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1. Introduction

Who Are We?

Green Building Councils (GBCs) are not-for-profit, member-based organisations that are driving the transformation of buildings, communities and users' behaviour towards sustainability. WorldGBC represents 100 national GBCs, 27,000 members globally, and the largest coordinated effort to address climate change in the built environment. A consortium of 13 European GBCs are leading the BUILD UPON project.

www.worldgbc.org

What is BUILD UPON? A Project and a Campaign

(Extract from launch report) *"We all belong to communities: our local communities, sports clubs, our families, work places or others. Central to most communities are the places where they come together. The places we live, work, learn and play are fundamental to our quality of life, and the strength of our communities.*

We believe that our buildings can be better than they are today.

BUILD UPON aims to build a community: a place for us to come together. Our mission is to work with you to co-create ambitious national strategies to improve our existing buildings; your community spaces. Our specific interest in BUILD UPON is lowering the amount of energy used by our buildings; to make them perform better environmentally and cost less to run. However, we realise that this is a part of a much bigger story – one in which we all have a role.

We want you to join us in realising their full potential: to be places that nurture and protect families, places that enable business to achieve extraordinary results, places that connect our communities – places that make us great."

Creating a Website & Wiki for BUILD UPON

A core IT deliverable of BUILD UPON is the creation of an engaging website to help us engage our key stakeholder groups, communicate the project's main messages, tools, and the dialogue it is hosting.

This document outlines the key requirements and specification for the project website so that suitably qualified organisations can quote to deliver this. It should be noted that these documents outline the minimum requirements and specification for the website. BUILD UPON's approach is one of partnership. Organisations with the relevant expertise to complete the deliverables to a high standard are encouraged to provide further details about how they might partner with the BUILD UPON project to create mutual benefit for our external communications and your organisation.

A second core IT deliverable of BUILD UPON is the creation of the 'RenoWiki', an editable interface containing a high level summary of national initiatives in areas such as education and finance. The Wiki should sit within the BUILD UPON website but also be a standalone tool, capable of being used on a range of projects. It is essentially an Excel with 5 main horizontal categories to separate classify initiatives, and descriptions of initiatives alongside other functional information/tools.



2A. Website Objectives

Primary Objectives

- An engaging website that helps us build a community, and encourages story-telling/sharing/dialogue;
- 300,000 unique visits by March 2017 (including RenoWiki);
- 10,000 downloads of website resources by March 2017 (including RenoWiki);
- 10,000 shares of website news or resources by March 2017 (including RenoWiki);
- Create press and public attention;
- Promote thought leadership on cross-sector collaboration.

Secondary Objectives

- Integrate as much as possible with existing Green Building Council websites to benefit from their traffic;
- Drive traffic to Green Building Council national websites and WorldGBC website;
- Display stories (videos, case studies, reports) in an engaging way;
- Enable users to share their stories/resources;
- Maximise visitors providing contact details/signing up for BUILD UPON newsletters;
- Maximise downloads and shares (via email/social media) by integration of social media throughout;
- Maximise project's presence on social media.

2B. RenoWiki Objectives

Objectives

- Be almost as easy for the user to edit as Excel, but far more engaging!
- Enable easy sharing of high level details on a wide range of initiatives.
- Be a useful dialogue and engagement tool, by providing users with a sufficiently simple and accessible overview of the many existing renovation initiatives in their countries, removing the barrier to dialogue created by expert level databases.
- Help countries readily identify successful high impact initiatives from other countries.
- Help the user see all policy or education initiatives 'on 1 page' and by helping stakeholders to be able to see all initiatives in high level detail at once, enable them to more strategically build upon and coordinate this complex landscape of initiatives.
- Help identify the relevant expertise to help replicate such high impact initiatives, interfacing with LinkedIn.



