

# WEBSITE PROPOSAL

## Preparatory Action on Culture in the EU's External Relations

Project title	As above
Prepared by	Mai Ling Corke
Submitted to	Klaus Bondam Danish Cultural Institute Email: bondam@dkibenelux.org
Date	05 April 2013
Conditions	See below
Contact	Mai Ling Corke Small World Solutions sprl t/a 'Little Miss Web' GSM: +32 (0)496 74 98 28 Email: web@littlemissweb.com

**Contents**

Project information..... 3

Client information..... 3

Purpose of the website ..... 3

Domain name and hosting..... 4

Information architecture ..... 5

Content Management System (CMS) ..... 6

Design concept..... 7

Proposal timeline general guide ..... 8

Maintenance ..... 9

Additional work..... 11

Summary ..... 12

Website development contract ..... 14

Terms and conditions..... 15

## Project information

Project title	Preparatory Action on Culture in the EU's External Relations
Prepared by	Mai Ling Corke
Submitted to	Klaus Bondam Danish Cultural Institute Email: bondam@dkibenelux.org
Date	05 April 2013
Conditions	See below
Contact	Mai Ling Corke Small World Solutions sprl t/a 'Little Miss Web' GSM: +32 (0)496 74 98 28 Email: web@littlemissweb.com

## Client information

Contact name(s)	Klaus Bondam, Maiken Høj, Nicolai Jacobsen
Organisation name	Danish Cultural Institute
Address	Rue Royale 35 1000 Brussels
Phone	+32
GSM	
Email	

## Purpose of the website

Purpose	<p>To publish and promote information relating to the European project, a Preparatory Action on Culture in the EU's External Cultural Relations.</p> <p>The website should be a simple blog, highly integrated with social media, such as Facebook, Twitter and LinkedIn to ensure maximal outreach.</p> <p>There should be a Newsletter tool to alert a list of recipients each time a new blog post is published.</p> <p>Documents relevant to the project will also be hosted on the website.</p> <p>The content of the website will be produced by the project's Web Editor.</p>
---------	--

**Domain name and hosting**

Url To be decided. Will be bought by the Developer.

Status	--
Registered	n/a
Last update	n/a
Email	n/a
Tech contact	n/a
Organisation	n/a
Address	n/a
Phone	n/a
Fax	n/a
Email	n/a
Website	n/a

## Information architecture

Proposal The following reflects the pages necessary to fulfil the brief.  
Total number of (core) pages To be generated by the Client

Home (opens on latest blog posts)

- About
- News (also contains latest blog posts)
- Documents
- Links
- Contacts
- Sitemap (html)

## Functional requirements

- High integration with Social Media
- Newsletter
- Document uploader
- Photo gallery and lightbox
- Ability to play videos (assuming native WordPress uploader, maximum video size 25mb, or video embedded from YouTube are sufficient. Otherwise, a plugin will have to be added later).

## Page type

- Home
- Text page
- Blog excerpt page
- Full blog post
- Photo gallery page
- Video gallery page
- Document repository
- Contact form
- Sitemap

## Site map

## **Content Management System (CMS)**

The site will run on self-hosted WordPress (wordpress.org).

## Design concept

Current design	Not applicable
Proposed design	<p>The site will be branded with the EU flag and the title of the project. The font of the title should be embellished somehow.</p> <p>The design of the blog itself should be simple, professional, elegant, and easy to navigate. The colour scheme should reflect the colours of the European Commission.</p> <p>A two column layout is envisaged to accommodate Social Media widgets.</p> <p><a href="http://www.euroeastculture.eu">www.euroeastculture.eu</a> might be seen as a benchmark site.</p>
Image acquisition /stock photos	None currently foreseen.
Legal liability	Small World Solutions will not accept liability for any material provided for use as content for the site. This includes content provided by the client before during and after the development of the site.

