REQUEST FOR PROPOSAL

EUROPEAN ANTI-POVERTY NETWORK WEBSITE

1.Introduction and Background

The European Anti-Poverty Network (EAPN) is seeking proposals for the development of a new website that adheres to user-friendly best practices and modern design trends. This platform will serve as a vital resource for our members, facilitate communication with diverse stakeholders, and engage a broader audience.

The website must reflect EAPN's position as a leading voice on poverty, drawing from the expertise of our network—including people experiencing poverty. It should function as an intuitive hub for information on poverty and a showcase for EAPN's policy and advocacy efforts toward the eradication of poverty.

The European Anti-Poverty Network (EAPN) is the largest European network of grassroots organisations, NGOs, and individuals dedicated to combating poverty and social exclusion. It advocates for systemic change by influencing policies and amplifying the voices of people experiencing poverty. EAPN works to promote social justice, equality, and the eradication of poverty across Europe.

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2. Objectives

The new EAPN website should:

- Improve the accessibility and clarity of information about poverty and EAPN's advocacy efforts.

- Provide an engaging and user-friendly experience for stakeholders, general audiences, and potential funders.

- Serve as an intuitive platform for EAPN members and people experiencing poverty, amplifying their voices and insights.

- Strengthen EAPN's visibility and recognition as a leader in the fight against poverty across Europe.

3. Scope of Work

Features and Functionalities

- **Multilingual Support**: The website must support multiple languages to cater to EAPN's diverse audience across Europe.

- **Members' Space:** A secure, user-friendly area for EAPN members to access exclusive resources, updates, and tools.

Design Requirements

- **Visual Identity Alignment:** The website must align with EAPN's upcoming visual identity, adhering to the branding guidelines and style preferences provided by EAPN. Flexibility for future updates in line with the brand evolution is essential.

- **User-Centric Design:** Prioritise accessibility and usability for all audience segments ensuring compliance with web accessibility standards (e.g., WCAG).

Content Development

- **Content Creation:** All new and existing written content will be provided by EAPN. Visual content, such as stock images, to be provided by the selected proposal.

- **Migration**: The selected vendor is responsible for managing a smooth migration process, including transferring all existing content, ensuring proper formatting, and addressing potential data loss or structural issues.

Technical Requirements

- **Hosting:** Recommendations for hosting solutions that ensure optimal website performance, security, and scalability.

- **Migration Process:** Full responsibility for overseeing and executing the migration of content from the existing website to the new platform.

- **SEO Optimisation:** Implement best practices for search engine optimisation to improve discoverability, including metadata, keyword strategies, and site structure.

- **Mobile-Friendly Design**: Ensure full optimisation for mobile devices, including responsive design and fast loading times.

- **Security Compliance:** Adherence to GDPR and other relevant data protection standards, with robust measures to secure user data.

- **Performance Monitoring:** Set up analytics and performance tracking tools (e.g., Google Analytics or other).

Additional:

- **Integration Capabilities:** Integrate with external tools like mailing list services (e.g., Mailchimp) and social media platforms.

- **User-Friendly CMS**: The website must be built on a content management system (WordPress or similar) that allows the EAPN communications team to independently update and manage content with ease.

- **Support and Maintenance:** Rates for ongoing technical support after the finalisation of the project.

4. Timeline

- **Timeline Management:** Send a clear project plan, including key milestones and testing phases, should be outlined in the proposal. We hope to have 3 feedback phases with the network.

- **Ideal timeline:** EAPN expects to dedicate 2025 to the development of the website and to launch it during 2026. March – April 2025: Needs Assessment and Planning; April – September 2025: Website Design and Content Creation; September – December 2025: Testing and Implementation.

5. Proposal Requirements

- **Submission Guidelines**:

Send your submission by email, to susana.anastacio@eapn.eu, by 2 March with:

- o Overview of the company or individual.

- o Portfolio with examples of previous work or case studies.

- o Project approach/methodology.

- o Estimated timeline and costs.

6. Evaluation Criteria

- o Experience and expertise.
- o Creativity and alignment with objectives.
- o Budget feasibility.
- o Technical proficiency.
- o Communication and project management.

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7. Terms and Conditions

- All copyrights and deliverables, including but not limited to the website design, code, and content created as part of this project, will become the sole property of EAPN upon final payment. By submitting a proposal, the applicant agrees to transfer all copyright ownership of the final deliverables to EAPN upon completion of the project and full payment.

- Confidentiality regarding any sensitive information shared during the project must be respected.

- There must provide a warranty period post-launch to address any bugs or technical issues at no additional cost.

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8. Contact Information

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Note:

Please note that we are also conducting a visual identity call. You can find it here if you would like to apply for both. https://www.eapn.eu/wp-content/uploads/2025/02/eapn-EAPN_VISUAL-IDENTITY-CALL-6094.pdf

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