



Request for Proposal

EBC White Paper Transformation Project

Digitalisation of the EBC White Paper

The EBC is looking for a company, preferably member of one of its [15 stakeholders](#), to digitise its annual White Paper.

Any company interested in participating in this tender is requested to send its proposal by June 30, 2021 to ebc@ebc-jp.com

1. Background/Introduction about the White Paper

The EBC updates, prints, and publishes a White Paper every year (in July). This document is the result of the 23 EBC Committees' work during the preceding 12 months.

Following the decision of the Board of Directors, the EBC has the intention to digitise this White Paper to offer a dynamic, modern, and user-friendly product with additional functionality. By updating the content after each EBC committee meeting, the Digitised White Paper should provide an immediate access to updated information and issues the EBC Committees are working on. It should be, for instance, easier to access the latest developments on non-tariff barriers in Japan online as opposed to in a static volume printed once a year.

2. About the European Business Council (EBC)

The European Business Council (EBC) is the trade policy arm of 15 European National Chambers of Commerce and Business Associations in Japan and has been working to improve the trade and investment environment for European companies in Japan since 1972. The EBC was registered with the Ministry of Economy, Trade, and Industry (METI) in 2008 as the European (EU) Chamber of Commerce in Japan.

The EBC currently works for around 2,500 local European corporate and individual members through fees paid via their respective national chamber of commerce. Some 200 companies participate directly in one or more of the EBC's 23 industry committees, whose work covers a wide variety of economic sectors.



3. Project Goals and Scope of Services

Structure of the Digitised White Paper

- Current structure of the Analog White Paper (the same for the 2 versions – [Japanese](#) & [English](#)):
 - Introduction
 - Business Fundamentals committees + 5 groups of sectorial committees
 - Appendices
 - For each committee: an introduction with background + summarized issues.
- Changes to be made:
 - The “Business fundamentals” section will include general issues (such as travel ban) + inactive committees.
 - In each committee chapter, activities organized throughout the year (meetings with officials, statements, etc.) will be added.

Annual review of the White Paper and Format

Start of the White Paper year: April 1st annually

- Each committee issue should have for instance a colour code to illustrate its importance: green for resolution, yellow for progress, black for stand-by, red for urgent.
- Each Committee is supposed to discuss and provide an update on its issues during their committee meetings (according to the constitution, the committees meet at least 4 times a year). The updates should be then transferred to the digital data base by the EBC Management (only the EBC Management shall have access to the data base, which would allow manipulation of the data). The Committee however shall decide if each issue needs a change of colour, add issues, and provide updates to the EBC Management.
- The new system with a database in the background should allow different predefined online requests. For instance, it should be possible to receive as output a document that would correspond to the “Traditional White Paper” (similar



order and format), but also an output identifying only new issues, or unsolved issues, or on-going issues. The White Paper will adapt to the needs of the user. It should be possible to have a web-based output, but also it should be possible to obtain a pdf version, which can be printed out and handed over physically should such necessity arise.

- Since the current White Paper is printed in Japanese and English, the Digitised White Paper should be also accessible in both languages. The Digitised White Paper should be integrated as part of the current EBC Website.

Printed Version of the Digitised White Paper (1-page recto verso)

Aside from the Digitised White Paper, the EBC would like to have a printed one-page summary document for the purpose of handover to Japanese officials.

- The project should include a layout that can be customized (e.g. background, title, sponsor logos on the backside etc.).
- It should have the format A4 and be “printable” on a thicker paper.
- It should have a QR code leading to the website of the Digitised White Paper.
- The printed 1-page should be bilingual (JP and EN).

4. Submission of questions and final proposal

Questions can be submitted in English via Email until 20 June 2021 to:

bkongstad@ebc-jp.com

vmoschetti@ebc-jp.com

Proposals should be submitted in English as PDF file via email by 30 June 2021, midnight to:

ebc@ebc-jp.com

5. Evaluation and selection of successful proposal

Proposals that meet the required criteria will be invited for a presentation at the office of the European Business Council (EBC), address: Sanbancho POULA Bldg., 2F, 6-7 Sanbancho, Chiyoda-Ku, Tokyo 102-0075, between 1st July and 9 July. A final decision is expected to be made on 15 July 2021.

6. Timeline

The project should start immediately for a practical use at the latest by mid-August 2021.



7. Key evaluation criteria

- Responsiveness to the requirement outlined in the request for proposal
- Relevant references/experiences
- Easy use of the product for both the EBC and the end user
- Maintenance of the product
- Overall cost