CALL FOR PROPOSALS

Terms of Reference

For Web Platform Design and Development and Creation of

Augmented Reality Experience on Six Localities

SHARED HORIZONS

Contracting Authority:

European Association for Local Democracy-ALDA

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1. Background Information

1.1. About ALDA

ALDA – European Association for Local Democracy, is a French-registered association dedicated to the promotion of good governance and citizen participation at the local level in the European Union, its neighbourhood and beyond.

ALDA is a key stakeholder in the field of local democracy, active citizenship, and cooperation between local authorities and civil society in Europe, its neighbourhood, and all around the World, mainly acting through participative methods and decentralized cooperation.

ALDA was established in 1999 at the initiative of the Council of Europe to coordinate and support the network of the Local Democracy Agencies (LDAs), which are self- sustainable, locally registered NGOs acting as promoters of good governance and local self-government, with which ALDA collaborates in many activities.

ALDA is a membership-based organization gathering over 300 members, including local authorities, associations of local authorities, and civil society organizations, coming from more than 54 countries in the enlarged Europe. As a core element, ALDA supports citizens and groups of citizens in their initiatives aimed at improving their local context, building bridges with local authorities to make the change real.

ALDA is a wide, consolidated network, made of 300 members from 54 countries, 16 Local Democracy Agencies (LDAs) and 2 Operational Partners (OPs). The Association is led by a Governing Board elected every four years, composed of its members' representatives and engaged in fulfilling the mission, while daily operations are ensured by a staff made of 50 people working from 6 offices over Europe, from Strasbourg (FR), Brussels (BE), Vicenza (IT), to Skopje (MK), Chisinau (MD) and Tunis (TN).

1.2. Shared Horizons Project Description

Shared Horizons aims to strengthen collective memory and outline common future perspectives in Europe, with a focus on the Western Balkans. This project, structured around four pillars, promotes youth mobility through sports bootcamps, the rehabilitation of historical heritage, the fight against nationalist rhetoric, and the promotion of a positive European narrative. It also fosters idea exchanges on the future of Europe. By bringing together young people from diverse backgrounds, the project seeks to build a future rooted in reconciliation and cooperation

ALDA is managing the component 2 of the project which includes activities that promote intercultural dialogue through several cultural events, including youth exchanges and Open Days,

in order to encourage mutual understanding among different ethnic and cultural groups. Through the engagement of local traders and artisans, communities, and educational institutions, the project will fortify social bonds and establish sustainable networks for future cooperation.

By encouraging solidarity, communication, and a sense of shared cultural pride throughout the Western Balkans, the project ultimately aims to enhance young participation in cultural preservation, enhance access to heritage places and resources, and support long-term peacebuilding.

Component Information	
Project Name	Shared Horizons
Component Topic	Cultural Heritage
Global Objective	Contribute to peace and reconciliation in the Western Balkans by preserving and promoting common cultural heritage.
Specific Objectives	Contribute to peace and reconciliation in the Western Balkans by preserving and promoting common cultural heritage, strengthen the connection between past and present by digitalizing historical documents and photographs, promote intercultural and intercommunity dialogue by organizing at least 8 cultural events.
Project Geographical Location	Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia and Serbia
Start Date	October 2024
End Date	June 2026
Main Contact Person Project Management	Viktorija Postolovska, Project Manager viktorija@aldaintranet.org

2. Purpose and Engagement Activities

2.1. Purpose and Engagement for Web Development

The primary purpose of the website for Component 2 of the Shared Horizons project is to serve as an accessible and dynamic digital platform that promotes the project's objectives, activities, and results. It will be a central hub for disseminating information, sharing updates, and encouraging engagement among stakeholders, including youth, local authorities, cultural practitioners, and the general public in the Western Balkans.

Purpose:
The website will reflect the project's commitment to peace, reconciliation, and preservation of cultural heritage by:

1. Showcasing the project's initiatives and outcomes in an engaging and visually appealing format.

2. Encouraging participation through open calls and event announcements.

3. Promoting intercultural dialogue and collaboration by hosting relevant content, such as news on cultural events, augmented reality experiences and opportunities for youth engagement.

4. Enhancing transparency and encouraging trust by providing easy access to project updates, reports, and resources.

5. Host the AR experiences from the storytelling competition, allowing users to explore animations, videos, and multimedia content. This feature will connect audiences with the stories of historical bridges as cultural symbols, blending historical relevance with cutting-edge technology.

Engagement:

To ensure effective engagement, the website will include interactive and user-friendly features tailored to the diverse audiences involved in the Shared Horizons project:

- Interactive Event Calendar: Display upcoming events, workshops, and cultural exchanges with registration links and detailed information.

- Opportunities Section: Highlight current opportunities for youth mobility, cultural exchange, and other participatory activities, with straightforward application guidelines.