3. Key Audiences

A Multi-Stakeholder Approach

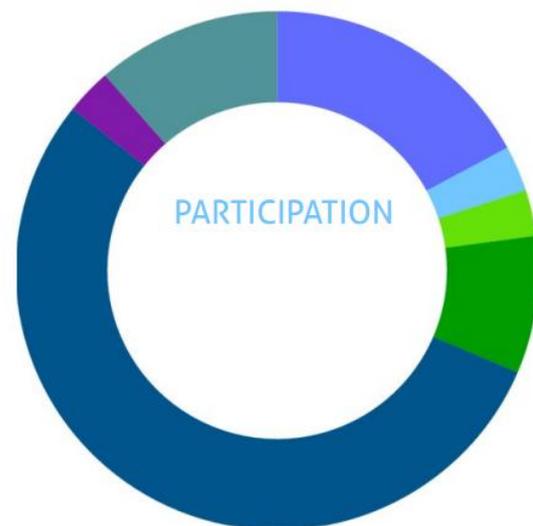
BUILD UPON is a multi-stakeholder dialogue, intending to involve all the actors that are touched by sustainable building renovation. We are engaging them in a political process, but we also want to engage them with our organisations – the Green Building Councils. We hope to have balanced representation across the groups outlined below.

Level 1 Stakeholder Categories (high level)

1. Public Sector (Government);
2. Private Sector (Business);
3. Civil Society (The People);
4. The 'Unusual Suspects' (the types of organisation we don't already know, could be 2 or 3).

Level 2 Stakeholder Categories (detailed)

1. Central Government;
2. Local Government;
3. Other Public Sector;
4. Financial Services;
5. Building Users (Business);
6. Construction Businesses;
7. Energy Sector;
8. Research & Academia;
9. Media
10. NGOs
11. Building Users (Residential);
12. Unusual Suspects



Participation at our launch event is shown on the right. This is heavy on construction businesses.



What Do We Want Them To Think/Feel/Do? – All subscribe via 'Join the Community' button

- Public Sector – Politically support our vision for better buildings. See us as the organisations that can help them find solutions by hosting dialogue with the private sector and civil society.
- Private Sector – Give us their time and expertise to help us find solutions. See us as the organisation they need to be members of to be at the table for important policy dialogues.
- Civil Society (The People) – Help them see how our vision for better buildings can enable a better quality of life for all. See us as organisations that can empower them in dialogue with government and business.
- The 'Unusual Suspects' – Start to see our dialogue as relevant to them. Reach out to us and possibly serve as an informational channel for their communities.



4. Provisional Website Structure & Content

A full Excel breakdown of provisional site structure/text/embedded contents is also available.

1. Home

- 1.1 Site Menu (Home / About / Stakeholders / Initiatives / Dialogue / Innovation / Resources)
- 1.2 Social Media Bar
- 1.3 Main image + slogan
- 1.4 Main media content (i.e. launch video) and latest content (i.e. launch report)
- 1.5 Short project intro text / project partner logos
- 1.6 Our community: project level participation pie chart showing % involvement of each key audience group (Infogram infographic – see previous page) – button ‘Join the Community’ (email prompt)
- 1.7 News

About

- 2.1 About BUILD UPON
- 2.2 About the project team (the GBCs and their project team, with contact details)

2. Stakeholders

- 3.1 About the stakeholders.
- 3.2 Stakeholder maps: Buttons with +14 county names leading to 14 Kumu maps (e.g. <https://kumu.io/WorldGBCEurope/build-upon-renaissance-stakeholder-system-map-eu>)
- 3.3 Stakeholder stories: Case studies, videos, articles. Content to be organised most recent first, but able to reorganise content by key audience category (i.e. click ‘Financial Services’ and all relevant content relating to Financial Services stakeholders to filter to top of the webpage)

3. Initiatives

- 4.1 RenoWiki homepage: Explaining that the tool provides an easy, editable overview of initiatives in +14 countries
- 4.2 x14 national RenoWiki pages: +14 country buttons, leading to each national overview of initiatives
- 4.3 Catalogue of experts (LinkedIn)

4. Dialogue

- 5.1 About the dialogue we are hosting across 13 countries and XX cities.
- 5.2 Countries: Buttons with +14 country names leading to webpage for each country/country specific content (i.e. workshop/event reports, videos, news etc.) ([see example](#))
- 5.3 Themes: Buttons with information on emerging themes that cut across countries
- 5.4 What’s coming next: upcoming events or releases

5. Innovation [each page to eventually become small project microsite]

- 6.1 Public sector innovation: Hosting public sector project concept info, and call for project partners.
- 6.2 Business model innovation: As above for business model project.
- 6.3 Financial innovation: As above for financial project.
- 6.4 Behavioural innovation: As above for behavioural project.

