

**AZ ICEG EUROPEAN CENTER KFT  
HONLAPTERVEZÉSI FELHÍVÁSA**

**MÓDOSÍTÁSOKKAL**

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**OISTU WEBSITE**

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AJÁNLTÁTELI HATÁRIDŐ: **2007 MÁJUS 20.**

**2007. MÁJUS 25.**

### Attention!

We have modified this request for proposal, in three main aspects:

1. modification of deadline to 25 May 2007
2. We withdraw some of the technical pre-requirements, allowing more freedom for those who reply for this call
3. We try to specify more our requests, in order to allow easier understanding of our plans.

The modifications are highlighted in yellow.

Az ICEG European Center ([www.icegec.org](http://www.icegec.org)) független budapesti székhelyű kutatóintézet, amely közgazdasági kutatással, valamint az információs társadalom és gazdaság vizsgálatával foglalkozik.

Az egyik új projektje („OISTU” projekt, más néven „Observatory”) keretében egy olyan honlapot kell létrehozni, amely az információs társadalommal és gazdasággal foglalkozó kutatókat, államigazgatási és gazdasági szereplőket támogatja, segíti különféle információkkal. A honlap többek között egy komoly statisztikai adatbázist és egy elektronikus könyvtárat is tartalmaz. A statisztikai adatbázisban mintegy 20 000 adat lesz (kb 100 indikátor, 10 évre, 20 ország). Az adatok feltöltését az ICEG EC munkatársai végzik.

A projektet az Európai Bizottság megbízásából készíti az ICEG Európai Központ, ezért számos olyan előírás vonatkozik rá, amelyeket mindenképpen tiszteletben kell tartani a honlap megtervezése és üzemeltetése során.

A honlaptervező feladata a következő:

- Honlap megtervezése és programozása az alábbiakban szereplő feltételek szerint (az angol nyelvű leírást is figyelembe véve)
- Honlap design kialakítása
- Honlap próbaüzeme
- Honlapon kialakítandó esetleges változások (kisebb design, szerkezeti) végrehajtása a következő másfél évben

A projektünk jelenleg másfél évre szól, 2008 decemberéig, de bízunk a projekt meghosszabbításában. A projekt időtartama alatt a honlap operatív feltöltését az ICEG EC munkatársai végeznék (ezért célszerű lenne egy statikus-felépítésű, operátor-barát honlap), de a szükséges esetleges menetközbeni átalakításokkal (pl új aloldalak, etc) a tervezőt bízánk meg az adott másfél évben mindenképpen, a többi a meghosszabbítástól is függ. Fontos figyelembe venni, hogy a megtervezett honlap jogait és forráskódjait a tervező adja át az ICEG Európai Központnak. Erre azért van szükség, mert azt az ICEG EC köteles továbbadni az Európai Bizottságnak.

Mivel az ICEG EC szeretné a lehető legjobb megoldást választani, honlaptervezési felhívást tesz közzé, amelyre ezzel a tevékenységgel foglalkozó cégek jelentkezhetnek. A feladat mind a grafikai és a programozási részfeladatokat tartalmazza.

A felhívásra jelentkező cégek ajánlatait a következő szempontok alapján értékeljük:

- rövid szakmai ajánlat (hogyan oldaná meg a feladatot, milyen megoldásokat/technikákat javasol az alább leírt honlap megtervezéséhez). Technikai

szempontból az ajánlat eltérhet a felhívásban megjelöltektől, ha az jobb megoldást jelent.

- referenciamunkák
- vállalási ár
- vállalt kötbér mértéke (késés esetén mekkora kötbért vállal) és garancia

Ezekre vonatkozóan várjuk a felhívásra jelentkezők ajánlatait.

Az alábbi szövegrészlet tartalmazza, milyen honlapot szeretne az ICEG EC. Mivel a projekt angolul folyik, a fő megrendelővel (az Európai Bizottsággal) történő összes egyeztetés szintén angolul folyik, az egyszerűség kedvéért ezt a leírást is angolul tesszük közre és a tervezőtől elvárjuk az angol nyelvtudást.

#### Időbeli feltételek

**Az ajánlattétel határideje ~~2007. május 20.~~ május 25.**

Elbírálás, szerződéskötés: 2007. május 31-ig

A honlap próbaverziója: 2007 július 10.

