

VIENNA, JULY 11

CALL FOR TENDERS

EL*C is launching a call for tender to recruit a consultant (or a company) to build its **new website**.

OBJECT OF THE PROCUREMENT PROCEDURE	SERVICES RELATED to developing the new website of EL*C
PROJECT	EL*C website
ORGANISATION AND BUYING ENTITY	EL*C – EUROCENTRALASIAN LESBIAN* COMMUNITY HEUMÜHLGASSE 14/1 1040 VIENNA, AUSTRIA
TYPE OF CONTRACT	One-off contract
DURATION	September 1, 2022 - October 30, 2022
EXPECTED STARTING DATE	September 1, 2022
TENDER NOTICE ISSUANCE DATE	July 11, 2022
DEADLINE FOR TENDERING	August 15, 2022
EMAIL ADDRESS TO SUBMIT THE APPLICATION	info@lesbiangenius.org

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I TERMS OF REFERENCE

EL*C NEW WEBSITE / ONLINE PRESENCE

A. INTRODUCTION

- **About EL*C:**

The EL*C - EuroCentralAsian Lesbian* Community is an umbrella feminist network of LGBTIQ women's and non-binary persons' organizations and individuals from Europe and Central Asia, with its headquarters in Vienna, Austria.

From 2016, the EL*C set out to be a network aimed at making lesbians visible, strengthening their participation in decision making spheres, and increasing their access to human rights, social justice, economic justice and wellbeing, while influencing relevant policies on the national, regional, European and international level, from the perspective of needs and interests of lesbians. As such, EL*C strives to be a representative, powerful and visible voice of lesbian movements in Europe and Central Asia, and has implemented numerous activities in the areas of movement building, networking, advocacy and policy, visibility and public campaigning, research and grant- making.

The EL*C uses the word "lesbian" as a broad and inclusive term, including lesbians who identify as trans, non-binary, as well as intersex lesbians, and bisexual or queer women.

- **About the EL*C project:**

During these first years of existence we have organized lesbian events to talk about politics and culture; we have done vast advocacy work for lesbian rights toward European institutions like the European Commission and the Council of Europe; we have put together lesbian communities in our regions by creating the Lesbian Network and massively fundraised to be able to support our movement. We have also created visibility and content about lesbian topics in order to counter the negative perception linked with the word "lesbian". Please check the "News" section of our actual webpage: (<https://europeanlesbianconference.org/news/>) for more information about all our different activities.

- **Why are we redesigning our website now?**

Time has come to restructure our web page. We started in a totally DIY and independent way with a simple Wordpress template and now we need a better organised website, clear and usable for a bigger audience with additional functionalities.

- **For us, a successful website redesign will mean:**

Beautiful, clear and easy to use when we have to update new information.

- **Key audiences:**

We have in mind 3 specific target audiences:

- Our community: lesbian individuals and NGOs who are already part of our Lesbian network. They need to find out easily the latest news about events we organise or document and articles we publish lately. They also need a simple intranet with the main organisational documents and a General Assembly space, where we can update them about the internal life of the NGO.
- Our future members: lesbian NGO and individual who don't know yet about EL*C Lesbian Genius but, amazed by our incredible webpage (and also via our Social media), apply to become members. They have to find out easily the most interesting infos, images we create, in order to get motivated to become members.
- A more institutional crowd, officials, politicians, donors. They have to find a clear and serious showcase of our institutional activities. This last target group should also be able to see, exactly as our future members, how amazing the EL*C is for all lesbians and everybody else.

- **State of EL*C brand/VISUAL IDENTITY modifications:**

We need a complete pack of new visual identity. To be honest we never had one before. So we really love our actual "patchwork" brand style but we would like to renew it. We need the full thing, simple logo, full logo, fonts, documents layout, business cards. Some informations to keep in mind:

1. We want to keep the asterisk as EL*C simplest logo, even if some modifications of the actual design/form can be added.
2. The colour palette and fonts of the full logo can change, but we would like to keep something looking heroic, similarly to the actual one.
3. Voice and tone should keep a grassroots style but more structured.

