APPENDIX A · REQUIREMENTS RESPONSE MATRIX

Petrochemicals Europe New Website

Response codes as defined in section 5: **C** compliant as standard, **PC** partially compliant or requiring configuration, **NC** not compliant. Every PC response carries an explanation, its dependency and the related price reference. Optional requirements are priced separately in Appendix B and are not included in the mandatory baseline total.

81 requirements assessed: 75 compliant, 6 partially compliant, none non-compliant.

ID	PRI.	REQUIREMENT AND WHITE RABBIT RESPONSE	CODE
5.1 USER EXPERIENCE AND DESIGN			
UX–01	M	Responsive, mobile-first across desktop, tablet and mobile form factors.	C
UX–02	M	Clear, consistent navigation with orientation aids such as breadcrumbs.	C
UX–03	M	Homepage with editor-managed banner/highlights, latest news, clear routes.	C
UX–04	M	Light refresh of the visual identity: colour, typography, imagery, iconography, usage guidance. *Offered as a separately priced option in three levels: Light, Facelift or Full brand. The website price assumes the current identity is carried forward.*	PC
UX–05	M	Reusable design system and components balancing editorial flexibility and consistency.	C
UX–06	M	Avoid unnecessary animation, autoplay or patterns that reduce accessibility or performance. *Motion is purposeful and delivered within an agreed performance budget. Every animation has a still equivalent, served automatically where the visitor has reduced motion enabled.*	C
5.2 CMS AND PUBLISHING			
CMS–01	M	Propose and justify the CMS. *WordPress, justified in section 4 of the proposal.*	C
CMS–02	M	Supplier remains responsible for CMS, modules, plug-ins and dependencies.	C
CMS–03	M	At least three editors and three administrators, role-based, direct publishing.	C
CMS–04	M	Draft, preview, scheduled publication and restoration of previous versions.	C
CMS–05	M	Editors manage navigation, highlights, metadata, redirects, forms, taxonomies and components without code.	C
CMS–06	M	Safe media management, alt-text fields, editorial prompts for accessibility and SEO.	C
CMS–07	M	Strong authentication for administrative access, preferably MFA, individual named accounts.	C
CMS–08	M	No formal approval workflow, and none priced into the core scope. *Confirmed: not priced. WordPress default roles are used.*	C
5.3 SEARCH, FILTERING AND CONTENT DISCOVERY			
SEA–01	M	Site-wide search across webpages, news, events, publications and metadata.	C
SEA–02	M	Publications filterable by topic; news and events filterable by date.	C
SEA–03	M	Results show content type, title, concise context and direct access.	C
SEA–04	M	Accessible no-results experience and analytics on search usage and unsuccessful searches.	C
SEA–05	M	State whether PDF full-text indexing is included, optional or excluded. *Included in the core scope.*	C
SEA–06	M	Disclose search administration, licences, recurring costs and external dependencies. *Site search licence disclosed in Appendix B; quantity confirmed at discovery.*	C
5.4 FORMS AND INTEGRATIONS			
INT–01	M	Mailjet integration for newsletter subscription with acknowledgement and consent wording.	C

