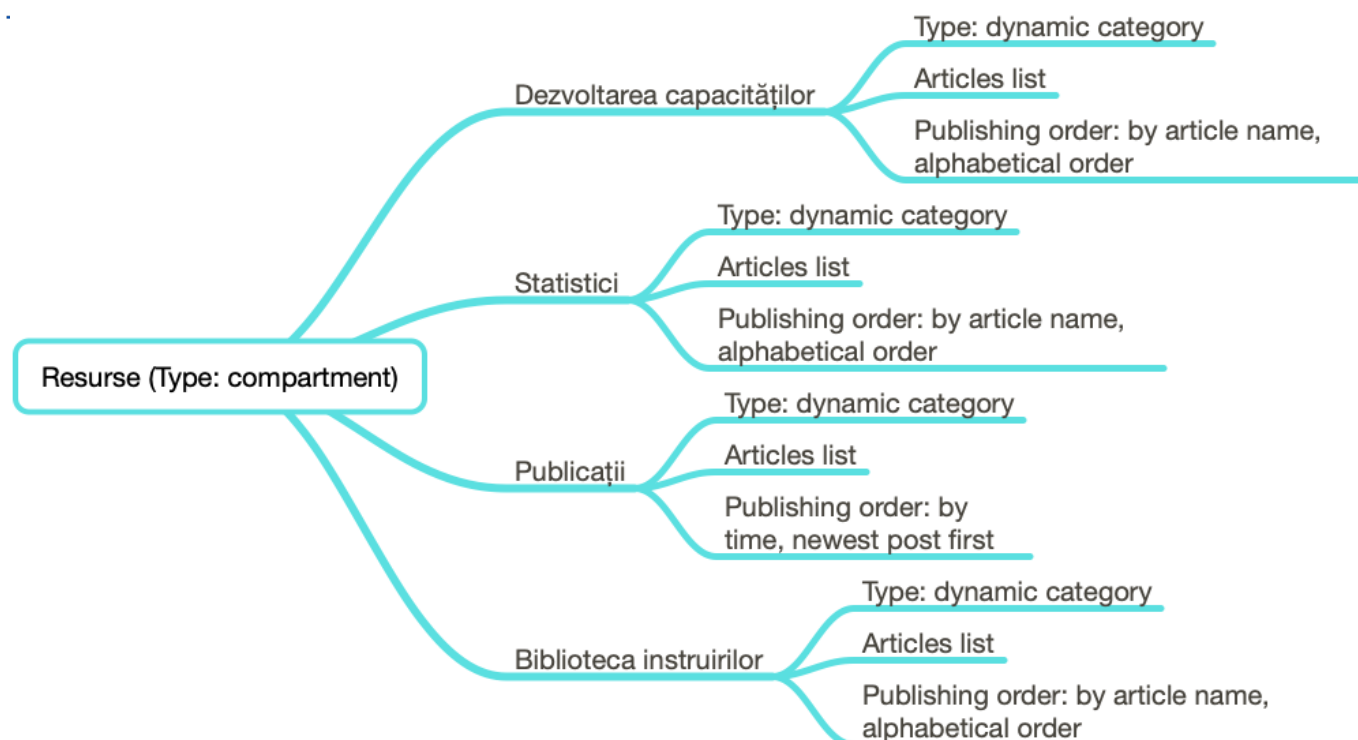
Contest announcement publications

- Mandatory elements: title, publish date and time, body text, main image, embedded images, embedded video
- Specific elements: application conditions, application deadline date and time, contact data, application form, contest submission confirmation message, link to external website/application platform (in case if the registration is performed on third party services)
- Page type: Interactive dynamic page

Post contest announcements

- Mandatory elements: title, publish date, event date, body text, main image, embedded images
- Specific elements: contest results description, winners list, embedded video, media gallery,
- Optional elements: downloadable attachments, external links
- Sharing/distribution functionalities: yes
- Page type: interactive dynamic

5.3. Resurse – the purpose of this section is to provide useful data, publications, instructions, valuable researches and other type of content that do not necessarily refer to daily activities of the programme, but may be useful to visitors



5.3.1. Dezvoltarea capacităților

- Mandatory elements: title, publish date, body text
- Specific elements: main image (if not inserted, then automatic placeholder placement), embedded media, downloadable attachments, publication domain, number of downloads of the attachments
- Optional elements: external links, media gallery
- Number of page visits: yes
- Sharing/distribution functionalities: yes
- Page type: basic dynamic

Category display elements:

- Category name
- List of domains/subcategories without navigation to subcategory level, domains listed alphabetically (e.g. Accounting, Entrepreneurship, NGO, etc.)
- Article name / full article link, all the articles will be listed alphabetically by publication name/title – not chronologically by publishing date

5.3.2. Statistici

- Mandatory elements: title, publish date, main image, body text, author (organization or person)
- Specific elements: embedded media, embedded third party data visualizations tools (graphs, maps, charts, data tables), downloadable attachments, number of downloads of the of the attachments
- Optional elements: external links, media gallery
- Number of page visits: yes
- Sharing/distribution functionalities: yes
- Page type: basic dynamic

Category display elements:

-
- Articles list, displayed by date (newest first)
 - Publication date
 - Article name / full article link
 - Short intro/excerpt
 - Optional read more button/link (depending on design layout)
 - Pagination in case of more than 30 elements in category

5.3.3. Publicații

- Mandatory elements: title, publish date, main image, body text, author (organization or person)
- Specific elements: embedded media, downloadable attachments, number of downloads of the attachments
- Optional elements: external links, media gallery
- Number of page visits: yes
- Sharing/distribution functionalities: yes
- Page type: basic dynamic

Category display elements:

- Publications list, displayed by date (newest first)
- Publication date
- Publication thumbnail
- Article name / full article link
- Short intro/excerpt
- Optional read more button/link (depending on design layout)
- Pagination in case of more than 30 elements in category