- Resource Library: Provide access to publications, digitalized historical archives, and multimedia content that reinforce the project's focus on cultural heritage preservation.

- Community Engagement Features: Include options for stakeholders to submit stories, provide feedback, or interact with project initiatives.

- Social Media Integration: Promote the project's online presence and reach through social media linkages and shareable content.

2.2. Purpose and Engagement for Augmented Reality Experiences

Purpose:

The Augmented Reality (AR) experience will enhance the Shared Horizons project, component 2 by transforming the storytelling competition's winning narratives into immersive, interactive experiences[1]. The winning stories that will be selected will showcase the 6 cultural heritage sites that will be further developed in AR, meaning that the AR team will have to visit the localities and collect the needed material for AR development. This innovation will serve as a bridge between the

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[1] See section 3.2. for detailed explanation.

past and present, allowing users to explore the stories of historical bridges through animations, videos, and multimedia elements

The AR experience aims to:

1. Bring the project's cultural and historical themes to life using cutting-edge technology.

2. Provide an interactive way for audiences to connect with narratives of reconciliation, heritage, and intercultural dialogue.

3. Highlight the creativity of young storytellers by adapting their stories into AR formats.

4. Expand the project's reach by offering AR experiences both on-site at historical bridges and remotely through the project's website.

Engagement:

To maximize user interaction and impact, the AR experience will include the following features:

- Site-Specific AR Experiences: Enable users to explore AR content superimposed on historical bridges, blending digital and real-world elements.

- Visit all 6 heritage sites to film the localities and develop them into augmented reality based on the winning stories of the participants.

- Web-Hosted AR: Host the AR narratives on the Shared Horizons website, ensuring compatibility with mobile devices and web browsers.

- Immersive Storytelling: Incorporate animations, photos, and videos to enhance the storytelling experience and engage diverse audiences.

- Collaboration with Story Creators: Facilitate young storytellers' involvement in adapting their winning stories to AR formats, emphasizing authenticity and creativity.

- Interactive Accessibility: Design user-friendly AR features that require minimal setup, ensuring accessibility for all users.

3. Terms of Reference

The service provider(s) for the design and development of the Shared Horizons Project, Component 2 digital platform and augmented reality experience will be expected to deliver high-quality outputs that align with the project's goals and target audience. Companies can apply to deliver either the Web Development service, the Augmented Reality service, or both. Below are the specific expectations divided by service category.

3.1. Web Development

The service provider for the Web Development of the Shared Horizons website will be expected to:

- Custom Design: Create a visually appealing, modern, and intuitive design that reflects the project's mission of cultural preservation, reconciliation, and intercultural dialogue.

- Responsive Design: Ensure the website is fully responsive and optimized for various devices, including desktops, tablets, and smartphones.

- Accessibility: Comply with international web accessibility standards to ensure inclusivity for all users, including those with disabilities.

- Dedicated Sections: Develop structured sections for project information, event announcements, open calls, publications, and multimedia content.

- Interactive Features: Integrate features such as event calendars, application forms for open calls, feedback forms, and community engagement tools.

- Resource Library: Design a repository for downloadable content, including digitalized historical documents, project reports, and multimedia materials.

- Search and Navigation: Implement a user-friendly navigation system with advanced search functionality for easy access to information.

- Content Management System (CMS): Use a CMS (e.g., WordPress, Joomla, or similar) that allows project staff to easily update content.

- Security Measures: Implement robust security protocols to protect user data and website integrity.

- SEO Optimization: Optimize the website for search engines to enhance visibility and reach.

- Performance: Ensure fast loading times and efficient performance, even during high-traffic periods.

- Integrate and host the augmented reality experiences section.

3.2. Augmented Reality (AR) Development

The service provider for the Augmented Reality (AR) experience will play a key role in bringing the cultural and historical narratives of the project to life through AR technology.

Story Behind the AR Service:

As part of the Shared Horizons project, a storytelling competition will be organized to encourage young participants to explore and narrate the histories of their countries' iconic historical bridges. These bridges symbolize cultural connections, reconciliation, and the intersection of generations and historical periods. The storytelling competition will invite young participants to explore and tell stories about their country's historical bridges, capturing their symbolism as links between cultures, generations, and history. Participants can submit stories in various formats—written, visual, or multimedia—using photography, video, or audio. Selected by a jury of experts, the best submissions

will be showcased at exhibitions and events during the Open Days, highlighting young people's connection to cultural heritage and promoting peace and understanding. After selecting the winners of the storytelling competition, their stories will be integrated into the project through various media, including augmented reality (AR) applications that allow visitors to experience the stories interactively at historical bridge sites. The winners will collaborate with developers to adapt their stories to AR, which will enhance the experience with animations, photos, and videos connecting past and present. These stories will also be showcased in traditional formats at exhibitions, ensuring visibility in both physical and virtual spaces, thereby strengthening the project's focus on cultural heritage and reconciliation. Visitors will experience these stories at the historical bridge sites and on the Shared Horizons website, where AR technology will blend the past and present through interactive elements like animations, photos, and videos. This initiative aims to connect audiences to heritage in an innovative way while emphasizing the project's mission to foster intercultural dialogue.

