



Tender specifications - ANNEX 1

CASE STUDY (Scenario)

Women are under-represented in the aviation sector at all levels. The SESAR Joint Undertaking would like to launch communications campaign to inspire women to get into the world of aviation and in particular, air traffic management and reduce the stigma that aviation is a sector for men!

As part of the campaign, the SESAR Joint Undertaking would like to develop a mini-site dedicated to the topic. The tenderer is requested to produce a:

- Mock-up of the homepage of this site that mirrors the look and feel of the SESAR JU website but yet stands out from other sections of the website. The mockup should focus on interactivity, good use of existing social media platforms, attractive use of graphics and audio-visual material.
- Project plan for producing the mini-website with a breakdown of costs as well as a total price, time and division of tasks among staff members.

The price proposed for this case study must reflect the prices offered in the financial offer submitted for the purpose of this call for tender.

The case study should not exceed 2 pages.