ID	PRI.	REQUIREMENT AND WHITE RABBIT RESPONSE	CODE
INT–02	M	Link to the LinkedIn page. No embedded social feed.	C
INT–03	M	Retain or replace the printed-flowchart order form with automatic acknowledgement.	C
INT–04	M	Forms with validation, accessible error handling, spam protection, configurable recipients.	C
INT–05	M	Architecture supports documented future integrations without wholesale redevelopment.	C
INT–06	M	List all third-party services, licences, data flows, hosting locations and recurring costs. *Services, data flows and hosting locations are listed in section 11. Final licence quantities and recurring costs are confirmed at discovery and shown as to confirm in Appendix B.*	PC
5.5 ANALYTICS, SEO AND GEO			
DIG–01	M	Implement Google Analytics or propose a privacy-preserving alternative. *Continuity with GA4 assumed; a European-hosted alternative can be provided.*	C
DIG–02	M	Track site search activity and publication downloads with a practical reporting view.	C
DIG–03	M	Documented measurement plan, verified before launch.	C
DIG–04	M	Technical SEO: crawlability, XML sitemap, metadata, canonical handling, redirects, structured data.	C
DIG–05	M	Evidence-based GEO approach; no promises on rankings or inclusion in AI answers.	C
DIG–06	M	Pre-launch SEO migration check and submission of the redirect map.	C
5.6 ACCESSIBILITY AND INCLUSIVE DESIGN			
ACC–01	M	WCAG 2.2 Level AA for templates, components, navigation, forms and interactive elements.	C
ACC–02	M	Automated and manual testing: keyboard, focus order, contrast, resizing, screen reader.	C
ACC–03	M	Accessibility report listing tests, findings, remediation and accepted exceptions.	C
ACC–04	M	Editor guidance for headings, links, images, tables, multimedia and downloads.	C
ACC–05	M	Quote separately for remediation of legacy downloadable documents. *Excluded from the core scope and offered at the role rate in Appendix B. A fixed quotation follows once the content audit establishes the number of legacy documents retained.*	PC
5.7 PRIVACY AND DATA PROTECTION			
PRI–01	M	Comply with GDPR, Cefic privacy and cookie requirements and contractual data-processing provisions.	C
PRI–02	M	Document personal-data flows for subscriptions, forms, analytics, administration, logs and any AI service.	C
PRI–03	M	Reuse Cefic's existing consent-management solution where applicable.	C
PRI–04	M	Block non-essential cookies and scripts before consent; correct categorisation and cookie policy.	C
PRI–05	M	Disclose all subprocessors and transfers; no processing outside the EEA without approval.	C
PRI–06	M	Configurable retention and deletion of form submissions and logs; assist with data-subject requests.	C
PRI–07	M	Notify Cefic promptly of personal-data breaches and cooperate with notification obligations.	C
5.8 SECURITY, HOSTING AND TECHNICAL ARCHITECTURE			
SEC–01	M	Secure, supported and maintainable architecture; supplier accountable for chosen technologies. *Security measures agreed in consultation with Cefic IT, as confirmed on 16 September.*	C
SEC–02	M	Production hosting and primary data storage located in Europe. *Supplier-provided hosting with servers physically located in Europe, as confirmed by Cefic IT.*	C
SEC–03	M	Separate staging and production, controlled deployment, no public indexing of non-production.	C
SEC–04	M	Encrypted HTTPS, secure configuration, least-privilege access, logging of privileged access.	C
SEC–05	M	Maintain an inventory of CMS, modules, plug-ins, libraries and third-party components.	C
SEC–06	M	Vulnerability scanning before launch and after material changes; remediate critical and high findings.	C
SEC–07	M	Backup, restore and recovery: frequency, retention, storage separation and restore testing. *Daily backups, 30-day retention, storage separate from production, restore demonstrated at acceptance.*	C
SEC–08	M	Monitoring for availability, errors and suspicious activity with defined escalation contacts.	C