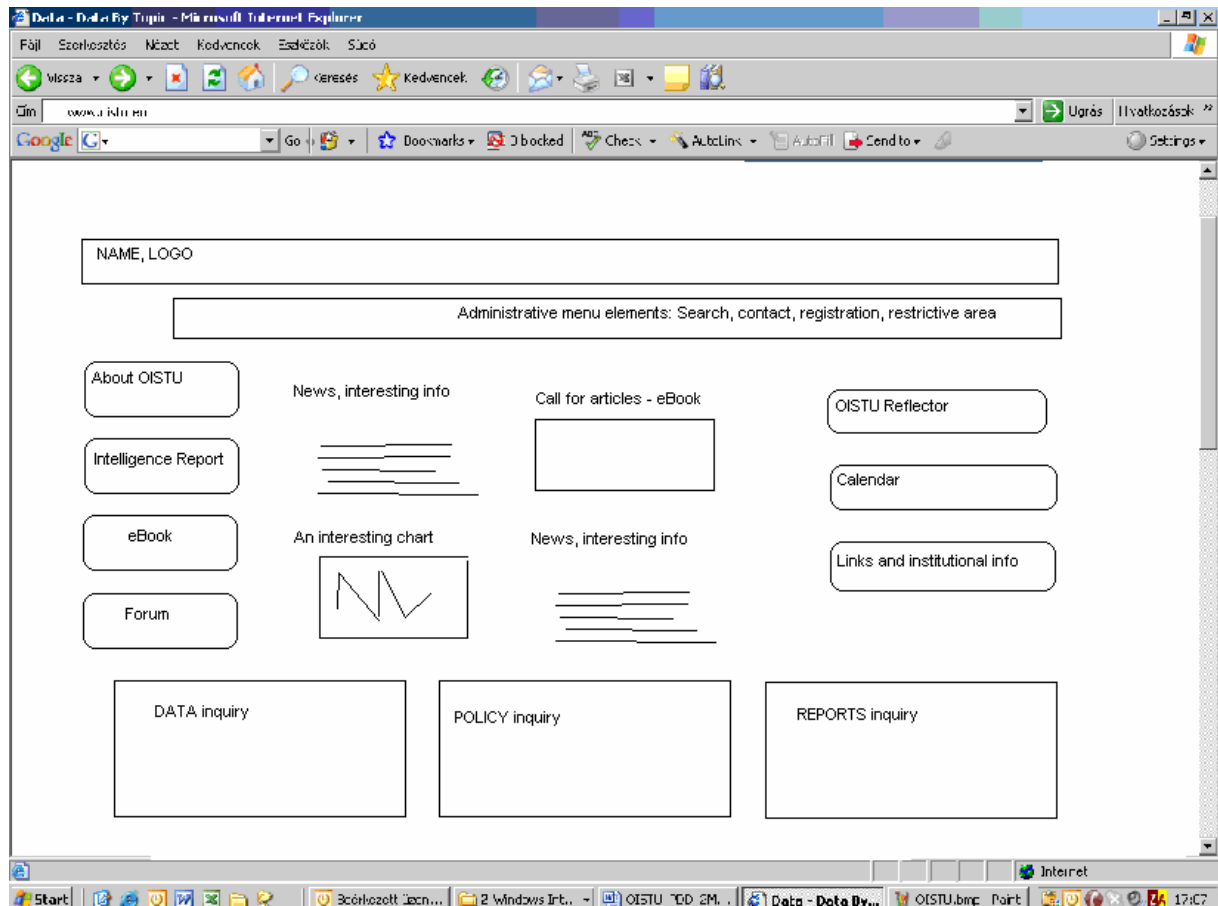
A honlap nyilvánosan működő verziója: 2007 augusztus 15.

**Kérjük, ajánlatát küldje el a [rajaksa@icegec.hu](mailto:rajaksa@icegec.hu) emailcímre.**

Ha ajánlatunkkal kapcsolatban szintén a fenti email címen kérhet további információt.

## CONTENT OF THE WEBSITE **(READ THROUGH – NEW INFO AT THE END)**

The OISTU website is expected to contain the following major elements, which will be clearly separated on the website.



1. There will be three big “databases”, one for real statistical data, the other for downloadable reports, studies (in pdf or with link to the original) and the third for information society policies (in pdf or with link to the original).

- A. Data (with its own search - download function, and with additional “methodology” part)**
- B. Publications, reports and scientific articles (with its own search - download function)**
- C. Policies (with its own search - download function)**

A specific inquiry tool (program) must be designed for these. More details can be found in the following chapter.