- **Websites that inspire us:**

<https://www.guerrillagirls.com>

<https://blacklivesmatter.com>

<https://globalphilanthropyproject.org>

<https://fundacion.eu>

<https://www.lgbti-era.org/online-resource-center>

- **Key specific functionalities:**

1. To collect donations and membership fees (we have 4 categories of members) online, from all the countries in the world, in a simple way for the users. To put in place annual or monthly payments for membership but also for donors. To send an automatic invoice or proof of the donation or membership fee.
2. To have an intranet for members with:
 - documents available, videos and podcasts for capacity building
 - general internal infos about for example the upcoming general assemblies
3. to have an automatically (with new members and a special mark for the ones who didn't renew their membership) and manually (to update manually some specific contacts) database ready for sending mailing list to different groups (Staff, Board members, NGO full members, Individual full members, all members, Generic Newsletter members)

- **EL*C CMS needs:**

The proposed CMS (content management system) must include the possibility of adding or modifying content for a few people in the EL*C staff with IT experience but not professional developers.

B. DELIVERABLES

We are looking for a web agency or a team of developers and designers to create a new website and visual identity for our NGO, the EuroCentralAsian Lesbian* Community.

Please find here the expected deliverable list:

Deliverable	Content	Delivery Date
Visual Identity (Deliverable 1)	Logo, colours, fonts, documents layout, business cards, etc..	15 September
Showcase EL*C (Deliverable 2)	<ul style="list-style-type: none"> - <u>Info sharing</u>: upcoming events, news - <u>Membership</u>: - <u>About</u>: Presentation of the organisation - <u>Who we are</u>: Staff, board, NGO members, Milestones - <u>Showcase</u> EL*C projects: Advocacy reports, Lesbophobia Observatory, Lesbian Chamber of commerce, Regranting, Lesbian archives (EL*C and ILIS as eg.), and the future ones.. - <u>Donations</u> 	30 September
Archive of the EL*C work (Deliverable 3)	<ul style="list-style-type: none"> - Archive of all the previous informations from the website used up until now - Archive of the 2 conferences: sessions, speakers, program, visuals, etc.. 	15 October
Membership management (Deliverable 4)	<ul style="list-style-type: none"> - fees collection and invoices, - database for membership management: mailing lists following different criteria 	30 October
Intranet (Deliverable 5)	<ul style="list-style-type: none"> - A login only part for members (membership processing, votes, General Assembly, membership fee processing) - Resource platform with reports, capacity building materials (podcasts, videos) 	30 October

C. FEES

The Provider, shall send a quote (Pro Forma invoice) and include:

- the Service Provider's name and address;
- its VAT number;
- the full list of services;
- the fee per type of deliverables (in the local currency, tax exclusive);
- the total amount per type of deliverables (in the currency,tax exclusive);
- the quota should specify all costs

- the total amount, tax exclusive, the applicable VAT rate, the amount of VAT and the amount VAT inclusive
- the budget should include all costs related to this consultancy, including for example travel costs.

Should the Provider be willing to further break down its financial offer, it is invited to do so on a separate sheet, attached to the other supporting documents.

D. HOW WILL THIS ONE-OFF CONTRACT WORK?

Once this consultation and the subsequent selection are completed, you will be informed accordingly. Deliverables will then be carried out in compliance with the description of deliverables as provided in the Terms of Reference. The Provider will be responsible for providing any deliverable before the deadline(s) fixed in the Contract.

E. ASSESSMENT

Exclusion criteria

Tenderers shall be excluded from participating in the tender procedure if they:

- have been sentenced by final judgement on one or more of the following charges: participation in a criminal organisation, corruption, fraud, money laundering;
- are in a situation of bankruptcy, liquidation, termination of activity, insolvency or arrangement with creditors or any like situation arising from a procedure of the same kind, or are subject to a procedure of the same kind;
- have received a judgement with res judicata force, finding an offence that affects their professional integrity or serious professional misconduct;
- do not comply with their obligations as regards payment of social security contributions, taxes and dues, according to the statutory provisions of their country of incorporation, establishment or residence;
- are or are likely to be in a situation of conflict of interests;
- have been accused of practicing discriminatory or derogatory acts towards the LGBTI community;
- have been accused of human rights violations of any kind;

Eligibility criteria

The consultant shall demonstrate that they fulfil the following criteria (to be assessed on the basis of all supporting documents listed in Section E):

