

Open Call for the Development of a Crowdsourcing Platform

Terms of reference

I. Background

The European Citizen Action Service (ECAS) is an international, Brussels-based non-profit organisation with a pan-European membership and 27 years of experience.

ECAS is empowering citizens in order to create a more inclusive and stronger European Union by:

- Promoting and defending citizens' rights.
- Developing and supporting mechanisms to increase citizens and citizen organisations' democratic participation in, and engagement with, the EU.

[FAIR EU](#) is a project co-funded by the Rights, Equality and Citizenship Programme (2014-2020) of the European Union, the consortium of which is coordinated by ECAS and composed of the following partners: Migration Policy Group ([MPG](#)), European Association for Local Democracy ([ALDA](#)), the European University Institute ([EUI](#)) and [Malmo University](#).

The aim of the project is to foster the successful inclusion of EU mobile citizens in their host EU country's civic and political life through the provision of a holistic approach to tackling obstacles they face when exercising their rights.

II. Crowdsourcing citizens' opinions

As part of the FAIR EU project, ECAS intends to use an on-line platform to solicit the opinions of at least 500 citizens on the obstacles to free movement and to political rights that they have encountered as well as their suggestions for solutions and/or best practices.

The crowdsourcing activity will take place over a period of six months and will be organised in two main phases:

During Phase 1, citizens will be invited to identify the main challenges to free movement and political participation by answering a set of predefined questions on the platform. Their input can be gathered through a survey with multiple choice questions or micro polls. ECAS will prepare the questions but the platform should allow citizens to suggest their own priorities not included on the list.

During Phase 2, citizens will use the platform to suggest concrete solutions or considerations on how they think the challenges identified in Phase 1 should be tackled. This could be done through a forum or open questions.

The platform should provide citizens with the possibility to use e-voting in order to indicate the solutions they find most appropriate for each challenge identified.

After implementing the two phases, ECAS will conduct an analysis of the citizens' inputs and develop a report based on the findings. Feedback will be provided to the citizens on the findings, the continuation of the project and how their voices will be taken into consideration by decision-makers.

III. Main Task: Development and maintenance of an open source, customised, online, multilingual platform for stakeholder engagement that provides for a quantitative and qualitative analysis of the data (citizens' responses) in view of carrying out the activity described above.

The platform should have the following features/key elements:

- Multilingual, in order to allow respondents to express their opinion in a language of their choice. This would work through automated translation (similar to the function that booking.com has).
- Preferential voting, to ensure more a nuanced perspective of preferences than standard binary "A/B" ballots and "Yes/No" survey questionnaires.
- Content sharing (users' own posts as well as curated content), in order to encourage users to return to the platform.
- Automated newsletter.
- Micro polls and micro debates through short engaging questions and gamification.

The platform should allow easy customisation for further use on another topic with minimum investment.

IV. Remuneration

The remuneration for the development and the maintenance of the platform cannot exceed EUR 15,000 including VAT.

V. Ownership of the platform

The ownership of the platform will belong to ECAS, which will have the right to use it as deemed fit.

Invitation for a Proposal (technical description and financial offer)

ECAS kindly invites interested applicants to provide via e-mail to ilda.durri@ecas.org the following by **April 15, 2018**:

- A. Proposal for a crowdsourcing platform describing its functionalities.
- B. Financial offer for its development and maintenance.
- C. Information on the costs associated with any future use of the platform on another topic.