



HELCOM Indicator website – Call for proposals

18 March 2022

Overview

The Baltic Marine Environment Protection Commission (Helsinki Commission – HELCOM) wishes to upgrade its indicator webpages, currently hosted on the HELCOM website (<https://helcom.fi/baltic-sea-trends/indicators/>), to a fully-fledged, stand-alone website, the “**HELCOM indicator website**”.

The new website should be easy to use for both visitors and editors. Mainly based on **out-of-the-box solutions**, it should have a modern look yet be functional at the same time. It should also feature robust search and content filtering capabilities.

Updating the content should be as easy as possible, with a possibility to **automate content addition** from Word documents or other industry-standard text processing solutions. Based on the general HELCOM design language, the website should be **ready by the end of summer 2022**.

Service providers should **express their interest by the end of April 2022** at the latest. Preparatory meetings can be arranged in case additional information is needed.

What are the HELCOM indicators

- The HELCOM indicators provide **information about the health of and pressures** on the Baltic Sea.
- There are about **50 indicators** (existing or to be launched in the near future), each following the same structure.
- Based on **Word template** (see annex further below), each indicator is put together by a team of several experts and is reviewed, commented and edited via multiple steps.
- Targeted users: **experts** (in HELCOM, and in national agencies and ministries) but also available and understandable to the public.

HELCOM indicators help to assess the ecological health of the Baltic Sea and the pressures such as all sorts of pollution that are affecting it. They provide detailed scientific information on a number of parameters such as for instance the health of marine mammals, the concentration of heavy metals or water clarity, among others. HELCOM has about 50 indicators in total (existing and under development).

The indicators are based on a specific template, currently in Word, and follow the same structure. Each HELCOM indicator is typically put together by a team of various experts from across the entire Baltic Sea region.

The indicators are mainly used by experts in the various HELCOM bodies to prepare all sorts of assessments, as well as by national agencies and ministries or other government bodies. The indicators are also used by researchers and academics, and by other stakeholders working in the marine environment. The HELCOM Indicators are also used by some countries to fulfil their obligations regarding their reporting to the European Union regarding their Baltic Sea waters.



More information about the HELCOM indicators:

- Current HELCOM Indicator webpages: <https://helcom.fi/baltic-sea-trends/indicators/>
- HELCOM Indicator Manual: <https://helcom.fi/wp-content/uploads/2021/01/BSEP175.pdf>

Core issues to be considered when developing the new indicator website

- **Content migration** from the original document (such as for instance Word) should be as easy as possible and **automated**. Each of the roughly 50 indicators will have its own Word document (mainly based on a standardised template). The reason for the choice of Word is that this is best suited for collaboration among the various experts (use of track changes etc.).
- **Template:** guidance should be given on how to best design the Word template to facilitate content migration and automation. It should be noted that a basic document has already been pre-filled for all indicators in Word.
- **Readability:** content of each indicator should be structured in a way to make access to each of its sections/chapters easy, such as for instance using accordions for each chapter.
- Each indicator follows an **identical structure**, but content may differ such as for instance in terms of word count, number of non-text elements etc.
- Most indicators will also have **non-text elements** such as images and figures (tables, graphs etc.). The amount and type of figures will greatly vary between indicators.
- HELCOM currently uses both **WordPress and SharePoint**, and the editors are well-versed in using these platforms. The indicator website should be based on similar technologies in order to facilitate its management as in-house knowledge is available.
- The indicator website should **follow the general design language** of HELCOM. Guideline and elements such as icons, colours, fonts etc. are available.
- The indicators will be **organized by topics** (eutrophication, biodiversity, hazardous substances etc.). Some indicators will also have nested sub-levels (see annex), such as for instance “Harbour porpoise” that will contain “Harbour Porpoise – distribution” and “Harbour Porpoise – abundance”.
- The **first-level overview** of the 50 indicators should be **graphic and easy to understand** (“birds eye view”), for instance by using icons, colours etc.
- The website should be underpinned by a **robust search and filtering functionality**, based on a number of tags/keywords, categories, attributes etc.
- The system should allow for the overall material (per indicator) to be **downloaded** (e.g. as a PDF), including section specific downloads.
- **Archiving** solutions should be considered too.
- It is also critical that the system is **robust and expandable**, for example new indicators or movement between categories is expected in the future.
- System needs to facilitate **possibility for regular content update** by HELCOM staff.

Requirements

General

- Ease of use, for both users and admins/content editors
- Out-of-the-box solutions are preferred over customization
- Long shelf-life

Content management and updating



- Integrate with online Word (or similar)
- Ideally: automated updates whenever there are changes the initial Word document

Website administration

- Easy administration of the website (content, user management, platform maintenance) by moderately skilled administrators
- Future-proof platform that is low maintenance

Functionalities

- Robust search and filtering based on keywords, categories and other attributes
- Clustering/nesting of indicators under parent categories
- Possibility to structure content with accordions or similar to ease reading and navigation
- Each indicator page should also be downloadable as a PDF file

The request from this tendering is not to offer a re-design of the main structures but to facilitate the building of a well structures, flexible and user-friendly system based on the established structures and systems already in place of agreed upon (as also summarised in the annexes provided).

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