

# Request for RFQ: Website Redesign



## About the Rediscovery Centre

The Rediscovery Centre is the National Centre for the Circular Economy in Ireland. A creative movement connecting people, ideas and resources to support greener low-carbon living.

As the National Centre for the Circular Economy, we bring together the skills and expertise of artists, scientists, designers and craftspeople united in a common purpose of sustainability. Located in a bespoke demonstration eco-facility, we support four reuse social enterprises

- Rediscover Furniture
- Rediscover Fashion
- Rediscover Paint
- Rediscover Cycling.

These businesses use unwanted materials for new product development and design demonstrating effective resource efficiency, reuse and low carbon living.

The centre includes a visitor centre which acts as an educational tool to deliver workshops and training on low carbon living. The centre's activities demonstrate best practice in sustainability through interaction with the built, natural and cultural environment. It effects positive behavioural change through a life-long learning programme which includes public awareness exhibits, events, workshops, demonstrations and educational activities that highlight the benefits of effective resource management, underpin EU policy and encourage everyone to rediscover the value of waste.

## The Rediscovery Centre - Education

The Rediscovery Centre Education provides a variety of exciting and interactive workshops that are based on hands-on enquiry and experiential learning to primary, secondary and third level students. Our programme of education workshops ranges from environmental subjects such as waste, energy, global citizenship, and biodiversity to science, technology, engineering, and math (STEM). Each workshop features a presentation, a range of activities, games, and a feedback session to encourage the students to reflect on what they have learned throughout the workshop. Workshops are offered nationally and can either be delivered in our innovative education centre in Ballymun, directly in your school, or virtually online.

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## The Rediscovery Centre - Policy & Research

The Rediscovery Centre reviews, analyses and informs circular economy policy on a regional, national and international scale. The Centre aims to communicate policy developments and impacts in an accessible manner.

The Rediscovery Centre actively participates in research, particularly in the fields of sustainability, behavioural change, resource efficiency and waste management.

### The Executive Management Team consists of:

- Sarah Miller, CEO
- Roger Warburton, Programme Director
- Ed Coleman, Centre Director
- Claire Downey, Research & Policy Director

The Executive Management Team in turn reports to the Company Board of Directors and Company Chair. The Rediscovery Centre's staff and Board of Directors consists of highly qualified scientists, business managers, designers and creatives united in the common purpose of sustainability.

### Background to Brief

This website redesign is funded under the DIRECT LIFE Project, an EU LIFE Funded project which is being managed by the RDC. This DIRECT LIFE Project (Digital Rediscovery Centre), will deliver a modern and robust digital infrastructure for the centre, building on international best practice and the success of the work of the Rediscovery Centre to date.

The Rediscovery Centre's digital output increased significantly across the COVID-19 pandemic, with nearly 18k online attendees across 398 workshops delivered in 2020. However, comparing the average digital attendance figures to in-person activities and footfall pre-pandemic, a significant gap can be seen. This gap highlights the need to improve both the quality and the quantity of our marketing and digital communication efforts. Our aim is to develop appropriate digital tools, engaging assets and an easy to navigate website that will increase public engagement with, and interest in, the Circular Economy across Ireland.

As such, the objectives of the DIRECT LIFE Project reflect the specific need to mobilise and strengthen civil society participation in the Circular Economy through knowledge transfer and an effective digital communication strategy. In so doing the project contributes to the inclusive implementation of the European Green Deal and the Circular Economy Action Plan at national level and also supports the sustainable production and consumption ambitions of the UN Sustainable Development Goals.

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## Core Goals

**Form:** The Rediscovery Centre, in its architecture and human-scale experience of the circular economy, allows guests to grasp the concept of the circular economy through experience. The form of the centre acts as a 3D textbook, where visitors can learn by doing. By comparison, the form and use of the website does not live up to the standard of the physical centre as a vehicle for communication.

Our goals with the form of the website are as follows. It should...

- Leave a strong impression of the centre as an outstanding centre of excellence in the circular economy: a professional, approachable and enjoyable place to visit and work
- Resonate with the ethos of the centre through its use
- Respond to our market research into circular-economic communications with regards to media and messaging

**Function:** Fewer clicks, easily accessible information and mobile device optimization - the best websites of our peers and competitors within the circular economy space put user experiences first.