5.3.4. Biblioteca instruirilor

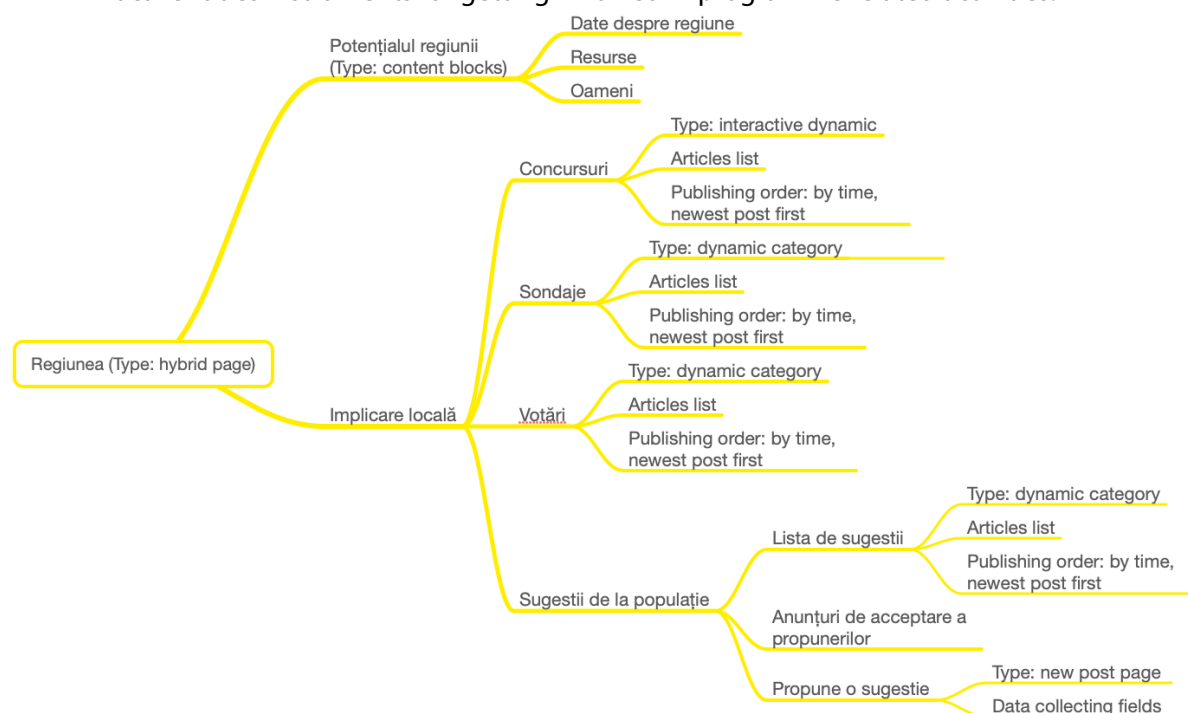
- Mandatory elements: title, publish date and time, body text, main image, embedded media
- Specific elements: training date and time, location (if live), downloadable pdf files, downloadable archives, link to external cloud storage resources/shares, download/save call to action links and buttons, post event image gallery, embedded training video (third party), embedded training live (third party)
- Specific access model: the compartment has to embed functionalities of limiting the access to the published content based on following models:
 - Full public access – no registration required; any user will be able to access the content with no limits
 - Partial public access – a part of the content (selected by the content manager) will be available for general public, the other content will be available based on password input (that can be different for every article in the compartment), or based on the group access policy connected to the general website users authentication system
 - Members only/Closed access – the full content of the published articles will be limited only to a specific group of registered users
- Sharing/distribution functionalities: yes
- Page type: Dynamic page

Category display elements:

- Articles list, displayed by article name (alphabetical order)
- Publication date
- Article name / full article link

- Short intro/excerpt
- Optional read more button/link (depending on design layout)
- Access level: public/ password protected/ members only
- Pagination in case of more than 30 elements in category

5.4. **Regiunea** – the purpose of this section is to showcase the growth potential of the region and to offer to local entities instruments for getting involved in programme related activities.



5.4.1. **Potențialul regiunii: Date despre regiune / Resurse / Oamenii**

- Mandatory elements: title, subtitles, body text
- Specific elements: embedded media, embeded illustrations, embedded data visualization tools (graphs, maps, charts, data tables), embedded videos
- Distinct sections within the page: Date despre regiune / Resurse / Oamenii
- Number of page visits: yes
- Sharing/distribution functionalities: yes
- Page type: static page

Category display elements: none

5.4.2. **Implicare locală / Sondaje**

- Mandatory elements: title, publish date, main image, body text,
- Specific elements: Survey option list, Survey voting mechanism, Survey results (published when available)
- Optional elements: external links, media gallery
- Number of page visits: yes
- Sharing/distribution functionalities: yes
- Page type: interactive dynamic

Category display elements:

- Surveys list, displayed by date (newest first)
- Publication date
- Publication thumbnail
- Article name / full article link
- Short intro/excerpt
- Optional read more button/link (depending on design layout)
- Pagination in case of more than 30 elements in category

Survey specific functionalities requirements:

- The surveys module will allow to create public (anonymous based surveys) and registration-based surveys
- The module will integrate anti-spam/flood automatic functionalities (e.g. google recaptcha)
- Will provide capacity to include various types of fields types
- Will provide the capacity to time-based survey open window and automatic closing of the survey participating capacity on expire
- Will provide capacity to display survey results
- Will provide capacity to limit the number of surveys passed by unique users

5.4.3. Implicare locală / Votări

- Mandatory elements: title, publish date, main image, body text,
- Specific elements: Poll option list, Poll voting mechanism, Poll results
- Optional elements: external links, media gallery
- Number of page visits: yes
- Sharing/distribution functionalities: yes
- Page type: interactive dynamic

Votings specific functionalities requirements:

- The module will integrate anti-spam/flood automatic functionalities (e.g. google recaptcha)
- Will provide capacity to include various types of fields types
- Will provide the capacity to time-based survey open window and automatic closing of the voting participating capacity on expire
- Will provide capacity to display voting results
- Will provide capacity to limit the number of surveys passed by unique users

Category display elements:

- Polls list, displayed by date (newest first)
- Publication date
- Publication thumbnail
- Article name / full article link
- Short intro/excerpt
- Optional read more button/link (depending on design layout)
- Pagination in case of more than 30 elements in category