## Proposal timeline general guide

The site (with content) must be ready for **Monday, May 5, 2013.**



## Maintenance

Initial training and support period

The Developer will provide up to two hours training, at the Client's premises, to the Web Editor, at a time to be determined, that will enable the Client to launch the site on the agreed date.

The Developer provides a free 30-day service period. During this period the client may contact the Developer to discuss issues concerning the technical operation of the website. Any issues raised will be resolved by telephone or email at no additional cost.

Annual maintenance and support

An annual maintenance proposal is included in the contract section. The annual maintenance period will provide telephone and email support for the operation of the CMS.

Website maintenance packages You could choose from the following packages:

Up to 8 Hours of Work Per Quarter €150 for months <b>€18.75 Per Hour</b>	Up to 20 Hours of Work Per Quarter €350 for 3 months <b>€17.50 Per Hour</b>
Up to 32 Hours of Work Per Quarter €500 for 3 month <b>€15.63 Per Hour</b>	Up to 56 Hours of Work Per Quarter €800 for 3 months <b>€14.29 Per Hour</b>

INDICATIVE TASK AND TIME ESTIMATION

BROAD TASKS COVERE	MINIMUM TIME	MAXIMUM TIME
Website ContentUpdate	15 Mins.	4 Hrs.
Additional Webpae Development	30 Mins.	4 Hrs.
Image Changes/Additions	15 Mins.	3 Hrs.
Technical Trouleshooting	15 Mins.	4 Hrs.
Browser Compatibility Correction	30 Mins.	6 Hrs.
Debugging	30 Mins.	6 Hrs.
CMS Troubleshooting	1 Hr.	4 Hrs.
Promotional Updates	30 Mins.	4 Hrs.
Banner Design	30 Mins.	4 Hrs.
Pop-up Creation	30 Mins.	3 Hrs.
Flash Changes/Updates	1 Hr.	6 Hrs.

- **It is recommended that you take at least the minimum package to back up your website and keep your content management software up to date. WordPress and WordPress plugins are regularly updated to improve performance and security. Failure to update software the in the long-term can adversely affect the performance of your website.**
- Minimum commitment of one year.
- Amount payable at the end of each quarter.
- The hours remaining at the end of the period will be carried over to the next period. This is subject to renewal within 15 days of expiry of the previous quarter.

**Additional work**

Any additional design work or changes to the design of the website not covered by a maintenance contract will be treated as new work and charged at the usual hourly rate. The hourly rate is subject to change. The current rate is available upon request.

## Summary

### Website design and implementation

Self-hosted WordPress blog, including:

- Purchase and administration of one **.eu domain name**
- Unlimited European-based hosting for 12 months (unlimited disk space, email accounts, MySQL databases, addon domains, subdomains, FTP accounts, bandwidth). €270
- Website creation including:
  - Original blog design (excluding custom page types, see below) that is cross browser compatible
  - Akismet anti-spam plugin (Client will set up free Akismet account)
  - BackWPup plugin for weekly automatic database and file backup
  - Google Analytics plugin (Client will set up Analytics account and supply UA code to the Developer) and basic SEO plugin. Sitemap.
  - *Sharing*, allowing people to share your content on their social networks
  - *Likes*, so people can show appreciation for your posts
  - *Publicise*, allowing you to share your blog posts via your social networks
  - *Enhanced comments* –a comment system with integrated social media login options
  - Newsletter plugin that allows an html email to be sent each time a new post is published
  - One contact form
  - Up to two hours training €2100

Other options:

- Plugins: Gallery, lightbox and document uploader

- Page templates/styles: Photo gallery, video gallery, document repository
- Graphics for email newsletter (content to be created by Web Editor)
- Configuration of one email account and access instructions (not including installation on email client – please refer to your network administrator) €350
- Responsive design (site adapts to tablets and smartphones) €300
- Site maintenance @ 6 months, update WordPress and all plugins €150

Subtotal €3170

TVA @ 21% €665,70

**TOTAL** €3835,70

Other options:

- Each extra .eu domain name PLUS search engine friendly 301 redirect €40
- Stock images By hour + cost price plus
- Iterations of design By hour
- Extra design/configuration services By hour

**Website development contract**

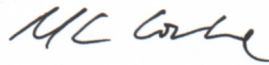
General agreement Small World Solutions trading as ‘Little Miss Web’, hereby known as The Developer, will design and develop the website outlined above for the Danish Cultural Institute, hereby known as The Client.

