



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

CALL FOR APPLICATIONS EXTERNAL CONSULTANT – Web & Graphic Designer

Are you a Web Designer with Graphic Design skills? Do you get excited by creating unique online spaces? Are you a committed feminist seeking to contribute to advancing gender equality in Europe? If so, we invite you to tender for this consultancy on designing a linked/host website for EWL's work on Gender Budgeting!

The **European Women's Lobby (EWL)** is the largest umbrella organisation of women's associations in the European Union, gathering over 2000 women's associations. The EWL has members in 26 EU Member States, three Candidate Countries (North Macedonia, Serbia, Turkey), the United Kingdom and Iceland, as well as 17 European-wide organisations representing the diversity of women and girls in Europe. Together with our members, the EWL campaigns for a feminist Europe, which promotes women's rights and equality between women and men in the European Union in line with our organisational strategic framework "[Together For A Feminist Europe!](#)".

The EWL is looking for a Consultant Web Designer(s) with graphic design skills to create a website which will be linked to the existing EWL website, that will host existing content and resources developed by experts as part of a project aimed at building the capacity for women's civil society organisations to advocate for Gender Budgeting in Europe. The engaged Consultant(s) will work with the Project Manager to develop an interactive and engaging web page, that will act as both a resource for women's civil society organisations across Europe and as a platform for networking or cooperation with stakeholders engaged in gender budgeting. The EWL aims to launch the website at an event scheduled for 2021.

As an inclusive feminist organisation, we are seeking to build an organisation that represents Europe in all of its diversity. We believe candidates with diverse experiences and backgrounds bring real added value to our existing feminist culture. As such, we strongly encourage applicants from underrepresented and marginalised groups, sexualities or nationalities to apply: for example candidates from ethnic minority groups, people with disabilities, people with caring responsibilities etc.

HOW TO APPLY

Interested candidates are requested to submit a tender to the European Women's Lobby via email to allen@womenlobby.org, to include:

- A maximum 3-page tender document responding to the call which outlines; your experience in web and graphic design; any related experience working with civil society organisations; and your proposals for creating a unique web space aimed at presenting educational and movement building resources.

Please include in the e-mail subject line: "**Tender for Consultant Web Designer: Gender Budgeting**". Closing date for applications is **23 November 2020** at 17h CET.

Total fees for the Consultant's for this work should not exceed **16,528.00 euros**. This amount should include all the taxes and administrative costs eventually required in the country they are based in or

where their consultancy is registered. EWL will pay all administrative costs and taxes (VAT) incurred in Belgium which is 21% of the net value of this contract. We invite interested parties when submitting your tender to indicate your rate per day.

We encourage applicants to carefully take note of our guidelines and instructions to ensure your application will be considered.

Selection is anticipated to be on the basis of the written application provided. Interviews of shortlisted candidates may be held, on **26 and 27 November 2020**. Interviews will be held online. The ideal candidate should be able to start as soon as possible.

1. Background

The European Women's Lobby advocates for a holistic, transformational socio-economic vision, based on well-being, social justice, and a strong voice against women's poverty. We promote feminist alternatives to traditional patriarchal economics: towards an economy and society based on equality, human rights, social and environmental justice. The implementation of gender budgeting at EU and national level is an essential requirement to enact this transformative change.

Gender budgeting is a tool of gender mainstreaming to ensure that all EU money is delivering on equality between women and men; as an analytical framework, it recognises that budgets impact on women's girls', boys and men's lives differently and that women face specific obstacles resulting from the historical, traditional and stereotypical distribution of power and labour. In 2019, the European Women's Lobby (EWL) launched the *Channelling Resources into women's Rights in Europe*, a two-pronged project that seeks to mobilise long term resources for women's rights, demystify gender budgeting and build the capacity of our members in Europe.

As part of this work, the EWL formed the Gender Budgeting Expert Working group; an ad hoc grouping of seven experts in the field of feminist economics to co-develop capacity building and awareness raising activities on the importance of gender budgeting and increasing the capacity of women's civil society, decision-makers and the philanthropic community to be able to advocate for and implement this tool at various political and social levels.

The project is set to conclude in September 2021, with the launch of an online platform that will host the cumulative deliverables of this multi-annual project.