5.4.4. Implicare locală / Sugestii de la populație

Suggestion page

- Mandatory elements: title, publish date, body text,
- Specific elements: Description of the proposal, Voting for supporting the proposal mechanism
- Optional elements: uploaded photo, external links, media gallery
- Number of page visits: yes
- Sharing/distribution functionalities: yes
- Page type: interactive dynamic

Suggestion posting page

- Mandatory elements: Author name, Anonym option, Suggestion category (i.e. Public transportation, Economy, Request for services, Project idea, etc.)
- Optional elements: contact phone, email, suggestion description, suggestion location (for GPS enabled devices – automatic detection), photo uploading

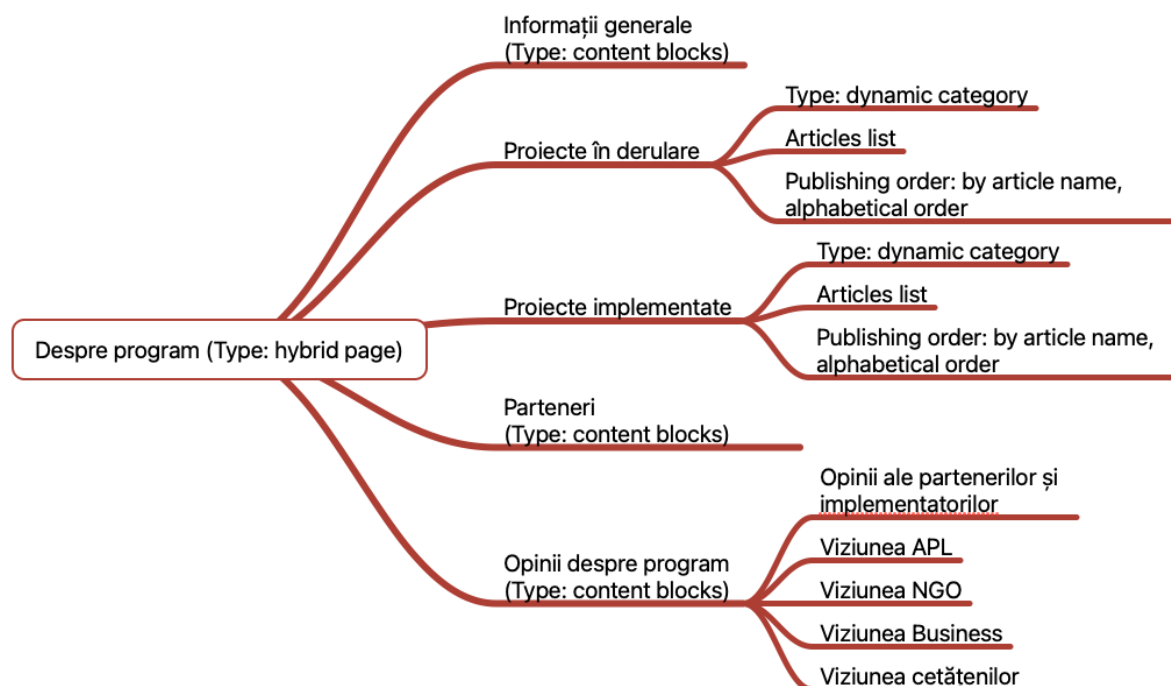
Category display elements:

- suggestions list, displayed by date (newest first)
- Publication date
- Publication thumbnail
- Article name / full article link
- Optional read more button/link (depending on design layout)
- Pagination in case of more than 30 elements in category
- Add a suggestion link/button

Suggestions specific functionalities requirements:

- The module will allow to collect anonymous user input based suggestions (no mandatory registration)
- The module will integrate anti-spam/flood automatic functionalities (e.g. google recaptcha)
- Will offer to website editors/administrators the capacity to approve, edit, reject, delete, manage the status, publish the suggestion.

5.5. Despre program – the purpose of this section is to present in details the EU4Moldova Focal regions programme, it will be built on the basis of all below listed sections, some of them acting as static pages, other being dynamic pages.



5.5.1. Informații generale

- Mandatory elements: title, body text
- Specific elements: embedded media, embeded illustrations, embedded images, embedded videos
- Number of page visits: yes
- Sharing/distribution functionalities: no
- Page type: static page

5.5.2. Proiecte în derulare

- Mandatory elements: title, body text,
- Specific elements: implementation period, beneficiaries, implementation location, embedded media, embeded illustrations, embedded images, embedded videos, embedded interactive maps (marker/poing based, line-based maps, regional/area based, heat maps)
- Number of page visits: No
- Sharing/distribution functionalities: no
- Page type: dynamic category

Category display elements:

- Projects list, displayed by name, in alphabetical order
- Publication thumbnail
- Article name / full article link
- Optional read more button/link (depending on design layout)

5.5.3. Proiecte implementate

- Specific elements: implementation period, beneficiaries, implementation location, embedded media, embeded illustrations, embedded images, embedded videos

- Number of page visits: No
- Sharing/distribution functionalities: no
- Page type: dynamic category

Category display elements:

- Projects list, displayed by name, in alphabetical order
- Publication thumbnail
- Article name / full article link
- Optional read more button/link (depending on design layout)

5.5.4. Parteneri

- Mandatory elements: title, body text,
- Specific elements: partner name, partner logo, partner role, link to official website
- Number of page visits: No
- Sharing/distribution functionalities: no
- Page type: static

5.5.5. Opinii despre program

- Mandatory elements: name, position, video quotation, as alternative to video there will be quotations with portrait photo if no video available
- Specific elements: The opinions will be grouped in 4 groups: Parteneri și implementatori, Administrațiile publice locale, ONG-urile locale, Afacerile locale, Cetățenii din regiune
- Number of page visits: No
- Sharing/distribution functionalities: no
- Page type: static

5.6. Contacte – the main contact data page of the website



- Mandatory elements: name, content blocks, images
- Specific elements: contact form, contact data with specific call active urls: mailto & tel, interactive map
- Number of page visits: No
- Sharing/distribution functionalities: no
- Page type: static

5.7. Condiții de utilizare – the page dedicated to expose main conditions of the website usage.



The development company will have to provide to legal specialist the required assistance on the subjects of websites function mechanism, data collection mechanisms, data storage procedures and other information in order to assure the compliance with legal requirements on data collection and data protection. Based on the inputs of the legal specialist there will be published the Terms and condition pages and Privacy policy pages.

