**Annex I:** **Technical specifications**

This document gives an overview of a non-exhaustive catalogue of products that could be requested to the agency. All final deliverables need to be compliant with the 2018 general data protection regulation (GDPR), (EU) 2016/679.

The contractor should be able to adapt to change and innovation in the social media field by developing new multimedia products spanning over multiple platforms. This should be done in collaboration with the EP Web Team, at the initiative of the contractor or the EP. The contractor should outline procedures for such collaboration.

## A. Website surface and application development

**CMSs** for FB Instant articles and/or other social media content (like Instagram stories, or Snapchat discovery stories)

This service can be asked either in one or more than 20 languages. Translation can be provided by the EP when specified, but the contractor can be also asked to provide translation within the time period specified by the EP, minimum 24h from draft version approval. This contract also covers the necessary hosting and maintenance of the app or product during a specified period. The app will be coded in the agreed language and provided afterwards to the EP for further maintenance and development.

**Special social media dashboards** for events such as State of the Union address, EP election night, commissioners’ hearings...

This service can be asked either in one or more than 20 languages within the time period specified by the EP, minimum 24h from draft version approval. Translation can be provided by the EP when specified, contractor can be also asked to provide translation within the time period specified by the EP, minimum 24h from draft version approval. This contract also covers the necessary hosting and maintenance of the app during a specified period. The app will be coded in the agreed language and provided afterwards to the EP for further maintenance and development.

**Development and updating of applications for websites and mobile devices** (iOS and Android)

This service can be asked either in one or more than 20 languages. The contractor will help with the concept, creation of content, production and maintenance. It would take care of hosting if needed. Translation can be provided by the EP when specified, contractor can be also asked to provide translation within the time period specified by the EP, minimum 24h from draft version approval. This contract also covers the necessary hosting and maintenance of the app during a specified period. Apps or products will be coded in the agreed language and provided afterwards to the EP for further maintenance and development. (ie, update of Time Machine[[1]](#footnote-1); How the EP works for You, How EP works.)

Apps and other content must be responsive.

**Software for social media lives tailored to EP needs** (including live subtitling, adding of visuals to the live, scheduling, back office tools, using the existing AV feed of the EP,..)

This service can be asked either in one or more than 20 languages. Translation can be provided by the EP when specified, contractor can be also asked to provide translation. This contract also covers the necessary hosting and maintenance of the app during a specified period. The app will be coded in the agreed language and provided afterwards to the EP for further maintenance and development.

Facebook messenger bot tailored to the EP needs. Beta in EN, afterwards in all requested languages. Translation can be provided by the EP when specified, but the contractor can be also asked to provide translation. This contract also covers the necessary hosting and maintenance of the app during a specified period. The app will be coded in the agreed language(s) and provided afterwards to the EP for further maintenance and development.

Parliament can also provide the editorial content (questions and answers).

**Web-documentaries**

The contractor will help with the concept, creation of content, production and maintenance. It would take care of hosting/partnerships if needed. This product[[2]](#footnote-2) can be asked either in one or more than 20 languages. It needs to be responsive and compatible with EP technologies, latest social media platforms, and web formats.

## B. Design and conception of multimedia products

**Infographics** (responsive, static, dynamic and multimedia infographics)

The company should be able to produce state of the art web-oriented infographics in all EU languages.

The contractor will help with the concept and selection of data in collaboration with the EP. The contractor will be responsible to deliver the product in all requested languages after EN draft version is approved by the EP, within the time period specified by the EP, minimum 24h from draft version approval.

Infographics have to be delivered in the agreed format (for example jpg, gif or coding language). They must be responsive and fully compatible with EP technologies. Files have to be handed over for the EP to be able to update and modify at a later stage. All infographics should include adaptations for the main social media platforms.

A proofreading by the EP after the different linguistic versions have been delivered is compulsory, and corrections are to be implemented by the contractor before products are delivered and within the time period specified by the EP.

Delivering times of the first draft in all languages: 5 calendar days after request for static infographics. 15 calendar days for multimedia infographics after request.