- Demonstrated experience in conducting quantitative and qualitative data collection and research with LGBTQI communities and/or other marginalised communities
- Demonstrated intersectional feminist background

- Good understanding of current and past lesbian struggles and lesbian herstory
- Excellent drafting skills, especially in synthesising data and results in accessible language
- Strong organisational, interpersonal, and project management skills
- Sense of initiative and ability to be self-supporting, including ability to deliver under pressure and within tight deadlines
- Excellent English
- Good knowledge of other EU languages is a strong asset

Award criteria

- Quality of the offer (75%), including:
 - a. Quality of the proposed technical solutions (60%)
 - b. Qualification and experience of the staff dedicated to this project (15%)
- Financial offer (25%).

F. DOCUMENTS TO BE PROVIDED

- CV of the consultant detailing past and current professional experience
- The Technical proposal
- The Provider, shall also send a quote (Pro Forma invoice) and including:
 - the Service Provider's name and address;
 - its VAT number;
 - the full list of services;
 - the fee per type of deliverables (in the local currency, tax exclusive);
 - the total amount per type of deliverables (in the local currency, tax exclusive);
 - the total amount, tax exclusive, the applicable VAT rate, the amount of VAT and the amount VAT inclusive
 - the budget should include all costs related to this consultancy, including for example travel costs.

All documents should be submitted via e-mail to the following email address: info@lesbiangenius.org by **15 August 2022**

All documents shall be submitted in English, failure to do so will result in the exclusion of the tender. If any of the documents listed above are missing, EL*C reserves the right to reject the tender.

PART II – TENDER RULES

FOR THE PROVISION OF SERVICES RELATED TO THE CREATION OF EL*C'S NEW WEBSITE

ARTICLE 1 – IDENTIFICATION OF THE CONTRACTING AUTHORITY

1.1 Name and address

EL*C – EUROCENTRALASIAN LESBIAN* COMMUNITY

HEUMUHLGASSE 14/1

1040 VIENNA, AUSTRIA

<https://europeanlesbianconference.org/>

1.2 Background

EL*C's first website (launched via Wordpress in 2016: <https://europeanlesbianconference.org/>) has been a DIY platform since its start. A few years down the line, we have grown as an organisation, in activities and in reach, with dozens of member groups spread across Europe and Central Asia. EL*C is therefore looking to create a new website to reflect these changes.

Further details on the project are provided in the Terms of Reference.

ARTICLE 2 – VALIDITY OF THE TENDERS

Tenders are valid for 120 calendar days as from the closing date for their submission.

ARTICLE 3 – DURATION OF THE CONTRACT

The contract is concluded until **30 October 2022** and takes effect as from the date of its signature by both parties. The Deliverables shall be executed in accordance with the time-frame indicated in the Terms of reference.

ARTICLE 4 – CHANGE, ALTERATION AND MODIFICATION OF THE TENDER FILE

Any change in the format, or any alteration or modification of the original tender will cause the immediate rejection of the tender concerned.

ARTICLE 5 – CONTENT OF THE TENDER FILE

The tender file is composed of:

- Technical specifications/Terms of reference;
- Tender rules;

ARTICLE 6 – SUPPLEMENTARY INFORMATION

General information can be found on the website of EL*C <https://europeanlesbianconference.org/>

Other questions regarding this specific tendering procedure shall be sent at the latest 3 days **before the deadline for submissions of tenders**, in English, and shall be exclusively sent to the following address: info@lesbiangenius.org

ARTICLE 7 – MODALITIES OF THE TENDERING

Only electronic copies shall be sent only to info@lesbiangenius.org Tenders submitted to another email account will be excluded from the procedure.

ARTICLE 8 – DEADLINE FOR SUBMISSION OF TENDERS

The deadline for the submission of tenders is **15 August 2022** as evidenced by time and date of the sent email.

ARTICLE 9 – ASSESSMENT OF TENDERS

Tenders shall be assessed in accordance with the criteria as detailed in the Terms of Reference.

ARTICLE 10 – NEGOTIATIONS

EL*C reserves the right to hold negotiations with the bidders.

ARTICLE 11 – RESPECTING PROJECT AIMS

The successful bidder shall respect the rights of lesbians and adhere to feminist values & principles. Additionally the successful bidder shall adhere to EL*C's vision & mission.