Our goal is for users to have a functional and enjoyable website experience, finding the information that they need as soon as possible so that they can take the next steps with us. Furthermore, the website should integrate with third party tools such as Eventbrite, Shopify, social media and the Salesforce CRM system with regards to lead tracking forms that allow us to gather insights on website visitors. Our vision is for our website, along with our social media strategy and CRM system, to become part of an integrated marketing ecosystem. Functionality is key for all website users, including staff who manage the website, as such our goal is to work with a CMS that is functional, intuitive and easy to use.

- Less clicks
- Less long-form text
- Accessible information
- CRM integration
- Integrated web presence / Social media strategy is a big positive
- A functional CMS that is easy to use for staff

## Main Challenges

**Data:** Ideally, for a website redesign, we would have both heat mapping and google-analytics data which would allow for informed decisions to be made about user flow. However, due to unforeseen issues related to the integration of Google analytics & heat mapping into our current website, this data does not exist. From the data that we currently have of the website, it is very likely that the website is currently not living up to its full potential.

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Attached to this RfQ however, is research carried out by 3rd parties into the UX of the current website.

**Sustainability:** As per our best practice research, we now understand what elements of sustainable web design will need to be included in the redesign of the current website. Please find below the initial overview information which can give a brief overview of what steps need to be taken to ensure a sustainable website is built out.

## Priority Steps:

- Use a web hosting provider that is on the Green Hosting Directory, preferably in Ireland, such as Blacknight, Eirbyte or Amazon Web Services.
- Ensure that web pages are able to scale well to mobile devices, optimised mobile sites are easier to navigate and don't load features unnecessary for a mobile device.
- No autoplay on videos: this streams videos across the internet needlessly
- Reduce kB weight of webpages. Speeds up load times, very crucial for mobile users.
- Use caching to reduce server-side load.

## Important Steps

- Limit unnecessary user tracking, this wastes energy collecting data that may not be useful. However ensure that this will not have an impact on Google analytics or insights available.
- Reduce advertising & tracking script, which can contribute heavily to page weight and rarely provides benefit to the user.
- Reduce usage of custom fonts.
- Optimise SEO and marketing such that time is not wasted on the website looking for the right content. Alongside this, make sure content is easy to find.
- Prioritise colours that aren't as energy intensive (lighter colours use more energy on OLED screens, as well as blue).

## Less Important Steps:

- Block bad bot traffic
- Use mobile solutions such as AMP to strip down the current version of a website to reduce file weight and strip out unnecessary code.
- Put Call-To Action in places where the user is more likely to see them, make them stand out. This reduces bounce rate.

As it stands, the challenge of designing a website that is optimized for sustainability while also looking strong and engaging to the public seems insurmountable. These elements seem to be mutually exclusive, as sustainable web design means low-res imagery, no video, and standardized font, no colour etc.

We welcome imaginative and innovative proposals from web designers which outline how they might address this challenge.

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## Target Audiences

### Rediscovery Centre Stakeholders:

In addition to insights on the general public listed below, the centre also works with key stakeholders such as:

- Funders
- Partners, networks and peers
- Community Groups
- Corporate Organizations
- Teachers (Primary & Secondary)
- Students (Secondary - Third Level)
- Workshop attendees
- Researchers
- Potential future employees & trainees
- Shoppers
- Material Donors

All of these stakeholders will need to have the capacity to find the information that they are looking for on the Rediscovery Centre website quickly and easily. Integration with our CRM system for tracking the audience journeys for each of these target audiences will be crucial.

### Current demographics:

When closing our centre over the COVID-19 pandemic, our ability to connect with key demographics has downsized considerably as citizen engagement has primarily been delivered through online content alone. However, on close analysis, our social media activity currently only appeals to a mostly female audience (85% of total following) between the ages of 35-44 (33% of total following). Reflecting on this, the need to widen the relevance of our content to other genders, age groups and key demographic groups absent from our following is evident.

### Target Demographics:

A just-transition to a Circular Economy requires a national movement which leaves nobody behind. Heretofore our hands-on experiential workshops delivered at the centre and throughout Ireland provided much-needed technical and professional skills to support the development of a Circular Economy. Reflecting on our communication responsibilities as Ireland's national centre for the Circular Economy, it is clear that there is a need to widen the reach of our digital communications and engagement, and to design and deliver blended learning versions of our educational workshops, to reach those unable, or disinclined to travel regardless of the reason; i.e., COVID-19 restrictions, rural isolation, disability, carbon footprint etc.

