



**VIA  
FRANCIGENA**  
EUROPEAN ASSOCIATION

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



## EUROPEAN ASSOCIATION OF THE VIA FRANCIGENA WAYS

### CALL FOR TENDERS

### WEBSITE MANAGEMENT

[www.viefrancigene.org](http://www.viefrancigene.org)

The Via Francigena is certified Council of Europe Cultural Route by the Enlarged Partial Agreement (EPA) 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, currently counting 182 members. The association was founded on 7 April 2001 in Fidenza (Emilia-Romagna, Italy) to promote the Via Francigena along 3,200 kilometers from Canterbury to Rome and then to Santa Maria di Leuca towards 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) of 4 states (United Kingdom; France; Switzerland; Italy). It carries out actions to enhance the route at all levels: local, regional, national, European. Since 2007, the Council of Europe has enabled the EAVF to be a Carrier Network of the Via Francigena, assigning it the official reference role for the safeguard, protection, promotion and development of the Via Francigena in Europe.

The EAVF has an operating branch - Francigena Service S.r.l., 100% controlled by the Association - for carrying out economic activities.

[www.viefrancigene.org](http://www.viefrancigene.org)

The EAVF website is a platform providing a reference point to the Via Francigena walkers in search of technical information, recommendations and news. It provides information on the Via Francigena route from Canterbury to Santa Maria di Leuca, a georeferenced interactive map, dedicated accommodations, services and activities of the EAVF partners. The association's members and the EAVF friendly associations are also presented on the site. The website features landing pages dedicated to projects carried out by the Association and its subsidiary Francigena Service S.r.l. All content is translated into Italian, English and French (some static pages are also translated in Spanish and German). The website is directly connected to the official EAVF social media pages (Facebook, Instagram, YouTube) and the Via Francigena mobile application.

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  
Associazione Europea delle Vie Francigene – rete del Consiglio d'Europa  
sede legale: Casa Cremonini, piazza Duomo 16, 43036 Fidenza (PR) – Italia  
sede operativa: Palazzo Farnese, piazza Cittadella 29, 29121 Piacenza (PC) - Italia  
Tel. +39 0523 492792 / +39 0523 492793  
Email: [segreteria@viefrancigene.org](mailto:segreteria@viefrancigene.org)  
Web: [www.viefrancigene.org](http://www.viefrancigene.org)



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Website visitation is ever growing. Below is a summary of main data of 2016 - 2020:

Year	Number of Visits	Number of Visitors	Visited Pages
2016-17	658.997	433.596	2.205.560
2017-18	804.084	493.229	3.655.989
2018-19	903.895	561.397	3.924.493
2019-20	919.024	569.642	3.799.595

Domains linked to [www.viefrancigene.org](http://www.viefrancigene.org):

- [www.viefrancigene.org](http://www.viefrancigene.org)
- [www.viefrancigenedelsud.it](http://www.viefrancigenedelsud.it)
- [www.bisaccia.viefrancigene.org](http://www.bisaccia.viefrancigene.org)
- [www.festival.viefrancigene.org](http://www.festival.viefrancigene.org)
- [www.lombardia.viefrancigene.org](http://www.lombardia.viefrancigene.org)
- [www.perviam.viefrancigene.org](http://www.perviam.viefrancigene.org)
- Page dedicated to "Sosta e Gusta" project ([www.viefrancigene.org/it/sostaegusta/](http://www.viefrancigene.org/it/sostaegusta/)) which is not a separate domain but has its own home page.

#### Main needs of the client:

1. Use of the website suitable for different audiences: EAVF members, walkers and simple visitors, premium visitors (access with password and username). In addition, the site must collect user data for the association's newsletter.
2. Migration of the current content and active domains to a new server or a software, and consequent update of the graphic layout and information management.
3. Technical assistance in terms of hardware and software for the duration of the agreement. The website must allow the EAVF staff to manage creation, modification and removal of content independently.
4. Website should be developed in three main languages: Italian, French and English. The site must be able to be translated in other languages.
5. Website optimization for main search engines.
6. Possibility of content georeferencing on the interactive map.
7. Interaction with the official Via Francigena mobile application. The website must be able to export data to the mobile application through an application programming interface (API). Details related to the application can be received by contacting the current manager (Itineraria S.r.l.).

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8. Management of the website visitation data. The data should be sent to the client monthly.
9. Support to the client for the first response to walkers and management of the Q&A section.
10. Ability to manage the following types of attachments: pdf, doc, docx, odt, xls, jpg, gif, ppt, ods, odp and all the most popular formats.
11. Possibility to insert commercial visibility spaces, clearly distinguishing them from informative and institutional sections, and to activate mechanisms that stimulate website's economic sustainability.
12. Enhancement of the official EAVF social media pages (Facebook, Instagram, YouTube) and of the most visited sections of the site through specific graphic elements.
13. Possibility of software development for counting pilgrims compatible with the website.

#### SCORING:

- **Previous experience in web management with particular reference to the sector of the routes and slow tourism.** *25 points.*
- **Technical proposal.** *25 points.*
- **Economic proposal.** *25 points.*
- **Innovation proposal.** *25 points.*

#### PRESENTATION OF THE PROPOSALS AND EVALUATION:

The proposals (including a presentation of a company and previous experience, technical, economic and innovation proposals) must be sent to [segreteria@viefrancigene.org](mailto:segreteria@viefrancigene.org) by 21 August 2020.

The proposals will be judged by a technical commission specifically set up by the EAVF.

For further information contact:

[segreteria@viefrancigene.org](mailto:segreteria@viefrancigene.org)

[sami.tawfik@viefrancigene.org](mailto:sami.tawfik@viefrancigene.org)

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