2. There will be four subsites from where one or two pdf files should be downloadable, so no big database is necessary:

- D. About the Observatory** – subsite opens: short description of the project and key definitions and pdf
- E. OISTU Annual Intelligence Reports** (subsite: short description and a downloadable pdf)
- F. OISTU eBooks** (subsite: short description and a downloadable pdf)
- G. OISTU Reflector** (subsite: short description and a couple of downloadable pdf)

3. There will be two subsites that shall include only text and links, no downloadables. The content of these two subsites should also be easy-to-change, easy-to upload

- H. Institutional information (with links), by country, type of institution**
- I. Calendar of conferences**

4. There will be a forum:

- J. OISTU Forum/web2.0**

5. The following four additional elements should also operate on the website:

- K. Search function (apart from the inquiry in policies, in reports, in data)**

Although the three main information base (database, reports, policies) will all be easy to search by their keywords, a separate search function will allow traditional searching on the website, in all elements, not only in the three mentioned parts.

- L. Restricted area**

Password-protected restricted area will be provided for selected research activities within the OISTU project.

- M. Registration**

Visitors, interested in the project, can sign up here and receive regular publications. All personal information will be handled according to the relevant regulations.

- N. Contact information and usage statistics (visitors, etc) details**

This part of the website will provide a clear contact details for related request support services needed to maintain the operation of the website. The phone, email address of the support staff, of the person who is responsible for answering the questions that arise linked to the operation of the OISTU website will be presented here.

The site will also offer possibility to count the number of visitors, downloads, requests that have been generated in relation to the website.

Besides these, the opening page will contain interesting, colourful content, news and an easy-to-understand data charts. All uploaded by ICEG EC.

## DATA INQUIRY AND PRESENTATION

Data inquiry should be available according to the following parameters:

### Thematic:

- Background data
- Lisbon indicators data
- ICT-sector related data
- Physical infrastructure data
- Human ICT infrastructure data
- IS Content and eServices data

### Geographic: (max 20 countries plus 4-5 types of averages)

- Albania
- Bosnia Hercegovina
- Bulgaria
- ...
- Slovakia
- Turkey
- EU25 average
- NMS10 average
- SEE average
- .... average

### Year:

- 2000
- 2001
- ...
- 2007

The data should “open up” in a new window, in a table according to the parameters requested in the inquiry. So the visitor chooses. The visitor will be able to select more than one item from these lists: either several countries, more indicators and/or time series.

For data inquiry, a potential solution could be <http://data.euro.who.int/hfad/> or <http://www.unctad.org/Templates/Page.asp?intItemID=3198&lang=1> or <http://www.northamptonshireobservatory.org.uk/dataexplorer/search.asp> or similar.

The data will be presented in automatically generated *tables*. Automatic charts will not be generated.

## REPORTS AND POLICIES INQUIRY

This collection would include available analyses such as publicly available national and international reports, as well as separately policy documents. Only English language versions will be considered.

For reports and policies, special inquiry tool must also be provided. Both reports and policies should be able to be selected by the visitor according to the following two parameters:

**Thematic:**

- **Background: major economic trends**
- **General Information Economy and Society**
- **The ICT sector and its development**
- **Physical ICT infrastructure**
  - Availability, access, usage, also broadband
  - Telecommunication legislation, regulation, privatisation
  - Security issues and challenges
  - Technological convergence issues
- **Human ICT infrastructure**
  - Digital literacy
  - Broader aspects of eSkills
- **Content and eServices provision and usage**
  - eGovernment
  - eHealth
  - eLearning
  - eBusiness
    - \* eBusiness among the SMEs
- **Relevant impacts of information society**
  - G.1. Impact on growth and jobs
  - G.2. Impact on public services and public administration
  - G.3. Impact on social wellbeing, eInclusion

**Geographic:** (20 countries plus groupings)

- **Global**
- **EU25/27**
- **NMS**
- **SEE**
- **National level**
  - Albania
  - Bosnia Hercegovina
  - ....
  - Turkey

For reports/policies inquiry, a potential solution could be something like <http://www.northamptonshireobservatory.org.uk/publications/search.asp> or OECD advanced search at the bottom of the page:

[http://www.oecd.org/publications/0,2743,en\\_2649\\_201185\\_1\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/publications/0,2743,en_2649_201185_1_1_1_1_1,00.html)

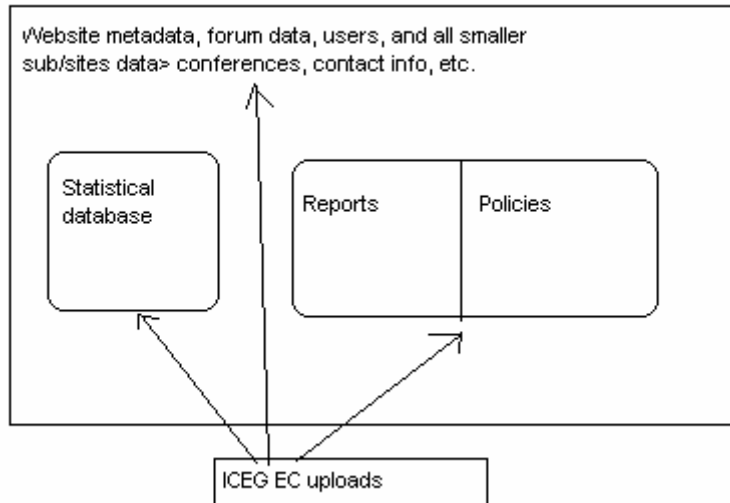
The reports may appear in two forms: downloadable pdf format or only a link to the original.