ID	PRI.	REQUIREMENT AND WHITE RABBIT RESPONSE	CODE
SEC–09	M	On compromise: contain, restore, written incident report and preventive actions.	C
SEC–10	M	Provide content, data, configuration, source code, credentials and documentation for transfer.	C
SEC–11	M	Domain and primary administrative accounts owned or controlled by Cefic.	C
SEC–12	M	State availability commitments, planned maintenance and support response/resolution targets. *Target availability 99.5% monthly. Planned maintenance outside business hours with prior notice. Response: four business hours for critical incidents, one business day otherwise.*	C
5.9 PERFORMANCE, COMPATIBILITY AND SUSTAINABILITY			
NFR–01	M	Optimise code, images, scripts, fonts and caching for realistic connections.	C
NFR–02	M	Measurable performance targets for representative templates, reported before launch.	C
NFR–03	M	Support current stable Edge, Firefox, Chrome and Safari on desktop and mobile.	C
NFR–04	M	Graceful error handling, editor-managed 404 page, no broken links at launch.	C
NFR–05	M	Minimise environmental impact; describe hosting sustainability credentials. *Hosting provider running on renewable energy; named at contract.*	C
7. HOSTING, MAINTENANCE AND SUPPORT			
OPS–01	M	Host and maintain the website and all supplier-selected dependencies.	C
OPS–02	M	Security, CMS, platform, module and dependency updates at least four times per year, included in the maintenance fee.	C
OPS–03	M	Monitor the website and server, regular health checks, alert Cefic to unusual activity.	C
OPS–04	M	Regular backups and tested restores.	C
OPS–05	M	Proactive recommendations for technical, security, accessibility and performance improvements.	C
OPS–06	M	Business-hours technical support with an escalation method for critical incidents.	C
OPS–07	M	Transparent timesheets for prepaid or ad hoc hours, with warning before exhaustion.	C
OPS–08	M	Additional launch support for the future value-chain feature as a separately estimable service.	C
OPS–09	M	Annual service report covering updates, incidents, availability, backup tests and recommendations.	C
5.10 OPTIONAL INTERACTIVE VALUE CHAIN			
VAL–01	O	Separately price a discovery and prototype phase using available sketches, graphs and content. *Not priced in this submission. Petrochemicals Europe has indicated that a separate reference will be issued for the value chain; we will respond in full when it is received, to avoid duplicate pricing.*	PC
VAL–02	O	Enable non-specialists to explore feedstocks through to downstream applications.	C
VAL–03	O	Recommend the most appropriate visual format, including whether a 3D model is justified. *Our position is that the format should follow the discovery, not precede it.*	C
VAL–04	O	Allow approved content and data to be updated without reconstructing the experience.	C
VAL–05	O	Provide an accessible alternative communicating the same core information.	C
VAL–06	O	State dependencies, data-preparation assumptions, prototype deliverables, implementation and recurring cost separately. *Provided with the response to the separate reference.*	PC
5.11 OPTIONAL AI-POWERED WEBSITE ASSISTANT			
AI–01	O	Separately price an assistant answering questions using only approved content and documents. *Priced in Appendix B as a limited proof of concept.*	C
AI–02	O	Answers link to relevant pages and documents, or direct users to an enquiry form.	C
AI–03	O	Describe grounding, content governance, update process, refusal behaviour, monitoring, privacy, security, accessibility, multilingual potential and recurring usage costs. *All governance aspects are described in the proposal. Recurring usage cost depends on query volume, which cannot be estimated before the proof of concept; a per-1,000-query rate is agreed before any production commitment.*	PC
AI–04	O	The assistant must not train on Cefic inputs or expose confidential, personal or unpublished information.	C

ID	PRI.	REQUIREMENT AND WHITE RABBIT RESPONSE	CODE
AI-05	O	Limited proof of concept with clear acceptance criteria before production commitment.	C

APPENDIX B · PRICING SCHEDULE

Pricing schedule

All amounts in EUR excluding VAT. Every implementation line is hours multiplied by the role rate below, so each one can be checked. Project management is a line of its own and sits inside the total; it is never charged on top, as section 10 requires. Brand identity is quoted separately.

PRICE ITEM	HOURS	RATE	EUR EXCL. VAT	ASSUMPTIONS / UNITS
Discovery and content model	46	95	4,370	Workshops, audience priorities, content model, technical specification
Information architecture and wireframes	25	85	2,125	Sitemap, taxonomy, wireframes for six templates
UX and UI design, six templates	55	85	4,675	Layout, hierarchy, states, interaction patterns, responsive
Design system implementation	24	85	2,040	Component library; visual foundations from the identity chosen
Environments, CMS setup and permissions	36	85	3,060	Staging and production, CI/CD, MFA, roles
Page templates, six	90	85	7,650	Six templates with variants and editorial options
Editor block library and data display	38	85	3,230	Six reusable blocks, facts and figures
Search, forms and integrations	62	85	5,270	Site search, PDF indexing, forms, Mailjet, flowchart order form
Content population, up to 50 pages	33	85	2,805	Content supplied and approved by Cefic; beyond 50 pages at the same rate
Motion and interaction design	58	85	4,930	Scroll, parallax, pointer interaction, reduced-motion equivalents
SEO/GEO and analytics setup	44	85	3,740	Schema, sitemap, redirect map, GA4, GTM, consent mode
Accessibility, privacy and security testing	100	85	8,500	WCAG 2.2 AA audit, vulnerability scan, GDPR configuration
Training, documentation and handover	34	85	2,890	Training, recorded session, as-built documentation, source code
Project management	100	75	7,500	A named project manager from kick-off to launch. Included, never charged on top
Implementation total	**745**		**62,785**	**One-off, excluding VAT**