6. Resources

- 7.1 PDFs / Videos / Weblinks: panel of images/media with links to external resources.



5A. Website Technical Specifications

General

- Content management system required to allow for multiple users, with different levels of access (e.g. whole site, part of site, specific pages). Should be as user friendly as possible (e.g. Wordpress, Squarespace etc), with a good host. Must be easy for project coordinators to manage independently and problem solve. Editing interface for users should be as easy to use as possible.
- Search engine optimisation to increase traffic, and connect to existing GBC websites (e.g. www.worldgbc.org / www.gbce.es / x12 others).
- Text search engine within the editing interface.
- Easy view web analytics, to track overall website views, specific page views, specific content downloads etc, taking into account visitors' IPs, by saving them and monitoring new visitors as well as retaining performances.
- Integration of social media / sharing throughout, to encourage maximum sharing of all content. Integrate automatic hashtags e.g #BUILDUPON #30April2017
- Include functionality to allow for users to Join the Community (provide their details and ask to receive newsletters or invitations to events).
- Maximum functionality and design for mobile devices i.e. tablets, smart phones etc.
- Document management system to be integrated into the site for resources.
- Site Map to be available.
- Standard colour scheme / theme based on BUILD UPON project colour palette.

Specific

- 1.7 Scrolling news items based on latest additions
- 2.2 Need to find best interface to divert traffic to existing GBC websites
- 3.2 User will be directed to Kumu (external website) but need to find way to embed to they are still within the BUILD UPON website ideally
- 3.3 Smooth reorganisation of content when user clicks on a particular key audience to see content relating to these stakeholders
- 4.1 RenoWiki should be embedded and capable of being embedded in other websites (e.g. GBC and Partner websites)
- 5.2 and 5.3 see 100 Resilient Cities (Section 7 'Websites We Like' below) for example of country/city button layout

5B. RenoWiki Technical Specifications/Functionality

- Ideally built on existing free Wiki software, free to maintain.
- A RenoWiki page for each country (x13 plus EU level), available in both English and local language.
- **Translation** – each national RenoWiki page should be available in English and the local language.



- **Search/Select/Filter** – A search/select function and key words (tags) will help locate content across all national pages. Tags could include: (i) country; (ii) building type; (iii) initiative type; (iv) proven impact/too early to say; (v) year introduced. (English tags on all pages, local language tags for national pages only).
- **Ranking Impact** - impact of initiatives will be rated using a [traffic light scale](*to be confirmed*) to easily identify high impact initiatives. Ratings will be based on available impact data. For initial ratings: red = failure (low impact), amber = no impact data/too early to judge, green = success (high impact). It will also be important to use a simple visual means of distinguishing between renovation initiatives and deep renovation initiatives.
- **Identifying Source** – the source organisations for the initiative will be identifiable and contact details provided for those wishing to find out further details about high impact initiatives. In particular, a catalogue of experts involved with identified high impact initiatives will be available. It is proposed that contacts are mostly provided through LinkedIn links.
- **Sharing** - of the initiatives will be facilitated by social media buttons (Twitter, LinkedIn, Facebook, C21).
- **Contributing** - and editing initiatives will be enabled for RenoWiki users in a further phase, in accordance with clearly defined rules (e.g. what ‘initiatives’ are in scope of the RenoWiki, submission in both local language and English etc.). We will BETA test this with a smaller initial group of trusted experts, and refine and clarify rules in accordance with this experience. A overall process for quality assurance and control will need to be agreed, involving GBCs checking submissions before these go live on their national pages.