By signing this Agreement, The Client acknowledges that they agree with the proposal outlined above. The Client understands that any requests to deviate from the agreed contract will be executed only upon receipt of written instructions by The Developer. Any alteration or deviation from the contract specifications by the client may involve time penalties and additional cost. All changes must be agreed by both parties. Any additional costs will be charged at the rate of 50 eur/hour plus tva. The Developer is under no obligation to accept additional work not specified in the contract.

This offer is valid for four weeks. Please see below for other terms and conditions.

Payment will be made in two instalments ;

- a non-refundable 30% ‘Initial Payment’ due before work begins, and
- a 70% ‘Final Payment’ due upon fulfilment of the contract and no less than 15 business days after fulfilment of the contract.



Name Mai Ling Corke Date 5/4/2013

Small World Solutions t/a ‘Little Miss Web’ Authorised signature

**ACCEPTANCE OF PROPOSAL**

The above prices, specifications and conditions are hereby accepted. You are authorised to do the work as specified. Final payment will be made no less than 15 business days after the final day of the agreed completion period.

ACCEPTED:

Name	Date
Client. Authorised signature	

## Terms and conditions

1. Unless otherwise specified by both Parties, the terms of this Agreement will commence on the date specified above.

## Services and products

2. The Developer will provide services to the Client relating to the creation or modification of a website as specifically outlined in the attached Proposal. The Developer may also supply the Client with Products as specified in the Proposal. In the context of this agreement, 'Products' means any hardware and/or third-party software provided to the Client by or on behalf of the Developer pursuant to this Agreement.

3. Any other services required by the Client in the framework of this project in addition to those stated in the attached Proposal are billable at the stated hourly rate and must be requested in writing. This includes research on the Client's behalf and is subject to a half-hour minimum.

4. The Developer is entitled to quote the Client separately for the provision of any other services or products required in addition to those outlined in the Proposal.

5. The Developer is entitled to provide the Services remotely from her own premises and will not be required to attend the Client's premises without prior consent.

6. If the Developer is required to meet the Client for any reason pursuant to this Agreement, the Developer is entitled to bill the Client for his/her time at the stated hourly rate. The Client will also reimburse the Developer for reasonable transport and/or accommodation expenses incurred in doing so. However, this does not include transport or accommodation expenses where the Client's premises are located within 25km of the Developer. The Client will also reimburse the Developer for all expenses incurred on the Client's behalf or in carrying out its obligations under this Agreement.

7. The Developer reserves the right to assign subcontractors in the fulfilment of the Services if necessary.

8. In the case where the Client requests the execution of work in a shorter timeframe than usual or than agreed, the developer is entitled to charge 1.5x the normal hourly rate. For work requested during the weekend, a public holiday or previously notified holiday-time, the developer is entitled to charge 2x the hourly rate

## Authorisation

9. The Client will grant the Developer timely access to all the facilities required for providing the Services outlined above (such as usernames, passwords, contact details for other service providers). Where the Client fails to supply the information within the specified timeframe, the Developer reserves the right to adapt the delivery date of the project.

10. The Developer will not access the facilities for any purpose other than to provide the Services. The Developer will take all reasonable steps to ensure that access to the Client's facilities remains secure.

