Terms of Reference for the EUROSAI Project Group for the "Relaunch of EUROSAI's Website"

1. **General provisions**

   1.1 Name of the Project Group: "Relaunch of EUROSAI's Website"

   1.2 Background and objective of the Project Group:

Background information**:**

  ➢ During the 48th GB meeting (May 2017), the Secretariat proposed to revise the EUROSAI website to update it in line with the new ESP and the new governance structure, updating also its design. The GB approved the revision of the website and approved the use of funds from chapter 1 of the EUROSAI Budget to cover the related expenses.

  ➢ Later on, during the kick-off meeting of EUROSAI Strategic Goal 1 (November 2017), there was a discussion about the revision of the website, during which participants suggested that, since the core audience is both the SAIs and externals, a content based instead of the current structure-based approach could be adopted to reorganize the website.

  ➢ During its 49th meeting (March 2018), the GB agreed that the project related to the website was to be put on stand-by until the new Communication Framework was approved.

  ➢ During the EUROSAI Communication focus group meeting (December 2018) further discussions on the possible structure of the new website were held. The brainstorming sessions did not conclude on a final concrete proposal.

  ➢ During the 50th GB meeting (June 2019), the Communication portfolio holder submitted to the GB the technical specifications for the development of the new website, which included a proposal of structure for the EUROSAI website prepared by the abovementioned SAI. The draft resolution dealing with the website was finally not submitted to vote as it was linked to the previous endorsement of the Communication Framework.

  ➢ In April 2021, the XI Congress of EUROSAI approved the new Communication Framework of EUROSAI, which recognised the importance of improving communication, not only among its members, but also with partners and with other external audiences.

As stated in the 2021 Communication Framework, the website -www.eurosai.org- is one of the primary communication channels, both in internal communication and in external communication of EUROSAI. The website is both an assistant to auditors of the EUROSAI members and a site to learn news about the Organisation. It also reflects the Organisation's public image in external audiences.

In order to implement the EUROSAI Communication Framework and recognising the need to improve and increase impact of communication for EUROSAI, it is necessary to reactivate the project of developing a new EUROSAI's website.

The objective of the Project Group will be the development of a new website for EUROSAI. The webpage will continue offering its content in the five official languages of the Organisation.

The relaunch of the EUROSAI website will aim to make EUROSAI activities and products more visible and accessible to the Organization's members, as well as to other stakeholder; to reach out to all the EUROSAI community and encourage active participation of its members. For the design of the webpage, the Project Group will analyse the needs of the EUROSAI members.

1.3 Link with EUROSAI Strategic Plan

1.3.1. Strategic Goal / portfolio to which is linked:

The PG is linked to the "Communication Portfolio", a governance portfolio co-lead by the SAI's of Spain and Israel.

1.3.2. No duplication or overlaps with other activities of the EUROSAI Strategic Plan

No duplication nor overlaps have been identified, but coordination with all other EUROSAI key players will be necessary to ensure that the new website meets their needs.

2   Structural provisions

2.1 Lead SAI(s):

The Spanish Court of Audit (SCA), in its capacity of EUROSAI Secretariat, will lead the Project Group.

2.2 Contact person(s):

Name and function: Guadalupe Fernández Espinosa (Director of International Relations of the SCA - Director of the EUROSAI Secretariat)

Email: guadalupe.fernandez@tcu.es

Phone: +34 91 592 08 95

2.3 Participants:

Taking into account the nature of the project (which is not a knowledge sharing initiative, but an ad-hoc governance project) and similarly to the practice followed during the last relaunch of the website (which was carried out by a Task Group within Goal Team 4, during the ESP 2011-2017), participation in the PG will be on an invitation basis.

In this regard, the Secretariat will invite a small number of SAI members (approximately 5-7) to join the Project Group. The criteria to invite them will be previous participation in similar endeavours, as well as the role played in EUROSAI. In this sense, the following SAIs have already confirmed they will join the EUROSAI Secretariat in this PG: SAI of Israel (as co-leader of the Communication Portfolio), SAI of the Czech Republic (as EUROSAI Presidency), SAI of the United Kingdom (GB portfolio holder). Additional member SAIs will be invited to join the PG in the weeks following the ToR's approval and other experts (for instance, IDI, INTOSAI Journal) could eventually be also invited to contribute to the work of this PG.

3. <u>Technical and procedural provisions</u>

3.1 Intended Results:

The new EUROSAI website will ensure the following:

- A user-friendly navigation menu, for the internal audience (both the auditor's community and the international units' community) and for the external audience
- Accessibility and operability of the website on different mobile devices
- Valuable search engine optimisation
- An attractive visual design of the website
- The full set of functionalities to address the needs derived from the characteristics of the Organisation's activities
- Links to other EUROSAI related websites and social media tools.

The new website will offer EUROSAI key players a space to publicise their work and disseminate their results and outputs.

3.2 Benefits to EUROSAI Membership:

The development of a new EUROSAI website will benefit the Organisation by:

- Enhancing the exchange of experiences and sharing knowledge through improved functionalities (of current databases and other website features)
- Increasing the interest of auditors of individual SAIs and external audiences on EUROSAI and its initiatives
- Building a positive image of the organisation and promoting EUROSAI as a brand for its recognition internationally
- As a result of the above, encouraging the audience's engagement in EUROSAI's activities
- Increasing the impact of EUROSAI's activities

- Enabling more proactive exchange of audit experience among auditors.

3.3 Duration & Key Milestones:

Duration: the design, procurement and development of the new website is expected to take around 1-2 years.

Tentative key milestones:
- To decide the structure of the website (July 2021-October 2021)
- To approve the new structure and layout of the website (November 2021)
- To define all the technical aspects needed for the new website, in close coordination with key players (November 2021 – early February 2022)
- To carry out the procurement for the new website (February 2022 – May 2022)
- To develop the content of the information to be included in the web page (September 2022)
- Launch of the new website (end of 2022/beginning 2023)

3.4 Working Methods:

E-mail, videoconferences, in-person meetings only if and when deemed necessary and feasible.

3.5 Necessary Resources:

- **Financial:** The procurement of an external company for the development of the new website will be covered by the EUROSAI budget.

- **Other:** Human in-kind contributions from PG members and other EUROSAI members (and, if applicable, invited experts); intensive human in-kind contributions from the IT staff of the SCA is also foreseen.

3.6. Reference documents and materials:

- Communication Framework 2021

4. Accountability provisions

The lead SAI of the project group (Spanish Court of Audit) will report on progress and results, following the procedure defined in the General Procedures for the ESP.