



**VIA
FRANCIGENA**
road to Rome

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



EUROPEAN ASSOCIATION OF THE VIA FRANCIGENA WAYS (EAVF)
REQUEST FOR TENDERS FOR
WEBSITE MANAGEMENT
www.viefrancigene.org

The Via Francigena (VF) is a "Council of Europe Cultural Route" as defined in the Enlarged Partial Agreement (APA) on Cultural Routes approved by the Committee of Ministers of the Council of Europe in December 2010. The European Association of the Via Francigena ways (EAVF) is a voluntary association of Regions and Local Authorities from Italy, Switzerland, France and England (to date 234) established on 7 April 2001 in Fidenza (Emilia-Romagna, Italy) to promote the VF, 3.200 kilometres from Canterbury to Rome and then towards Santa Maria di Leuca in the direction of Jerusalem, through 16 European regions (Kent; Hauts-de-France; Grand Est; Bourgogne-Franche-Comté; Vaud; Valais; Valle d'Aosta; Piedmont; Lombardy; Emilia-Romagna; Liguria; Tuscany; Lazio, Campania, Basilicata, Apulia), from 5 states (United Kingdom; France; Switzerland; Italy and the Vatican State). EAVF promotes the Itinerary at all levels: local, regional, national, and European. Since 2007, the Council of Europe has empowered EAVF *Réseau Porteur* (carrier network) of the VF, assigning it the role of official reference for the preservation, protection, promotion, and development of the Via Francigena in Europe.

EAVF has an operational arm - Francigena Service S.r.l., a 100% subsidiary of the Association - to carry out technical and economic activities.

www.viefrancigene.org

The website is the point of reference, *primarily for VF walkers*, to find news and technical information on the European Itinerary. It presents the VF route from Canterbury to Santa Maria di Leuca (georeferenced with an interactive map), dedicated accommodations, services, projects, and activities of the EAVF *partners*. It is also the platform where EAVF members and affiliated associations are presented. All content is available in Italian, English, and French. The website is linked to the official EAVF social media profiles (*Facebook, Instagram, YouTube, Twitter, LinkedIn*) and it is connected to the official EAVF App.

Visits to the website are constantly growing. In 2022: 970,355 sessions with 3,707,563 page views.

Technical characteristics of the current website:

- Platform: Wordpress.
- Theme: Twenty Twenty (+child).
- Theme Builder: Elementor + Elementor PRO.
- Main plugins used: Advanced Custom Fields, Yoast SEO, The Events Calendar PRO, CookieYes, Custom Post Type UI, Elementor Header & Footer Builder, MonsterInsights PRO, Polylang, UpdraftPlus, W3 Total Cache.

European Association of the Via Francigena ways - carrier network of the Council of Europe
Association Européenne des chemins de la Via Francigena - réseau porteur du Conseil de l'Europe
European Association of Vie Francigene - Council of Europe Network
Headquarters: *Casa Cremonini*, Piazza Duomo 16, I-43036 Fidenza (PR)
Headquarters: *Palazzo Farnese*, Piazza Cittadella 29, I-29121 Piacenza
Tel. +39 0524 517380
Email: segreteria@viefrancigene.org
Web: www.viefrancigene.org



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Main requirements:

- Use of the website suited to three distinct audiences:
 1. walkers/cyclists and cultural tourists, with the possibility for users to login to their personal area on the website (allowing user data collection).
 2. Public partners/ EAVF members;
 3. private partners;
- Update and simplification of the website's structure for a better *user experience*.
- Technical support. The portal must allow the EAVF staff to manage independently the creation, modification, and removal of content, including through the installation of plug-ins.
- The website should be multilingual, with content in Italian, French, and English, and with the possibility to add other languages.
- Optimisation for major search engines.
- General interactive map of the entire itinerary and separate interactive maps referring to the individual stages of the route. The maps must be able to georeference points of interest and services and be easily editable. Partnerships with external map providers are also an option.
- Link to the EAVF's official social pages (Facebook, Instagram, YouTube, Twitter, LinkedIn).

Via Francigena Official App <https://www.viefrancigene.org/it/guida-app/>

- Interoperability of the website with the official VF App. The portal should be able to export data to the App (information for travellers and interactive map data).
Alternatively, proposal for a new app linked to the www.viefrancigene.org website with a proposal for a new structure and innovative technological solutions.

! The economic quantification of the possible new app or the system of interoperability with the site must be separate from that of the website management.

POINTS:

- Previous experience in managing web sites, with reference to the walking and outdoor sector. *25 points.*
- Technical proposal. *30 points.*
- Economic proposal. *25 points.*
- Innovative proposals. *20 points.*

SUBMISSION OF PROPOSALS AND EVALUATION:

Proposals (including a presentation of the applicant and past experience, technical, economic and any innovative proposals) must be sent to: segreteria@viefrancigene.org no later than **15-09-2023**. The proposals will be evaluated by a technical committee specially set up by EAVF.

For more information:

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