TERMS OF REFERENCE

for the set-up of a website for the project

Critical Virtual Exchange in Artificial Intelligence (CVEinAI)

Call: ERASMUS-EDU-2024-VIRT-EXCH
(Virtual Exchanges in Higher Education and Youth)

Project number: 101193336

1. Background of the project

In an era dominated by rapid advancements in Artificial Intelligence, fostering critical thinking skills among students and staff is paramount to ensure ethically sound utilisation of this transformative technology.

The "Critical Virtual Exchange in Artificial Intelligence - CVEinAI" project aims to address this imperative by applying the Critical Virtual Exchange (CVE) methodology and fostering collaboration among European and Sub-Saharan Africa Higher Education Institutions (HEIs) to bring diverse perspectives to the table, enriching the learning experience for all involved. Through these exchanges, learners, teachers and facilitators will be equipped with the tools and skills necessary to analyse AI-enhanced digital media, enabling them to responsibly navigate the ethical complexities inherent in AI applications, with an interdisciplinary approach.

More precisely, CVEinAI aims to:

- set up CVEs to develop AI literacy, based on a collaboration among EU and SSA HEIs, with expertise in this specific field;
- upskill HEI staff on ways to embed VE in the curricula;
- equip learners, facilitators and teachers with tools and skills needed to critically approach AI;
- upskill teachers on ways to systematically identify and mitigate embedded biases and assumptions, and explore challenges and risks in the use of AI in different settings;

- encourage an interdisciplinary approach to the transversal subject of AI literacy, to ensure that all partners bring their expertise to the project and learn from each other.

The project will reach:

- 50 HE teaching and support staff of any age involved in the CVE design;
- 100 HE students and PhDs aged 18-30 in the facilitation training;
- 2.400 HE students aged 18-30 in the CVEinAI modules, and their online facilitated dialogue session.

The project is co-funded by the Erasmus+ Programme of the European Union, and will be implemented by 21 full and associated partners from 13 countries across the EU and the South-Saharian region.

The full partners are:
- University of Padua (UNIPD), Italy (Coordinator)
- UNICollaboration: The International Organisation of Telecollaboration and Virtual Exchange (UNICollaboration), Belgium
- Technical University of Denmark (DTU), Denmark
- UNIMED - Mediterranean Universities Union, Italy
- University of Botswana (UB), Botswana
- Adama Science and Technology University (ASTU), Ethiopia
- Addis Ababa Science and Technology University (AASTU), Ethiopia
- Maseno University (MU), Kenya

Project duration: 36 months, from 1 February 2025 to 31 January 2027.

2. Objective of the service

The primary objective of this service is to design and develop a functional, user-friendly, and visually appealing website that aligns with the project's identity and communication goals. The website should be optimised for accessibility, performance, and responsiveness across devices.

The website should be in English. The domain name, purchased by UNIMED, is www.cveinai.eu. Access to the hosting server is provided by UNIMED.

3. Scope of the work

The contractor will be responsible for:

- Designing and developing an informative website based on the provided brand identity (project logo, partners' logo, colour palette, as well as the European flag emblem and funding statement, as indicated *here*);
- Implementing WordPress as the Content Management System (CMS) for content updates;
- Structuring the website with key sections such as Home, About, Project Objectives, Activities, News & Updates, Resources, and Contact;
- Providing high-quality images to be used for the website design and content;
- Ensuring the website is fully responsive and mobile-friendly;
- Integrating social media links and a subscription form for project updates;
- Providing SEO optimisation and basic security measures;
- Setting up website analytics (MATOMO or similar) to track user engagement and interactions;
- Implementing a Cookie policy and uploading the project Privacy Policy in compliance with GDPR regulations;
- Conducting user testing and make revisions as relevant;
- Providing technical documentation and basic training on website management;
- Providing technical support after launch of the website. Technical support involves: bug fixing, software and plugin updates, security monitoring, users support for minor content updates and minor layout adjustments.

4. Timeline

The assignment is expected to be completed within **12 months** from the starting date of the assignment, with the following key milestones:

- Week 1: Inception meeting and requirement gathering
- Week 2-3: Design and development phase
- Week 4: User testing and revisions
- Week 5: Website launch and training session
- Week 6-end of contract: Technical support after launch

5. Expected Products

The contractor is expected to deliver:

- Fully functional WordPress website deployed on the hosting server provided by UNIMED;
- Basic user manual for content updates and one training session for key project staff on website management;
- Technical support after launch.

All products have to be delivered under an open licence (e.g. Creative Commons CC-BY).

6. Contract Period

The contract shall be carried out for a duration of **12 months** from the starting date of the assignment. Expected starting date of the assignment: **01/04/2025**.

7. Form of Contract

Goods or services ordered by the CVEinAI project shall be in accordance with the CVEinAI conditions of contract. The Terms and Conditions are those of the contractor which is UNIMED - Mediterranean Universities Union.

8. Budget

The service provider is required to indicate a detailed financial offer for the services included in this Terms of Reference. The available budget for the required services is **6.000,00 EUR** (including any taxes and contributions). VAT exemption applies, whether in accordance with the national legislation of the provider.

9. Application Procedure

Interested companies or individual experts are invited to submit their offers, which should include the following:
- **Profile and portfolio**: overview of the company's or expert's background, expertise, and relevant experience;
- **Technical offer**: a short description of the proposed technical approach (max. 2 pages);
- **Financial offer**: a breakdown of all costs associated with the service;

-   **Price list** specifying the applicable rates and confirming that the service provider is available, for services that may be required from the contract's end to the conclusion of the CVEinAI project, if needed.

Deadline for receipt of offers: **21/03/2025**

Offers must be sent by email in English to: **uni-med@pec.it**

10. Selection criteria

The Evaluation Committee will assess the received offers based on the following criteria:

Award criteria	Max Points
Professional experience and portfolio	30
Technical capacity to execute the contract (as demonstrated by the technical offer)	30
Price	40
Total Points	**100**

The tender offering the lowest price corresponds to 40 points by default.

To be considered for the contract, offers must score at least 60 points in total and at least half of the maximum points for the award criteria "Professional experience and portfolio" and "Technical capacity to perform the contract".

In case of ex aequo offers, priority will be given to the one scoring highest under the criteria "Price" and then under the criteria "Technical capacity to perform the contract".

11. Contact

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