**In order to sum up, the following can be said about the main structure of the website:**

- there will be a statistical database with data for apx 100 indicators, 10 years, 20 countries (altogether 200 000 data entry). This has to have its own inquiry system – the visitor can choose the indicator(s), the year(s) and the countri(es) he/she is interested in, and the program should show a table with the requested data. The inquiry logic is a bit similar to Ms Access.
- Documents: Reports and Policies. For the visitor, it will look like as two separate

libraries but in fact they can be programmed together into one database.

- A separate database shall contain the rest of the data: metadata ,users, forum, conferences, contact info, etc. It is necessary to use a database that allows easy change of information by the ICEG EC colleagues.



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## TECHNICAL ASPECTS AND DESIGN OF THE WEBSITE

The website should be designed in a way that the upload of further data, reports and information should be easy for the staff at ICEG EC.

All files, licences used for the creation of the site will be owned by ICEG European Center and will be transferable to the European Commission at the end of the project.

The webpage and its content will meet the following criteria:

- Web page templates will be produced in a way that they are compatible with Macromedia Dreamweaver MX format.
- Pages will be XHTML compliant. Frames will be avoided.
- The images and graphics published in the final version of the web site will be in standard format such as GIF or JPEG.
- If Macromedia Fireworks or similar pop-up menus or navigation buttons are used, the originals will also be supplied in Fireworks-editable form.
- ~~▪ JavaScript routines will be avoided if possible. Nevertheless, if rich functionality is needed to satisfy a particular user requirement, an accessible alternative will be provided, according to well known accessibility conventions in use (WAT). If hand-coded JavaScript routines are used (whether for navigation or other purposes) they will be documented (in English) so as to permit maintenance. Copyright notices on any JavaScript or other code will be preserved when taken from publicly accessible code libraries, while code produced by the contractor will be property of the European Commission. We withdraw this section. The programmer is free to use JavaScript, and the importance of WAT is low.~~



- ~~Active X routines and pop ups will also be avoided, if possible. If the expected functions require such tools, safe operation will be ensured.~~ We withdraw this section. Nevertheless JavaScript is preferred more than Active X.
- ~~The online database is to be developed using Oracle. The correct release will be agreed before the start of the coding phase.~~ We withdraw this section. We do not have Oracle licences and we would prefer to choose an option that is less costly, unless Oracle is strongly advised by the programmer team.
- Macromedia Coldfusion should be used to enable dynamism in the website, if necessary.
- To ensure reasonable download times for a Europe-wide and/or worldwide audience using a variety of infrastructures, pages will not be excessively “heavy”. Flash or similar presentations or embedded video are to be avoided.
- Presentation and layout will be completely separated from contents through the use of cascading style sheets (CSS).
- Ensuring sufficient security level both for the webpage and as well as for the users is a priority.
- Printable versions of pages will be made available where appropriate. This may be implemented using a specific “printable version” button or a print media style sheet.

The server for the website should be hosted at the Budapest Internet Exchange where the existing sites of ICEG European Center are also located.

The website with all the databases will be at BIX. The data will be uploaded by experts of ICEG EC, which means that we require an interface that:

- is safe enough to allow the ICEG EC experts to upload data through the Internet from anywhere in the world (from abroad as well)
- is user-friendly, so the colleagues of ICEG EC who are not informatics experts, should be able to learn easily how to use it and how to upload data (any data: statistical, reports, news on conferences, forum moderation, etc).

Users of the website:

- There should be one person at ICEG EC who has the highest level of rights over the website, including deciding the rights of others.
- A second level of users would be the colleagues and experts of ICEG EC (max 10-12 persons) who should be able to use the site and upload information from anywhere in the world.
- Regarding visitors, they will be able to use the forum but otherwise they do not upload any information. At the beginning, we expect some hunder users, but we hope to reach several thousands.

The exact layout and design of the website is to be prepared by the website designer. The picture on page 3 is only indicative. The structure of the opening page may be different if jointly agreed with the designer of the website and ICEG EC. The design does not have to clearly reflect the existing ICEG EC website, nor that of the European Commission but shall be attractive while ensuring clarity for the visitors.