RECURRING AND OPTIONAL

PRICE ITEM	ONE-OFF	ANNUAL	ASSUMPTIONS / UNITS
Mandatory maintenance		3,800	Quarterly updates, monitoring, backups with tested restores, annual service report
Technical support package		1,500	20 prepaid hours per year at the support rate, distinct from maintenance
Hosting		after review	Servers in Europe. Security level agreed with Cefic IT before the infrastructure is specified; fee confirmed in writing after that review. Third-party security services charged at cost
Third-party licences		to confirm	Site search and consent management; quantities confirmed at discovery
Optional interactive value chain	see note		Not priced here; separate reference expected
Optional AI-powered chatbot	6,500	to confirm	Limited proof of concept; recurring usage by query volume
Optional brand identity	2,660 / 7,505 / 13,965		Light, Facelift or Full brand, at the creative direction rate. Quoted and contracted separately; invoiced on delivery

PRICE ITEM	ONE-OFF	ANNUAL	ASSUMPTIONS / UNITS
Recurring, fixed		5,300	**Hosting added once the security review has fixed the infrastructure**

Interactive value chain. Not priced in this submission; we will respond in full when the separate reference is issued.

Terms. Indexation applies to recurring items only, at Belgian CPI capped at 3% annually. Offer valid 90 days. Payment 30 days from invoice. The implementation fee is invoiced in equal monthly instalments across the delivery period; brand identity is invoiced on delivery.

ROLE RATES FOR APPROVED CHANGE REQUESTS

ROLE	HOURLY EUR	DAILY EUR
Project manager	75	600
Strategy and creative direction	95	760
UX / information architect	85	680
Visual designer	85	680
Content specialist	85	680
Developer	85	680
Accessibility specialist	85	680
SEO/GEO specialist	85	680
Security specialist	85	680
Support / maintenance	75	600

Daily rate based on eight hours. No work outside the agreed scope is undertaken or charged without prior written approval.

APPENDIX C · SUPPLIER DECLARATION

Supplier declaration

Legal entity name	**White Rabbit Integrated Communication**
Registered address	**Sq. de Meeûs 35, 1000 Brussels, Belgium**
VAT / company number	**BE0659751339**
Primary contact	**Alberto Maccari · contact@brusselswhiterabbit.eu**
Proposed project manager	**Alberto Maccari**
Proposal validity	**90 days from 16 September 2026**
Subcontractors / subprocessors	**Chalice (development)** **European hosting provider, named at contract** **Mailjet (newsletter)** **Google Analytics and Tag Manager (analytics)** **Consent management platform** **Site search provider**
Conflicts of interest declared	**None**

MANDATORY ELIGIBILITY CONFIRMATIONS

- ✓ We are able to provide European hosting and have disclosed our subprocessors above.
- ✓ We are able to deliver the mandatory scope and the 12-month maintenance service.
- ✓ We accept that the supplier is responsible for maintaining its selected CMS and dependencies.
- ✓ We have provided a named project manager and complete pricing in Appendix B.

By signing, the supplier confirms that the proposal is complete, that assumptions and exclusions are clearly disclosed, and that no material third-party or recurring cost has knowingly been omitted.

Authorised signatory · Alberto Maccari

Date and signature