2. Purpose, Scope of Work and Methodology

EWL aims to work in coordination with the selected consultant(s) to develop an interactive, fully accessible webpage that informs, educates and motivates users to engage in gender budgeting from their organisational and/or individual perspectives.

The primary goal of the website is to assist women's civil society organisations in advocating and campaigning for the adoption of gender budgeting at national, regional and local level, through accessing resources and advice, developed by the main gender budgeting experts in Europe. However, the website should maintain the capacity to hold additional resources targeted at other stakeholders such as political decision-makers and the philanthropic community.

If possible, it should also facilitate the networking of various stakeholders to be able to connect on the issue, beyond the scope of EU level engagement - thereby supporting our members in their actions at national level.

The chosen consultant(s) will need to propose innovative ways to present EWL created content and guide the development of the website to operate as both an informational and campaigning platform. Our goal is to realise the potential of gender budgeting by simplifying this complex and traditionally inaccessible policy space for a wider audience; thereby contributing to our strategic aim of realising a feminist economy in Europe that prioritises care. Therefore, the consultant will be expected to maintain expertise on website development as well as graphic design and specific skills in creating educational tools for a variety of audiences.

The selected Consultant shall:

1. Develop a **concept proposal** for an online platform that will host education tools and capacity building materials for multiple stakeholders (Q1, 2021)
2. Work closely with the Project Manager **to develop the website from visual design conceptualisation to engineering**, that will link to the existing EWL website and that will host existing and new materials on gender budgeting
3. **Support creation materials**, that may arise as a result of the consultation process with the expert working group and EWL members.
4. **Co-develop with Project Manager a testing process** for the online materials and website (Q2, 2021.)
5. **Deliver consultation sessions with EWL staff**, specifically the Communications Coordinator to ensure back-end connectivity with the EWL Website;
6. Provide advice and assistance in the launch of the website at specified event in 2021.

5. Deliverables

The chosen consultant(s) will be expected to deliver the following by July 2021:

1. **A Gender Budgeting launch page and web-pages that can be linked to the EWL website which includes;**
 - Launch page and subsequent sub-pages that will host the online tools and resources
 - Back end website development and hosting capacity
2. **The development and delivery of interactive, educational tools on the topic of Gender Budgeting**
 - Which will be comprised of existing EWL content and content co-developed by consultant(s) and Project Manager throughout the duration of the project.
 - Conceptualisation and execution of visual branding and user engagement strategy based on EWL's existing visual identity and project objectives.
3. **Written proposal for launching of website**, with aim to launch at a specialised event in 2021
4. **Delivery of 2/3 online consultations** with EWL members to test feasibility and accessibility of website.

6. Duration and reporting of the campaign

The project will have a duration of seven months commencing in December 2020 and end in July 2021. Concrete process and timelines will be defined in the Terms of Reference and Monitoring Calendar to be agreed between EWL and the selected communicators.

7. Essential skills and attributes

- ✓ Proven experience in web and graphic design, with emphasis on maximising and simplifying user experience. Technical knowledge on building website and launch pages' essential
- ✓ Proven experience in HTML, CSS and Javascript, experience in other design systems desired
- ✓ Experience in developing online campaigning and education tools highly desired.
- ✓ Project management and project coordination skills; ability to work in tandem with overall Project Manager to achieve results within specified deadlines
- ✓ Experience in working with civil society and/or human rights organisations would be an asset
- ✓ Experienced communicator and in working virtually.

8. Details of consultancy fees and agreements

Total fees for the Consultant(s) work will not exceed 16,528.00 euros. This amount should include all the taxes and administrative costs eventually required in the country they are based in or where their consultancy is registered. EWL will pay all administrative costs and taxes (VAT) incurred in Belgium which is 21% of the net value of this contract.

The details for entering into agreement for communicator fees, schedule of payments, tasks and responsibilities, accountabilities and binding agreements will be discussed during the application process and are to be entered into contract between the European Women's Lobby and the selected candidate. A detailed set of Terms of Reference (ToR) and Monitoring Calendar will be also agreed and attached to the contract.

With the support of:

FONDATION

CHANEL



Co-funded by the Rights, Equality and
Citizenship (REC) Programme (2014-
2020) of the European Union