- Mandatory elements: name, content blocks
- Specific elements: numbered list
- Number of page visits: No
- Sharing/distribution functionalities: no
- Page type: static

6. Websites pages types

6.1. Static pages

- Are outside of the stream/feed
- Are non-time dependent and with no time stamp
- Will not be organized into categories

6.2. Hybrid page pages

- Are outside of the stream/feed
- Are non-time depended and with no time stamp
- Will not be organized into categories
- Will embed static information blocks
- Will embed dynamic elements from dynamic categories

6.3. Basic dynamic page

- Are listed in revers mode by publishing time, having the newest post first
- Have displayed time and date stamps
- Can be organized in categories
- Can be organized by other secondary markings and classifications (tags)
- May be used for creating feeds

6.4. Interactive dynamic page

- Are listed in revers mode by publishing time, having the newest post first
- Have displayed time and date stamps
- Can be organized in categories
- Can be organized by other secondary markings and classifications (tags)
- May be used for creating feeds
- Will embed interactive elements that will offer to users several types of actions/interactions/involvement beside just reading of the content

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- May embed password protected content elements

6.5. Other type of pages

- Will be not listed in categories
- May not be subject to templating, requiring specific layout depending on the embedded content
- May embed content and functions from third party plugins or services

7. Website design and styling requirements

The website styling has to be suitable with the visual style of EU4Ungheni & EU4Cahul brandbook, branding requirements of implementing partners (UNDP & Unicef), that will be provided by the project team, to be consistent and recognizable by the visitors.

7.1. General styling requirements:

- The web has to be recognizable by the visitors accessing any of the pages.
- The website design template has to be created for a resolution starting with the HD format (1280 x 720) and has to be optimized at the design level to have a responsible layout compatible with various devices.

7.2. General pages layout requirements:

Typography:

- The styling of the text element has to respect same styling on all web platform pages (e.g.: font type, font size, font colors, formatting, spacing, alignments, listings, links, titles, paragraphs, margins, quotes, styled code, font icons, etc.)
- The website text items have to be readable and used with clear purpose
- The unnecessary distracting visual effects have to be avoided (e.g. blinking, scrolling marquees, etc.)
- Sufficient contrast has to be implemented for the content fonts and background elements.

Arrangement style:

- The arrangement of the website elements have to look unitary
- The general visual style has to be followed on all the pages all through the elements of each individual page
- The web site navigations have to be intuitive and easy to access.

7.3. General web design requirements:

- The web site interface has to follow good practices, recommendations and techniques of web design specific to Web 2.0
- The website design has to be optimized for the fast loading not exceeding 8 seconds per page, additional programming techniques not referring to the design may be applied in order to rise the page loading speeds
- Using of decorative graphic elements have to be reduced, graphics mainly being acceptable for use for content integration, supporting key messages, displaying content elements
- The main/homepages of the websites will be designed to dynamically embed content from inner pages.

7.4. Websites icons usage requirements

- Making use of simple non-cluttered icon styling and design, preferable flat, line based, up to 3 colors icons avoiding usage of 3d icons, shadow effects, gradient effects, other old styled icons
- To use reduced file size
- To respect icons positioning and sizing in different websites pages
- To be easy recognizable and to be universally accepted by various users
- To use reduced file size
- To be integrated as fonts (if possible) or as vector SVG images in order to offer the re-sizing possibility without loose of quality and being able to load faster than the image-based icons.

7.5. Images integration requirements

The web site will display graphic elements using the following formats JPG (JPEG), PNG, GIF, SVG respecting the requirements:

- The integrated images will have the possibility of assigning the alternative text (ALT tag), the used alternative texts will be no bigger than 100 characters and the tags will follow these recommendations <https://medium.com/@Velir/5-common-mistakes-people-make-when-using-alt-tags-and-how-to-avoid-them-58246594f78e>
- The graphic elements and background colors must be included as encoded css styles not as image files
- The content images bigger than 1024 kb will be automatically resized by the website at the visual level of the images multiplied by 2 in order to deliver retina ready image quality, it is forbidden to display images having visual size more than 2 times lower than the physical size of the image (e.g.: displaying of the image project.jpg at the size of 400x300 pixels when the file has a 4000 x 3000 pixels resolution and a weight of 4 MB).

7.6. Animations requirements

- The web site may use interface animations implemented by use of HTML 5 practices combining CSS programming and java script, these elements being used for helping the users interact with the website, to have a pleasant using experience and to offer a modern look and feel with respect to modern technologies
- The content animations can be implemented as programmed HTML 5 code, as animated GIF images, vector SVG animated graphics or web optimized videos
- Using of flash-based technologies animations is forbidden.

7.7. Tables requirements

- The recommended table size has to be implemented as relative and not fixed
- The table header has to be visually styled differently in relation to table contents
- The recommended cell border/table border – 1 Px, solid.

7.8. Color schemes as design elements

- The defined color scheme will be the same on the all of the pages of the website
- The selected colors for navigation, interface and content have to assure sufficient contrast, yet not creating discomfort for the general users having a “extremely high contrast color scheme”
- The active interface elements (e.g.: links, buttons, navigation, etc.) have to be displayed in different colors than the content elements colors
- Displaying of the colors within the website code have to be specified in hex format

8. Website fonts requirements

The text-based website content has to be designed and integrated with maximal effort on assuring to the user the easiness of information understanding from the website.

In case of requirements of showcasing specific information there are acceptable the following formatting of the text blocks:

- CAPS lock and italic texts – will be possible to be used, yet not as a common
- Bold style – is acceptable for the titles, table headers, blocks heads, within regular texts in order to highlight key messages
- Underlined styling – will be used for links.

8.1. Fonts colors:

- The website has to deliver an optimal fonts contrast level having high visibility and readability when combined with other content elements
- The titles of the page have to stand out and be more visible than the regular content
- For different web website pages there has to be used consistent fonts stylings for various text types (title, regular texts, links).