As part of the DIRECT Life project, extensive research has been carried out into the current state of awareness of the Circular Economy in Ireland, as well as the preferred mediums of communication that can translate such a complex topic to a wider audience.

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- **General awareness:** Awareness of the circular economy is particularly low compared with other sustainability topics. Only 25% of Irish people had heard the term “Circular Economy” before. Only 6% feel that they know a lot about it. We will need to reflect on how we describe the Circular Economy; only 35% appear to understand the summary description as is.
- **Audiences:** In general, Irish audiences can be split into two categories: Those who do consider environmental concerns when making purchasing decisions, and those who do not. The “sustainable consumer” and the more “conventional consumer” This division is more or less split down the middle of the Irish public: 49% “sustainable consumer” / 51% “conventional consumer”.
- **Understanding & Support:** Our tentative understanding of the circular economy likely inhibits support. 25% consider moving to the Circular Economy as an extremely good idea. Despite modest understanding and lack of personal support, well over 60% of adults think the Circular Economy should be a high priority of both the Government and Irish businesses. More in depth studies into the “sustainable consumer” found that they are more willing and likely to adopt these habits into their personal lives and communities, while the more “conventional consumers” are more likely to think that this issue is for the government and bigger businesses.
- **Topics of interest:** As stands, knowledge and interest peaks in relation to how the Circular Economy relates to reducing/preventing packaging waste; beyond this interest is largely undifferentiated. This points to the fact that, because most people are unfamiliar with the potential of the circular economy, they are more likely to associate any solutions with topics where they are more familiar.
- **Framing:** The biggest perceived impact from supporting the Circular Economy relates to quality of life, society’s health and well-being and the quality of products. In general, the public seemed to appeal to these elements rather than to how the circular economy could benefit the environment or the economy. However, communities from rural Ireland did see the circular economy as a means to reinvigorate local economies. More studies could be done into this topic, to determine which framework would be most beneficial to different audiences.
- **Trusted sources:** Scientists, family and friends, educators and experts are our most trusted sources on the Circular Economy; with trust in Scientists peaking among the very “sustainably minded” consumers. In general, people did not trust influencers, politicians or business leaders on the topic of the circular economy.

Additional research findings will be discussed with shortlisted candidates in the RFQ process.

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## Conditions

**Sustainability:** As outlined above, the website should be as sustainable as possible, while also creating a positive user experience and allowing the website to be commercially viable for the organisation. See the annexes to this RfQ for more information on sustainable web design.

- Criteria 1: How might you design a website that is low carbon in its digital operations?
- Criteria 2: How might you design a website that is low carbon physical hosting and real-life energy use?
- Criteria 3: How would you ensure that this design does not compromise on the high quality web design and customer experience?

**Training** - Training to be included in the RFQ for relevant staff in the Rediscovery Centre to be able to use the CMS system.

**SEO Optimization** – SEO optimization of the entire website to be included as a separate cost to the website redesign. With recommendations for SEO software such as Yoast etc.

**Google Ads** – The transfer of our existing Google Ads to the new website. This is a grant that is given to NGO's from Google worth approximately €80,000 U.S. dollars. This should include the following:

- What new Campaigns are needed
- Which old Campaigns to be deleted
- As the site URL structure will be changing to ensure that the URL's match the new URL's on Google Ads.

**Salesforce Integration** – We are currently in the process of implementing Salesforce across the Organisation as part of the DIRECT LIFE project. One of the requirements from the Salesforce integration. Is a booking system to be integrated into the new website. This is currently being reviewed by our Salesforce implementation partner. As the final solution design has not been signed off yet. We expect the need for a developer depending on the complexity of the solution to be in the region of 1 to 5 days development work on the website. Please include a day rate for development work in the RFQ.

**Enquiries** - All enquiries regarding the RFQ to be emailed to [directadmin@rediscoverycentre.ie](mailto:directadmin@rediscoverycentre.ie) with the subject line: Enquiry for RFQ: Website Redesign. If there are a substantial number of enquiries they will be answered and circulated to all interested parties for the RFQ.

### Attachments:

- UX design Research

**Submission Date:** The final date for the submission of the RFQ is the 28<sup>th</sup> of October 2022. The proposed start date for the redesign will be mid/late November 2022. Please email the

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completed submission to [directadmin@rediscoverycentre.ie](mailto:directadmin@rediscoverycentre.ie) with the subject line: Submission of RFQ for Website redesign.