

## **EBA Website**

### **Request for Proposal**

#### **Introduction**

The European Burns Association (EBA) is currently looking to expand its online presence by improving the visibility and functionality of its website (euroburn.org). The website should serve as an effective tool to increase visibility, share knowledge, engage members, and facilitate fundraising, congress, and membership administration. This Request for Proposal is regarding a contract to provide website design and maintenance for the EBA.

#### **Purpose of the Website**

The European Burns Association is the peak body within Europe representing professionals working in burn care. It advocates for burn prevention, research, and treatment on behalf of all burns care multidisciplinary team members, including surgeons, physicians, nurses, therapists, psychologists and more. The organisation has a large educational remit and promotes teaching and training for health care professionals involved in managing burn injuries. The organisation also provides Burn Centre verification in an effort to unify the standard of burn care across Europe. The website acts as a focal point for these activities and more.

#### **Capabilities Required**

The new website should have the following capabilities:

- (i) User friendly with a clear emphasis on the role of the EBA and our mission.
- (ii) Easily searchable with front-page positioning for key terms on search engines.
- (iii) A members' area protected by login.
- (iv) Links to archived content for members (previous congress meetings, education webinars, etc).
- (v) Provide links to sponsors and have space for sponsor brands and logos.
- (vi) Provide links to our partner scientific publication, the European Burn Journal.
- (vii) Have capability to allow regular newsletters, updates and information to be displayed.
- (viii) Provide functionality for congress registration, educational course registration and registration for the Emergency Management of Severe Burns course (EMSB).
- (ix) Provide functionality for donations to the EBA.
- (x) Allow user feedback. Surveys about the website should regularly be sent to users so that content, ease of use etc can be assessed and improved.

- (xi) Provide information on page visits and other statistics related to the website.
- (xii) Be a completely secure platform and ensure all data is protected and in compliance with European regulations on data and privacy protection (GDPR, ePrivacy, DSA)
- (xiii) Have a responsive web design: respond to user needs by adapting to different screen sizes (laptop, pc, cell phone, tablet), orientations, layouts, and platforms.
- (xiv) Provide a clear corporate identity that can be used for all other EBA products ((news)letters, documents, announcements, emails etc)
- (xv) Enable further developments when starting with basic functionality.

#### **Questions for Provider:**

- **How will the company build, design, maintain, host, and master an EBA website?**
- **Could you provide examples of similar websites built for educational bodies? A tour through a similar platform might be useful to gauge the capabilities that are available.**
- **What is the storage limitation in terms of online accessible content hosted via the website?**
- **How easy is it to edit information on the website so that newsletters and updates can be quickly added?**
- **How secure will the content be?**

#### **Implementation Plan**

The EBA would prefer a soft open for the new website with testing by the EBA Executive and abundant content available before the website goes live. Accordingly, the anticipated timescale for go-live on the platform is late 2025. The implementation team should have the following abilities:

- (i) Provide training to the Executive Committee of the EBA on using the website and submitting content
- (ii) Provide tech support for the website
- (iii) Liaise closely with members of the Executive Committee to ensure the objectives of the website are achieved in a timely fashion
- (iv) Collaborate with a working group of EBA members with the commitment and flexibility to attend meetings outside normal working hours

The implementation should follow a phased approach:

- (i) **Discovery Stage (3 weeks):** Identify core needs and develop an initial framework.
- (ii) **Development Phase (20 weeks):** Build and test the platform.
- (iii) **Soft Launch & Testing (10 weeks):** Initial testing by the EBA Executive before going live.
- (iv) **Go-Live Date:** Late 2025.

#### Questions for Provider:

- What are the implementation costs?
- How easy is it to add new content to the website? Which platform (like WordPress) will be used to add content? Can this be done by authorised members of the EBA or does all the content need to be added by the provider?
- How would members be authorised/ de-authorised to add content?
- How easy is it to set up and maintain a payment system for donations and payment for courses?
- Who would be providing the training/ tech support as above?
- Who will be responsible for ensuring phases of implementation are kept within the timeline for the project?
- What does the provider see as the biggest downside risks for implementation of the website and maintenance, and how can those risks be mitigated?
- Where will the website server be physically hosted and under which regulatory framework?

#### Costs

The Board of Trustees is of the opinion that an initial contract should be signed for **1 year** with an option to extend after that if the website meets objectives. These are likely to be judged based on user feedback as above, perceived value for money and capabilities. Please provide a per-month cost for the platform as outlined above.

#### Questions for provider:

- Are there "add-on" costs with the above quote- for example, for content editing, live tech support, etc?
- If the EBA decides not to renew its contract after 1 year, what will happen to content already online?
- What are the per-year costs for an extended contract for hosting and maintenance of the website after the contracted one-year period?

- **What is the provider's visibility on the platform? Can paid-for promotional content (e.g. by EBA sponsors) be shown on the platform?**

### **User Experience**

The platform should be easy to use and navigate. The language used should be British English, with all times (for courses, meetings, etc) to be provided in Central European Standard Time or Central European Summer Time. Feedback on the platform should be sought from users as above.

### **Support and Service Level Agreement licenses**

The EBA expects the Service Level Agreement (SLA) with the provider to cover:

- Quality of the website as assessed by EBA content providers and users
- Tech support and benchmarks for resolution of problems with the platform
- Copyright issues for content creation and content published on the platform

### **Questions for provider:**

- **Will tech support be provided by the provider for the length of the contract?**
- **Will there be a dedicated team or person providing this support?**
- **What is the expected average turnaround time for tech issues to be resolved?**

### **Provider requirements**

Proposals should outline expertise, implementation approach, and pricing models, demonstrating alignment with EBA's mission and long-term sustainability. Please submit proposals detailing:

- Experience in **healthcare, charity, and NGO website projects**.
- Approach to **development, design, and content management**.
- **Financial stability** and **company track record** (minimum of 6 years in operation).

The EBA looks forward to selecting a partner capable of delivering a **functional, secure, and engaging** website that supports its objectives.

**Submission Deadline:** June 1, 2025

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