8.2. Font families requirements:

The website will use up to 2 font families that will correspond or will not highly conflict as visual style with the branding and design requirements specified in the visual identity documents. The main font family according to branding requirements will be considered the following

- Font family: Inter
- Author: Rasmus Andersson
- Official page: <https://fonts.google.com/specimen/Inter#standard-styles>
- Font licensing type: [Open font License](#)
- Test supported of letters of: Romanian, English, Russian languages

8.3. Font size requirements:

- The website may use relative and fixed font size.
- The default content font size has to have sufficient size for being readable, following the common web development practices it may vary from 12 to 14 pt.

9. Formats application requirements

The numbers and date formats implemented in the websites have to work and display properly with no errors independently of the visitor's local settings and location.

9.1. Date format

Have to follow the model "dd.mm.yyyy", where dd – day, mm – month, yyyy – year; and using the dot as separator, as alternative it is admitted to use the "dd month yyyy" format that will display as "14 june 2019".

9.2. Website data keeping formats:

- Text objects storing and displaying formats: HTML, PDF, RTF
- Tables storing formats: XML, CSV, XLS
- Graphic objects formats: GIF, JPG (JPEG), PNG, SVG
- Archives formats: ZIP

- Attachment files formats that are typical office documents formats: DOC, DOCX, XLS, XLSX, PPT, PDF
- For videos embedding the video files will be converted to web optimized video formats or will be embedded from media hosting platforms (e.g.:youtube, vimeo, etc.)

10. Search engines optimization requirements

In process of project development and at the public launching stage the website developers have to implement a set of "white" search engine optimization measures, and implement at least the following recommendations:

- The content management system will embed in the editing sections the meta data adding and editing tags (description, keywords, page title, authors, etc.)
- For the pages that do not have individually configured meta data, the system will automatically generate universal website specific meta information, the settings being managed from a specifically developed administrative section
- The website will be capable to generate intuitive human friendly page URLS (e.g.: <http://eu4region.md/stiri> and not <http://eu4region.md.md/section43/id433.php>)
- Immediately after the launch on the production server the developer will register the web website in the major search engines – Google, Bing, Yandex, using the proper webmasters' tools, the re will be created dedicated accounts and credentials for these projects, that will will be transmitted to websites owners at the project delivery stage.
- The sitemap.xml automatic generation will be implemented, being optimized for the search engine crawlers and used when registering the website on the major search engines
- When developing the website there will be used coding best practices optimized for the search engines, like:
 - Div-based coding instead of using of tables
 - Using of CSS files for styling instead of in-line styling
 - Using the texts as fonts and not as images
 - Other recommendations issued and documented by the major search engines

11. Social media optimization

Considering social media as the major model channel of communication, the website developers will perform several optimization techniques in order to rise the quality of content displaying and crawling the content from the website by the social media crawlers.

- Integration of the relevant social media modules that stimulate user engagement in the web pages, these implementations will be non-aggressive, and not being distractive and intrusive for website's content perception.
- Integration of open graph tags manually implemented for generic website pages, with the possibility to edit and update the tags.
- Automatic generation of the open graph tags for the content pages with no effort from the website administrators:
 - Page title
 - Page short description
 - Page thumbnail base on the article's page or generic website's thumbnail if no article image available
 - Page link
- Like and share buttons in the content pages
- Navigation section to official social media profiles

12. Links related requirements

The website pages have to interact in a correct way, this may be achieved by correct links implementation, and may follow the next recommendations:

- The links texts should directly relate to the title of the page and have to be short and brief being composed by main keywords of the page title
- To be easily readable for human visitors
- The links to the inner website pages have to be opened in same window, using of the target _blank parameter being unrecommended for inner pages, as exceptions the links to non-html pages that may open with embedded programs and modules, or desktop programs may be opened in new windows (e.g.: DOC, XZLS, TXT, PDF, PPT files)
- When implementing the link structure using of special characters (percentage, \$, ! and other symbols) have to be avoided as they may be interpreted by search engine crawlers as SPAM links or by the browsers and antiviruses as links to virused pages or malicious websites
- The text links have to be highlighted as according to common practices of web design, meaning the text containing links have to look different than simple content, act with reaction to the user interaction (e.g.: hover effect, underline styling, etc.)
- As much as it is possible to be avoided use of Java Scripts for the website or external links
- The links to external resources has to be opened in a new window by implementing the target _blank link parameter.

13. Respecting common web standards

- For assuring the correct display using current web browsers in most of the modern operating systems the website has to follow the recommendations W3C (World Wide Web Consortium see www.w3c.org)
- Assuring the accessibility for visitors having disabilities, the website have to follow the WAI requirements (Web Accessibility Initiative, see www.w3.org/WAI/)
- The website has to be tested and assure high conformation with the W3C validator instruments (see <http://validator.w3.org/>)
- The website have to follow the Semantic Web best practices and principles (see <https://www.w3.org/standards/semanticweb/>)

14. Content management system requirements

The project will be implemented with use of content management system to project non-it staff the capacity to perform website related daily activates with no fundamental background on web development and design.

14.1. General parameters

- General type: Open source
- Author: publicly available / self-developed (custom) non-public cms
- Programming language: PHP
- Supported database: MySQL/Maria DB
- Supported hosting type: self-hosted
- User management support: multiple roles and access levels system
- Compliance: W3C
- License type: GNU GPL
- Developer options: plugins and modules support

14.2. Specific parameters:

- Embedded WYSIWYG editor
- Capacity to manage meta data

-
- Media management
 - SEO management tools
 - Basic analytics tools
 - Support of updates
 - In-site search tools
 - Support for Multilanguage
 - Documentation: publicly available user documentation, or project-based documentation
 - Available back-up/recovery tools

14.3. Forbidden content management systems:

- Drupal – due to high complexity in daily use and
- Joomla version lower than 3.9 – because of 4.0 potential release
- SAAS CMSes

14.4. Recommended CMSes:

- Wordpress – current long-term support version
- Custom made, self-developed content management system with specific functions for the current project

15. User rights management requirements

The administrative system will offer the instruments for users management (adding, editing, removal, disabling) and user groups management. The access to the administrative system will be browser based and assured by at least user and password credentials data.