Augmented Reality Service Requirements:

- AR Story Integration: Develop AR experiences based on the winning stories, featuring interactive animations, videos, and other multimedia content that aligns with the project themes.

- Site-Specific AR Features: Enable AR experiences to be accessed on-site at the historical bridges, superimposing digital content onto real-world views of the bridges.

- Web-Based AR Hosting: Host the AR experiences on the Shared Horizons website, ensuring compatibility with web browsers and mobile devices for remote access.

- Collaboration with Story Creators: Work closely with the young storytellers, project developers, and heritage experts to adapt the stories into AR formats while preserving their integrity and depth.

- Technical Compatibility: Ensure the AR content is compatible with widely used mobile platforms (iOS, Android) and AR software frameworks (e.g., ARKit, ARCore).

- User Accessibility: Design the AR experiences to be intuitive and user-friendly, requiring minimal setup for users to access and interact with the content.

- Documentation and Training: Provide comprehensive technical documentation and training to ensure project staff can update and manage AR content independently post-delivery.

- Quality Assurance: Perform rigorous testing to ensure AR content works seamlessly across platforms and provides a compelling, error-free user experience.

- Mobility: Visit the sites and film, photograph/film the localities for their further integration into AR.

3.3. Deliverables and Timeline

- Web Development Deliverables:

  o Initial Proposal: Submit a website plan, including wireframes, proposed features, and design mock-ups, for approval before development begins.

  o Website Launch: Deliver a fully functional, tested, and live website within the agreed project timeline.

  o Ongoing Support: Provide a minimum of six months of technical support post-launch to address potential issues or updates.

- AR Development Deliverables:

  o Story Integration Plan: Present a detailed plan for integrating the winning stories into AR applications, including design concepts and proposed technical approaches.

  o AR Experience Delivery: Launch fully developed and tested AR applications, both on-site and web-hosted, by the agreed timeline.

  o Post-Launch Support: Provide at least six months of technical support for AR content updates and troubleshooting.

4. Logistics and Timing

4.1. Language

The main language of the web platform will be English, with available translation in French.

4.2. Period of Performance

- **Web Design and Development**

The contracted period will be from the date of signing of the contract to June 2026, with the exact dates to be determined in the contract. The website and platform must be completed in a period of 2 months after signing the contract. The first "draft" proposal of the website must be completed and delivered 20 days after signing of the contract.

- **Augmented Reality Experiences**

The contracted period will start from the date of signing the contract to June 2026, with the exact dates to be determined in the contract. The development of the AR experiences will take place after the contract is signed and will continue until the completion of the dependent activities.

4.3. Payment

The payment for the assignment(s) will be executed as outlined in the contract signed by ALDA and the provider upon the official selection. The sum of money will be determined based on whether the provider executes either the Web development or the Augmented Reality Experiences or both.

Table 1.1. Maximum budget for services

S.1. Web Design and Development	S.2. Augmented Reality Experiences
3.000 EUR	20.000 EUR

4.4. Required Documentation

The proposal should be written in English and contain the following documents:

- Portfolio of the company's previous work

- A brief implementation plan for the website

- Proof for previous experience in:

    o Website design and setup,

    o Related software license.

    o Experience with Augmented Reality.[2]

- Financial offer(s) expressed in EUR

4.5. Qualifications
- Have a broad knowledge of modern web development technologies and design patterns and follow last versions of HTML, CSS and ECMAScript standards
- Have expertise in front-end vanilla Javascript and Javascript libraries;
- Have expertise in back-end programming languages and frameworks, including working with SQL and NoSQL databases;
- Have expertise with rapid or no-code web development tools – Wordpress, Wix etc;
- Have expertise in dev-ops area – basic server setup, experience with cPanel etc
- Ability to create innovative and visually appealing designs.
- Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing and social media networking;
- Proven experience in the development and maintenance of online platforms, scoring and profile platforms (experience in developing and managing of online platforms with similar purpose will be considered as asset)
- Understanding of security principles for external/public hosted applications.

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[2] Only if applying for the Augmented Reality Service.

4.6.   Delivering the proposal

All proposals must be submitted to **aldabalkans@aldaintranet.org** by **20 January 2025, 17:00 (CET)**, with the subject line: **Proposal for Web Design/Augmented Reality Experiences for the Shared Horizons Project**.