6A. Website Non-Technical Requirements

- Usability – Should not require plug in etc., as some users may have restrictions on installation of plugins. Text and image size should mean these are visible to all users.
- Security – EU data protection law requirements apply to all personal details submitted by site users
- Loading times – loading speeds for PDF documents and other content is important.
- Legal – EU data protection law requirements apply to all personal details submitted by site users. Contractors must adhere to Articles 35, 36, 38 and 46 of the Grant Agreement between the European Commission (the funding agency) and the project coordinators. These will be covered in the contract awarded, and relate to:
 - Conflicts of Interest
 - Confidentiality
 - Visibility of EU Funding
 - Liability



7. Websites We Like

To give organisations an overall feel for the sort of product we are aiming for, we have listed some websites we like below. We like them because:

- they communicate content simply and powerfully.
- they are easy to browse through, and optimised for desktop and mobile devices.
- they provide space and use tools for story-telling, and give a sense of community building.
- they ensure social media buttons are integrated throughout all content.

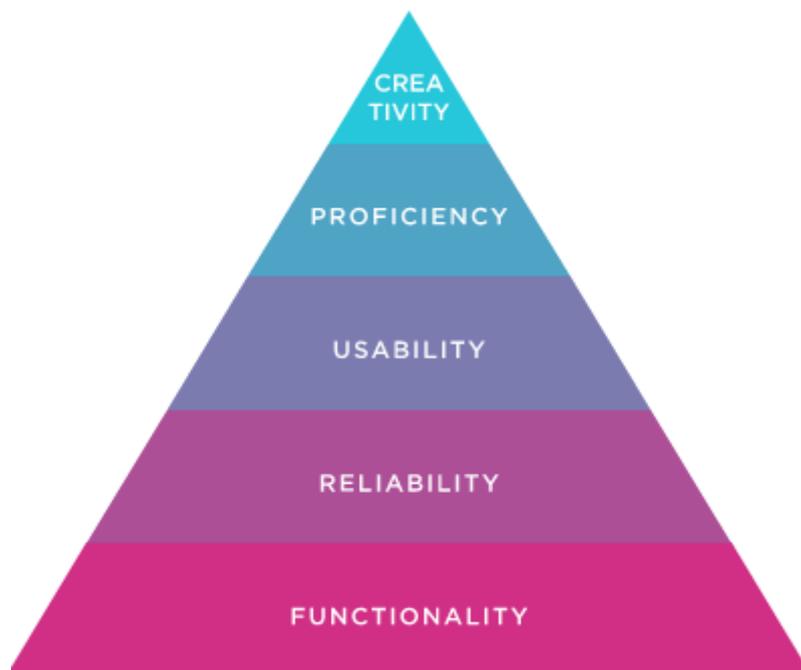
100 Resilient Cities: <http://www.100resilientcities.org/#/-/>

Rockefeller Foundation: <http://www.rockefellerfoundation.org/>

Architecture 2030: <http://architecture2030.org/?f=3&t=468>

Sustainia: <http://www.sustainia.me/>

We want to create a strong, creative visual identity for the project, but we advocate the following principles of good design:



8. Budget

The total budget for the BUILD UPON website and RenoWiki is **EUR 24,000** (anticipated EUR 10,000 for website, EUR 14,000 RenoWiki). Quotations must come within budget, inclusive of taxes.

9. Timescales (subject to agreement)

Website

- **Holding Homepage:** Week 1 (to enable basic web presence)
- **End of Month 1:** Home / About / Stakeholders / Resources
- **End of Month 2:** All other pages

RenoWiki

- BETA by Month 2 (first week Sept).

10. Procurement Process

- **Request for Quotations:** 1 July
- **Deadline for Responses:** 27 July
- **Selection:** 31 July
- **Award of Contract:** 7 August (or earlier)

Tenders should submit as a minimum:

- Details on how you work, and how you expect us to work together
- Breakdown of how the project would be approached to meet the above requirements, including:
 - Web development platform proposed
 - Content management system proposed and editing procedures description
 - How functionality will be optimized
- Full costings for different components of the project and total costing
- Details of staff who would lead website/Wiki development and their CVs
- Examples of previous work, similar to 'websites we like'
- Suggestions of what you would change about our proposals and ways features might be optimized
- Details on warranty and support services

Tenders should be sent to the following address marked "BUILD UPON IT"

Jdrinkwater@worldgbc.org (James Drinkwater, World Green Building Council)