15.1. The minimal list of the administrative user groups and rights:

15.1.1. Administrators group, having the following possibilities:

- Modification of the website sections
- Editing of the templates and visual styles
- Modification of the published content
- Management of the users & user groups, specification of the rights
- Accessing of the logs
- Performing the backing up and restoring procedures
- Performing other general technical operations

15.1.2. Permanent staff editor & publisher

- The right of adding, modification and deleting content on the websites
- Updating of the already existing content published by other users
- Publishing the content on the dynamic pages of the websites
- Approves and publishes content uploaded by partner, project base editors & publishers
- Archiving the old and unactual content
- Moderates (approves or deletes) comments on the websites (if implemented)

15.1.3. Partner, project-based editor & publisher

- The right of adding, modification and deleting content in specific website compartments according to the approved rights

- Is able to operate only with the entries added by itself without possibility to modify the projects added by other websites users
- Is not able to publish the content directly on the website, the added content being necessary to be approved to publishing by the Editor & publisher users

15.1.4. General authorize visitor

- Has the right of accessing public information on website
- The rights to access restricted/authorized users only compartments/articles
- Requires authentication for accessing restricted content
- Is able to edit the profile settings (name, company/organization, contact data)
- Is able to reset the password
- Does not have access to content management system

15.2. The minimal list of the public user groups and rights:

15.2.1. General anonymous visitor

- Has the rights to access public information on the website
- Does not require authentication for accessing the public content
- Has the possibility to participate in votings, polls, surveys and other interactive compartments
- Has the possibility to subscribe to newsletters
- Has the possibility to subscribe to trainings

15.2.2. Non-authenticated partially registered users

This group of users will inherit the permissions available to general anonymous visitors, following additional facilities

- Participate in registration based online events
- Access registration-based publications, attachments and other data

15.3. User registration requirements

The website will provide a dedicated public users registration page, allowing creation of users from the group of "General authorized users" that will have the ability to access contents in some compartments of the website that is restricted for general public.

List of fields required to be submitted in the user registration process:

- Username - mandatory
- Name and surname - mandatory
- E-mail – mandatory
- Mobile phone number - optional
- Organization – optional
- Short bio – optional
- Profile picture – optional
- Link to facebook profile - optional

15.4. User authentication requirements

15.4.1. For the general authorized public user groups the website will provide the authentication module accessible in browser based on:

- Publicly available login module
- Username

- Password

15.4.2. For the administrative user groups

- Custom/secret url for administrative users
- Username
- Password
- 2 factor authentication (Authenticator app/ SMS/ other)

16. Newsletter design and development requirements

The website will require integration of the newsletter management third party service Mailchimp, the development team will have to provide the setup and testing of the following elements:

- Full details subscription module on communications page
- Quick subscription module in website footer section
- The un-subscription mechanism
- All the la messages and intermediary steps in the process of user subscription corresponding to website specific languages
- Configuration of at least 4 major distinct subscription lists: local citizens, region LPAs, commercial organizations, media
- Mailchimp account setup
- Design, programming and demo/placeholder content for newsletter templates types: important announcement letter, monthly highlights letter, citizens involvement call to action letter, letter to mass media
- Newsletter templates required elements list: title, head image, intro text, styled table (2/3 grids), embedded video, links, bullet list, text block, inner title, embedded photos, social media icons and links, contact data block, legal data.

17. Content management system third party plugins requirements

Integration of third-party modules is allowed for the following cases:

- The required functionality is not available in the core or extended functions of the content management system
- When selecting from various alternative plugins available, the priority on selection will be for the plugins offering minimal coverable functionality, eviting using of massive plugins overwhelming the main functional necessities
- Only the plugins that are updatable and providing long term support will be selected for integration
- Plugins working in demo/restricted mode will be avoided
- Important plugins that bring value and have are offered for acquiring are allowed, with approval with project team with providing of argumentation
- If commercial plugins will be selected for integration, the priority will be given to those that can be acquired for a one-time fee instead of recurring payment subscriptions
- The developer will provide all the assistance in acquisition of the licenses for the commercial plugins with later reimbursement of the approved fees
- When launching the project in production the developer will assure all the required procedure of transferring the license for acquired plugins for the beneficiary of the websites
- The selected plugins will be proposed to the project team for approval

18. Multi language management requirements

The multi-language supporting module will provide the possibility to:

- The main websites implemented language for visitors will be Romanian
- The website will provide support of publication content additionally in English and Russian language and make available the possibility of integration of other languages
- The content management system will provide functionality of linking of the Romanian versions of the articles to same subject articles in additional languages
- The content management system will offer the possibility to have published any languages articles with no mandatory publication of the translations
- The content management system will allow specific adjustments in additional languages concerning organization of the content, e.g.: a specific compartment, menu item, or content block may not be displayed in additional languages
- The website will have to avoid displaying of publicly available errors when no translation for basic languages will be published
- The multi-language support module will provide maximum capability of translation of public interface elements: homepage blocks, menu and navigation, inner pages main blocks, secondary elements, labels, descriptions, polls, sliders, contact forms, meta data, etc.
- Publishing and editing the content in other languages with no support of overall websites interfaces (e.g.: if the content manager is willing to add a text written with ebraic alphabet – the website has to be capable to display the text correctly)
- The administrative section of the website will be mainly implemented in English language, support of the additional languages for the administrative section is not mandatory.

19. Informational security requirements

At least following IT security measures will be required for implementation,

- The access to content management system of the website will authentication bases with username and password providing
- In addition to basic authentication additional 2 factors authentication will be implemented
- General public and administrative sections will be only available through https:// encrypted connections, by integration of the security certificates on the level of content management system and server-side setup
- Following vulnerabilities list will be avoided: Injection, Broken authentication and session management, Sensitive data exposure, XXE, Broken Access Control, Security Misconfiguration, Cross Site Scripting (XSS), Using of vulnerable modules and components, Insecure direct object references
- Additional authentication and vulnerabilities preventions measures may be proposed and accepted.
- Login attack detection functions/modules will be implemented.

