

## TERMS OF REFERENCE

### Call for Consultancy Services: EaP CSF website development and design

**Consultancy services:** Website development services – development, publishing, support, editorial and design for a revamp of [www.eap-csf.eu](http://www.eap-csf.eu)

**Closing date:** 28 August 2023

**Budget:** max. 50,000 EUR (all taxes included)

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### About EaP CSF

The Eastern Partnership Civil Society Forum (EaP CSF) is a network of non-governmental organisations established in 2009 under the EU's Eastern Partnership (EaP) policy. EaP CSF's membership is made up of bona fide civil society organisations (CSOs) from the six partner states (Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine), as well as to EU member state CSOs which share the objectives of the Forum and are willing to work with EaP CSOs to further promote and develop them.

The EaP CSF is supported by the European Commission and since 2017 has held an official observer status within the EaP architecture, which has made it the main civil society interlocutor for EU stakeholders on EaP matters.

More about EaP CSF: <https://eap-csf.eu/>

### Timeline

Milestone	Indicative timeline
Deadline for sending submission of applications	28 August 2023
Signature of the contract and Kick-off	Beginning of September
Website Development	Mid-September to Mid-December
Launch	End-Dec

### About of the assignment

To present EaP CSF in a user-friendly, catchy but also sober manner, we are seeking a Services Provider who is prepared to invest in a mutually beneficial relationship in which the Provider implements new developments and provides efficient support for the EaP CSF website. This assignment will give a new and fresh look that will enable our staff and member organisations to present EaP CSF as a reliable and trustworthy stakeholder within the Eastern Partnership policies and decision-making while representing the civil society voice.



As such, the website aims to become the key repository for the knowledge and information resulting from our events, advocacy and other activities. It will offer coordination and advisory support to our members in addition to becoming the main channel of communication.

### **Duties, Responsibilities and Expected Results**

The selected consultancy will be required to undertake the following tasks:

- Define the website structure, including the information architecture, user interface, functionality (proposal for videos or call-to-actions are welcome), filtering and more.
- Propose website design mock-ups.
- Website development:
  - Front-end development, incl. creation of various buttons, sliders, pages, social media links; adaptation to smartphones, tablets, etc.; optimized readability and visual appeal.
  - Back-end development, incl. integration with Wordpress, SEO set up, Pagebuilder tool that is easy to use, options to add photos, modify text.
  - Testing and debugging to ensure the website is running on various browsers.
  - Translation features
  - Social Media features (e.g., include twitter wall in EaP Index page)
- Editorial services to ensure content is user-friendly and accessible
- (Potentially) Intranet development (with chat, groups, mailbox, forum, documentation sections)
- Monitoring, analysis and maintenance

### **Expectations from EaP CSF:**

- Guidance on branding and visual identity
- Proposal for the website architecture, available as annex 1 (however, we expect the consultants to define and propose changes, if relevant)
- Guidance on EaP CSF's messages, vision and strategy that guides further the tone

### **Required Skills and Experience**

The selected consultancy has:

- Demonstrated experience in setting up websites and proposing innovative ideas and solutions to presenting organisations online
- Demonstrated experience in content writing and editorial skills
- Excellent English language skills

### **Budget**

EaP CSF will provide the consultancy with a budget up to 50,000 EUR (all costs included).



## Application procedure

Interested consultancies are invited to submit their proposals including:

- Curriculum Vitae (CV), resume or portfolio of relevant work
- A cover letter that outlines experience, qualifications and availability
- Short proposal describing the approach to website building and proposed timeline
- Budget proposal and its breakdown
- References to at least 2 contracts of similar work

All documents should be written in English and submitted by 28 August, 23:59 CEST to [applications@eap-csf.eu](mailto:applications@eap-csf.eu)

## Selection procedure

The EaP CSF will evaluate all applications on a rolling basis based on the following criteria:

- Demonstrated experience and qualifications in websites development and content writing/editing
- Proposed approach and work plan
- Budget and value for money
- Availability to develop the website by the end of 2023.

The selected consultant will be notified about the results of the selection procedure by 4 September 2023, 17:00 CEST, the latest.

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For any questions regarding this request for proposals, please contact [communications@eap-csf.eu](mailto:communications@eap-csf.eu)





## Annex 1