## Confidentiality

11. The Developer will not disclose to any third party or use, other than for the purposes of this Agreement, any information imparted to or obtained by it in connection with the fulfilment of this Agreement, which is of a confidential nature. This obligation of confidence will cease to apply to information that the Developer is required to disclose by any law, or which becomes part of the public domain, other than as the result of a breach by the Developer of her obligations of confidence under this Agreement.

### Copyright and intellectual property

12. The Client unconditionally guarantees to the Developer that any elements of text, graphics, photos, trademarks, or other artwork furnished to the Developer for inclusion in web pages are owned by the Client, or that the Client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend the Developer and her subcontractors from any claim or suit arising from the use of such elements furnished by the Client.

13. If any third party intellectual property rights are used in the material supplied by the Developer, he/she shall ensure that all necessary consents and approvals to use such rights for the Client have been secured.

14. Unless otherwise agreed in writing, the copyright and all other rights relating to the material (the 'Intellectual property') supplied to the Client by the Developer pursuant to this Agreement will remain the property of the Developer.

15. Upon payment in full for the Services provided by the Developer pursuant to this Agreement, the Developer grants the Client a non-exclusive and non-transferable perpetual licence to use the Intellectual property for the Client's own business purposes.

16. Unless otherwise agreed in writing, the Developer and his/her subcontractors retain the right to display graphics and other web design elements as examples of their work in their respective portfolios.

### Payment

17. The Developer is entitled to invoice the Client 25% of the estimated costs upon signing this Agreement, then 50% as a progress payment, and 20% upon completion of the Services, unless otherwise outlined above. All payments will be made in euros. See payment timeline in proposal.

18. All invoices rendered by the Developer are payable within fifteen (15) days from the date of invoice, unless otherwise specified in the proposal. The Client agrees to pay the Developer in full within this time period.

19. If the Client fails to pay any invoice by the due date for payment, then without prejudice to the Developer's rights under this Agreement, the Client shall also pay the Developer interest on the outstanding amount at the prevailing rate specified by the Federal Public Service for Finance. In this case the Developer also reserves the right to stop further work on the project, and to take any material he/she has provided pursuant to the Agreement offline until payment is made. In addition, a fixed amount of 15% of the sum due, with a minimum of 50 eur, will be charged to the Client as an administration fee related to the late payment.

### Termination

20. Both Parties are entitled to terminate work at any time by informing the other Party in writing. Any work completed up to this point shall be billed at the stated hourly rate and provided to the Client in the appropriate digital format.

### Miscellaneous

21. The Developer does not warrant that the functions contained in the Proposal will meet the Client's requirements or that the operation of the provided Services or Products will be uninterrupted or error-free. In no event will the Developer be liable to the Client or any third party for any damages, including any lost profits, lost savings or other incidental, consequential or specific damages arising out of the operation of or inability to operate the web pages or website involved, even if the Developer has been advised of the possibility of such damages, although the Developer will strive to help the Client avoid such damages if it is within his/her power to do so.

22. From time to time governments enact laws and levy taxes and tariffs affecting the operation of



websites. The Client agrees that the Client is solely responsible for complying with such laws, taxes, and tariffs, and will hold harmless, protect, and defend the Developer and her subcontractors from any claim, suit, penalty, tax, or tariff arising from the Client's web operations.

23. If any part, term or provision of this Agreement is held to be illegal or unenforceable, neither the validity nor enforceability of the remainder of this Agreement shall be affected.

24. Neither Party shall be liable for failure to perform or delay in performing any obligation under this Agreement if the failure or delay is caused by any circumstances beyond its reasonable control, including, but not limited to acts of god, war, civil commotion or industrial dispute. If such delay or failure continues for at least 14 days, the Party not affected by such delay or failure shall be entitled to terminate this Agreement by notice in writing to the other.

25. Nothing in this Agreement shall be deemed to create the relationship of employer and employee between the Developer and the Client.

26. This Agreement shall be governed and construed by Belgian Law. Any dispute arising thereof shall be submitted to the exclusive jurisdiction of the Courts of Brussels, Belgium.