Third party services integration requirements

The provider will per integration and configuration of following third party modules:

- Youtube – embedding of the media content on the websites
- Google analytics – integration of visits tracking instruments
- Webmasters (Yandex, bing) tools – implementation of website site monitoring tools
- Google search central – registration and optimization of the websites for search engines
- Mailchimp – newsletter subscription and campaigns management
- Google maps, open street maps – interactive embedded maps services
- Live streaming services – youtube live, facebook live, privesc.eu

20. Mobiles versions specifics

Considering the wide use of the mobile phones, especially by the within one of the core audiences, it is important to provide full support and provide high attention, accuracy, good integration and testing of the mobile versions of the websites. The main characteristics to consider assuring mobile versions support are following:

- Mobile version support type: responsive
- Single/same site
- Single content management system
- Single/same URLs
- Automatic detection of the browser type
- Fluid layouting
- Simplified navigation
- Hidden secondary navigation elements
- Large clickable areas for active elements (links/buttons)
- Taking use of touch screens typical interactions (swiping, scrolling, pinching)
- Balanced font weights and sizes
- Changing the content blocks order depending on priority of content
- Focus on content
- Conditional loading and hiding of non-priority elements
- Lazy loading of non-vital images and videos
- Responsive images loading (with support of high density / retina ready displays)

21. Browsers support

21.1. Desktop

For assuring the adequate level of availability of the websites it is required to provide support and perform testing for current versions (at the moment of release) of the major browsers available on most popular basic user's desktop operating systems (Microsoft windows, MacOS, Linux):

- Google Chrome
- Mozilla Firefox
- Safari
- Microsoft Edge

21.2. Mobile

The website developer will provide support and testing of compatibility of the websites with the two most dominant on the market mobile platforms, android and iOS, and the preinstalled current versions of browsers:

- Google chrome mobile
- Safari mobile

21.3. Legacy and alternative browsers support

It is not required to deliver support for legacy and low popular/niche specifics browsers. But it is important to perform proper informing of the visitors about using of outdated browsers and to provide friendly recommendations to install recommended browsers for maximal compatibility assurance.

The development team will implement the user agent browser detection mechanisms to determine the browser type and version of the non-machine visitors and display in-page high visibility notifications recommending:

- For legacy/outdated browsers popular – upgrading to last version of browser recommendation message:
 - Internet Explorer – any version (recommendation to install Microsoft Edge)

- Firefox – version 8 and lower
- Google Chrome – version 87 and lower
- Safari - version 13 lower

Note: for the outdated browsers the notification will be persistent with no capacity to be hidden by the user

- For alternative browsers (e.g. Opera, Yandex browser, Linux operating systems specific browsers – information stating that the websites are built with the tested support of the main desktop (Firefox, Safari, Edge, Chrome) and two main mobile browsers (Google chrome mobile, Safari Mobile) this is why it is advised to visit them using these browsers.

Note: for the alternative browsers websites will offer the possibility to hide/close the browser compatibility notification.

22. Programming languages, databases, frameworks, libraries and other recommendations

As the recommended programming languages, the main requirement is using of open source-based solution and follow the options:

- Server-side web platform programming language – php, python
- Client site programming languages: html, java script, css, AJAX,
- Databases – MySQL, MariaDb,
- Libraries – jQuery, D3.js, Bootstrap, Node.js, wkhtmltoimage, Leaflet.js, Open layers, aMcharts
- Third party interactive mapping services – Open Street Map, Google Maps
- There are allowed other solutions, with proper argumentation

23. Forbidden and outdated technologies

- Flash
- ActiveX
- Java applets
- Hamburger menus on desktop
- Useless pop-ups
- Images instead of text, image buttons
- Auto-playing audio, and players that do not allow the visitor to take control of the media content display

24. Content migration requirements

The development company will perform migration and publishing of the existing content from eu4ungheni.md and eu4cahul.md for the following elements:

- All published articles
- Media files embedded in published articles
- Integration of media content embedded in third party platforms (youtube, and other), listed in the current websites
- Presentations, pdf files, archives
- Media galleries

25. Websites presentation

During the project development process and at the end of websites development there will be performed the following presentation session held by the developer company with provided by the beneficiary.

25.1. Presentation of the project prototypes

~~To the closed project group aware of the project requirements, functionalities and content – with the purpose of feedback collection and main functionalities approval – up to 10 persons:~~

- Project technical supervisor
- Beneficiary project/communications manager
- Eu4Moldova project team key members

25.2. Pre-launch closed group project presentation

Performed in private before official launch of the websites to be accessible to the general public – with the scope of showcasing the platform to the main partners, who will later become websites users and promoters – up to 30 persons:

- Project technical supervisor
- Beneficiary project manager
- Eu4Moldova consultants
- Programme key partners
- Local authorities from Ungheni and Cahul
- Implementing partners

Available formats: invitation based online web conference.

26. Trainings

After the accomplishment of the development works, the Contractor shall deliver an induction training to beneficiary's editors and technical administrators. The logistic part of training sessions organizing will be held by Beneficiary, it is recommended for developer to prepare for each training session support materials in digital formats that, eventually, will be printed for trained persons by the Beneficiary.

26.1. Content editors and publishers

The training of this category of users shall include general websites usage topics and specific website content management topics. When accomplishing of this training session the website editors will have to highly understand the public sections of the websites and be capable to manage the content with minimal assistance.

Public websites interfaces related topics:

- Web page structure and hierarchy
- Types of published materials
- Specifics of the content formats depending on the website categories
- Key aspects of EU4Moldova: Focal Regions programme embedded branding elements and requirements related to web contents
- The potential of the websites mediatization

Content management and publishing related topics:

- Structure of the content management system
- The process of editing and content publishing
- Best practices in media management (hosted photo, embedded videos/audio)
- Meta data management and content level SEO activities
- Use of third-party modules and plugins for content management

Number of trained persons – up to 5 persons.

