



# EURODÉFENSE-FRANCE

Paris, January 12th 2010

## EURODEFENSE WEBSITE

[www.eurodefense.net](http://www.eurodefense.net)

## REQUEST FOR PROPOSAL

## ASSESSMENT AND COMMENTS

### NEED FOR MODERN WAYS OF COMMUNICATION

EURODEFENSE network owns a web site operated, up to now through the Secretary General.

The look & feel and the architecture has been drawn in the years 2003 -2004. To some extent, that site does no longer answer to expectancies of internet users and surfers. An internet website usually becomes outdated after 2-3 years.

As suggested by EuroDéfense UK (Robin Ashby) new functionalities have to be set up.

But in wider stand point the whole architecture deserves a strong update.

### NEED FOR A DEEP RESHUFFLING OF EURODEFENSE WEBSITE

Basic elements need to be updated.

- home page and its map of Europe
- functionalities (i.e. “contact us”, newsletter subscription, links with social networks, links, ....)

Those elements, if agreed upon imply a new organisation and a common project to improve the present situation.

Templates will be available for national reuse by national EuroDéfense associations.

# **AN OPERATING MODE WHICH MUST CHANGE : TOWARDS A WORKING METHOD SHARED BETWEEN EURODEFENSE NETWORK ASSOCIATIONS**

Present website management through Secretary General and, in fact EuroDéfense France must change ; a new management may be developed upon a wider base of EuroDéfense network associations.

## **ACTION PLAN**

### **1.1 A « Request for proposal » drafted in a shared way among EURODEFENSE internet correspondents**

In that “request for proposal” :

- Description of look & feel and main pages
- Description of functionalities :
  - o Newsletter
  - o Downloadable documents
  - o Contact us
  - o A moderated forum (which implies an organisation to moderate it)
  - o Links with a social network (see in annex 1 suggestion from Robin Ashby EuroDéfense UK )...
  - o Reciporocal links with selected websites
  - o Links with social events (such as WEO Assembly with connections towards identified European media or journalists)...
  - o

### **1.2 A management mode partially outsourced**

New functionalities and their updating : outsourced, looking for new partnership (either on commercial or benevolent basis)

Updates for names, addresses, lists, contacts and links : keep for direct management

Selection of a tool to build an operate the web site (we use presently DREAMWEAVER, <http://www.adobe.com/support/documentation/fr/dreamweaver/> but other tools – open source such as OVIDENTIA <http://fr.ovidentia.org/> , or else – could be selected.

### **1.3 Partnership**

Some kind of partnership are listed below :

1 ) Institution : (public research institution and public center)

2) Non governmental organization with ability to back our efforts

3) Sponsoring by a private company

First contacts drove us rather towards one among two first tracks.

An affirmative action towards our network organization should lead to get contributions from several (two or three..) national Euro Défense associations.

#### ***1.4 A request for proposal open to several providers, under supervision of members of EURODEFENSE internet Group***

With a request for proposal drafted on a shared basis, identify 2 or 3 companies to be consulted ; consultation should be managed by our group to report then to Presidents an Secretary general.

The reshuffling of the web side should be driven by our group functioning as a steering committee.

### **NEXT STEPS AND CALENDAR**

In that respect preliminary steps are :

- collective preparation of a request for proposal and parallel fetch for external partnership, so far as possible on a sponsorship basis
- ask for proposal
- select a proposal
- fund the project and start it.

#### ***1.5 IDENTIFY PEOPLE IN THE GROUP***

Group list, with a call for candidates

#### ***1.6 SET UP A DETAILED RETRO PLANNING***

##### **1.6.1 IDENTIFY TASKS AND ACTORS**

List tasks

##### **1.6.2 BUILD A CALENDAR**

#### ***1.7 PRESENT A FUNDING SCHEME***

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