Data in the infographics should be made available to allow website’s users to create/customise their own infographic. The contractor would develop a tool for users to automatically create their own infographic based on the data and visuals made available by the EP, developed with EP compatible technologies, in 24 languages, user friendly, quick and efficient.

These infographics could be static (like JPEG files or HTML page) or interactive (like HTML/javascript application, HTML mini-website).

The products should always be compliant with WC3 WAI-ARIA accessibility norms.

They should comply with the European Parliament’s Directorate General of Innovation and Technological Support (DG ITEC) technical recommendations and restrictions (annex XIII) in order to be hosted on the European Parliament websites or spread through Social Media.

The company has to propose a responsive product, which means: readable on every type of devices and screen sizes.

Static products, such as JPEG infographics, should be produced both in web definition and in print quality.

**Visual templates for social media**, including animated templates for social media, integrated photo and text products, etc.

The contractor will help with the concept, creation of content and production. This service can be asked either in one or more than 20 languages. Translation can be provided by the EP when specified, the contractor can be also asked to provide translation within the time period specified by the EP. They have to be delivered in the format agreed (for example jpg or psd)

**Timelines[[3]](#footnote-3)**

This product can be asked either in just one or more than 20 languages. Translation can be provided by the EP when specified, contractor can be also asked to provide translation within the time period specified by the EP. The timeline will be coded in the agreed language and provided afterwards to the EP web team for further maintenance and development. Files have to be handed over with all necessary information for the EP to be able to update and modify at a later stage. They need to be responsive, embeddable, and compatible with Parliaments CMS. All timelines should include adaptations for the main social media platforms.

**Newsletters or equivalent tools**

The contractor would provide a tool to edit and send weekly newsletters in one or multiple languages. The service must respect EP's Data Protection Officer on data protection, ie. Data to be stored in the EU and not to be sold to third parties. The DPO needs a specific clause to be included in the agreement.

General requirements:

* agreement in form of an annual contract or order form;
* Possibility to have one account and different sub-accounts (admin and managers);
* No trace of the external provider in the links or emails;
* Must be accessible not only on EP computers.

Contact database:

* Possibility of hosting a high number of contacts (over 15,000);
* Possibility of a contact master list, if possible at admin level, and manager can access only parts of this master list (their contacts);
* Dynamic segmentation within the contact list.
* Possibility to integrate existing contact databases provided in xml, csv...-formats

Template and newsletter creation:

* Possibility to create a template fit for desktop and mobile devices and fit to include multiple types of multimedia products such as infographics, videos, podcasts, and other web content;
* Possibility to create a template to be reused and filled without involving code trafficking, using drag and drop;
* Possibility to block modification of template by users; are anchor tags possible.

Mailing:

* Mailing to be sent by an EP email address;
* Delivery guarantee (not to be considered as spam); Well received by all the main email providers;
* Possibility to test how the mail will look in all the major mail clients.

Statistics:

* Easy collection of statistics: opening rate, clicks per links, active and non-active recipients, used device, hour of clicks, recipient data (such as geographic localisation, if compliant with GDPR);
* Automatic creation of reports; Export of statistics in Excel format, Creation of report at administrator's level and at manager's level, comparative reports.

**Standalone multimedia education** and teaching material i.e. for Euroscola and School Ambassadors Programme, including quizzes, voting simulation games...

**Web-based application games and quizzes** embeddable on all EPLOs websites, in various languages

## C. Connected services - interactive support and technologies

**Maintenance of webpages**, incl. moderation, creating, adding and aggregating content, contact database, coordination with social media accounts (in English)

Content should be provided in one or more languages. The contract requires experience with and capacities in production of subtitling and voice-over in all official languages of the European Union and multilingual product development.

Training: The contractor should be able to provide initial trainings to relevant EP Web Team staff, if requested to do so, on all products that require EP management, such as applications and CMSs, free of charge.

1. EP Time machine: <http://www.europarl.europa.eu/ep_products/infographics/timemachine/index_en.html> [↑](#footnote-ref-1)
2. An example of a possible tool: <https://rc7ff14360.racontr.com> [↑](#footnote-ref-2)
3. Example: <http://www.europarl.europa.eu/external/html/ephistory/default_en.htm> [↑](#footnote-ref-3)