Available formats: off-line in person/online web conference

26.2. Technical administrative/maintenance staff

The training on the technical topics will be required in order to assure long-term websites functioning, to assure the corresponding technical support to non-tech staff, and to minimize the potential impact of disasters assuring an adequate capacity of recovery when immediate intervention of the developers will not be possible. The following topics are recommended to be explained and documented by the contractor:

- Structure of the technical compartments of Content Management System available for administrators
- Functionalities available for the technical administrators
- Recommended support activities necessary to be provided to editors by administrative users
- Users, user groups and user's rights management
- Implemented security measures
- Licences types used within the website elements
- Administrative credentials
- Types of third-party services used/embedded
- Commercial modules/Subscriptions management activities
- Technology stack
- Backup and technical maintenance procedures

Number of trained persons – up to 3 persons.

Available formats: off-line in person/online web conference

27. Websites assets handover

The final stage of project implementation will be based on the delivery of the following set of elements:

- New design concepts – preview files in jpg/png formats
- All pages design files – preview files in jpg/png formats, editable design pages in PSD format
- Encoded desktop and mobile browsers compatible prototypes – archived html, css, js, images, other specific files making the prototypes working
- Fully functional websites – as working project on client's hosting and archived content management system as an offline mirror (including embedded content), related database files
- Training support materials – as documents or digital content
- Acquired licences for modules, plugins or other elements – as report and corresponding licence files on the name of the beneficiary
- List of users and credentials to access the websites management compartments
- List of administrative credentials and technical requirements for running the websites
- List of credentials on third party services, platforms, interfaces, and parameters of use

28. Post launch maintenance and assistance

28.1. Monthly maintenance activities

After the launch of the websites, the Contractor will provide monthly maintenance for a period of minimum **6 months** by performing following technical activities for assurance of good functioning of the websites without requirements of implementation of new functionalities:

- Security, performance and other technical enhancements of the Content Management System
- Updates of integrated modules or plugins
- After-updates websites integrity verification and implementation of required corrections
- Monthly back-ups (with capacity of redundant storage on the infrastructure provided by the beneficiary)

28.2. Technical assistance activities

The Contractor will perform organization of the technical assistance process related to good functioning of the websites:

- Organize and offer access to a trackable issues logging system with capacity to report and monitor issues data by the beneficiary (e.g. Google Docs, online excel spreadsheets, asana, trello, jira, etc), recording at least following parameters: issue date, problem, symptoms, user environment, expected correction, issue research details, resolution date, resolution details, time consumed for issue elimination.
- Assure a 2 working days reaction time for the reported technical errors and up to 3 working days of correcting/addressing the issue after problem notification, if additional time will be required, the contractor will inform the beneficiary on the estimated resolution time and measures.
- In case of issues caused by the third-party software and services, or requiring involvement of other developers or services provider, the Contractor will provide the recommendations on how to address the problems with minimal impact, and what are the measures of avoiding of similar problem.

29. Corporate Capabilities, Experience, and Past Performance

Companies must include details demonstrating their experience and technical ability

29.1. Portfolio and background

The portfolio has to include a presentation of no fewer than 5 websites/ platforms already implemented having similar complexity and/or similar components (not necessary to be identical), this includes:

- Attached portfolio including screenshots and summary project description
- Links to live running projects
- Links to demo projects under testing or development process
- To showcase administrative panels on request

29.2. Companies specialization:

The applications can be submitted by officially registered companies from Republic of Moldova having as core activities development of web solutions, confirmed by at least 2 of the following officially approved activities:

- Custom software development (Activități de realizare a soft-ului la comandă)
- IT consultancy services (Activități de consultanță în tehnologia informației)
- Data processing, web page management and related activities (Prelucrarea datelor, administrarea paginilor web și activități conexe)
- Software development and consultancy in the field (Realizarea de programe și consultanța în domeniul dat)
- Activities related to data banks (Activități legate de băncile de date)
- Web portal activities (Activități ale portalurilor web)

The proof of the approved activities has to be provided as a copy/scan of the officially state issued document like the Extract from the State Register of legal entities – (Extras din Registrul de stat al persoanelor juridice) or equivalent document.

29.3. Companies official registration record:

The application companies have to be legal entities with IT related experience with documentary confirmed by the registration date not less than 8 years ago.

The proof of registration will be considered:

- The copy/scan of the officially state issued Registration Certificate (Certificat de înregistrare) or

- The copy/scan of the officially state issued Extract from the State Register of legal entities (Extras din Registrul de stat al persoanelor juridice) or equivalent document issued by local state authorities.

30. Technical proposal and documents explaining vision and implementing mode must include:

1. General description of the proposed solution
2. Description of the Content Management System and reasons for selecting or creation, including:
 - Functionality elements, ease of use, scalability potential, flexibility and estimated longevity of the CMS
 - CMS License acquisition/update/upgrade policy
 - Simplicity of use (WYSIWYG), multi-media handling, attachments management
 - Availability of demo CMS for testing
3. Description of the steps that will be undertaken within the project and responsibilities of parts in order to meet the proposed timeline for execution of works
4. Description of the technology stack, programming languages, and other technical development elements planned to be used in the websites development
5. Hardware and software components requirements for future projects functioning
6. Planed security measures and user data protection policies implementation approach
7. Foreseen life cycle of the websites
8. Information about conditions of platform maintenance during warranty period (minimum 6 months after launch).
9. Information about conditions of platform maintenance when warranty period expires.

31. Project development proposed timeline

Activities /Week number	W 1	W 2	W 3	W 4	W 5	W 6	W 7	W 8	W 9	W 10	W 11	W 12	W 13	W 14	W 15	W 16	W 17	W 18	W 19	W 20	W 21	W 22	W 23	W 24	W 25
A. Phase – Design elaboration																									
1. New concept design																									
2. All pages types web design																									
3. Third party modules styling																									
B. Phase Prototyping																									
4. Interactive prototype programing																									
5. Content collection process setup																									
6. Content analysis and collection supervising																									
7. Front-end desktop programming																									
8. Front-end mobile programming																									
C. Phase – Full development																									
9. Content management system implementation																									
10. Old websites content migration																									
11. New content integration																									
12. Implementing of Multi – language support																									
D. Phase - Testing and launch																									
13. Project testing and QA																									
14. Production server project deployment																									
15. Websites management training sessions																									
16. Websites closed working group presentations																									
17. Websites assets handover																									