



**Terms of reference for a consultant to create:  
Web design and development for a new Rainbow Europe Module**

**Deadline for applications: Sunday, 21 May 2023, 23:59 CEST**

### **ILGA-Europe overview**

ILGA-Europe are the European and Central Asia Region of the International Lesbian, Gay, Bisexual, Trans & Intersex Association (ILGA). ILGA-Europe are a membership-based organisation bringing together over 700 organisations from 54 European and Central Asian countries, making it an excellent platform for joint advocacy and movement development. As part of its mandate ILGA-Europe both advocates for human rights and equality for LGBTI people in Europe and Central Asia; and strengthens the LGBTI movement throughout its capacity building programme.

### **Background**

ILGA-Europe publishes two annual reports: Rainbow Map & Index and Annual Review under the Rainbow Europe package.

Rainbow Europe brings together both the legal index of LGBTI equality based on our Rainbow Europe Map and an overview of the social climate for LGBTI people in each country based on our Annual Review of the Human Rights Situation of Lesbian, Gay, Bisexual, Trans and Intersex People.

The Rainbow Map and Index ranks all 49 European countries on a scale between 0% (gross violations of human rights, discrimination) and 100% (respect of human rights, full equality). We rank the countries on the basis of laws and policies that have a direct impact on the LGBTI people's human rights in under 7 categories: equality and non-discrimination; family; hate crime and hate speech; legal gender recognition; intersex bodily integrity; civil society space; and asylum.

These publications are presented on an online module at [www.rainbow-europe.org](http://www.rainbow-europe.org) - a free online collection of all the data that lies behind the Rainbow Europe Map, accessible to view on desktop, tablet or smartphone. The Rainbow Europe module is designed to make the job of researchers, policy makers, media outlets, students and academics, and other interested NGO's more straightforward. Currently, it allows users to filter the map based on different themes, download reference materials for free and compare a particular country's standing with the European average. One of the major benefits of the web module is that it can be immediately updated to reflect the latest legislative and policy changes.

### **Project**

The Rainbow Europe (RE) module needs a microsite that follows the same brand identity as the ILGA-Europe (IE) main website ([www.ilga-europe.org](http://www.ilga-europe.org)), but should also be completely redesigned and have a fully different experience from IE. It will be hosted as a subdomain within [ilga-europe.org](http://ilga-europe.org), with direct access from the IE menu. The current RE domain ([www.rainbow-europe.org](http://www.rainbow-europe.org)) will need to be redirected to this microsite.

The Rainbow Europe microsite will have individual country pages where the user can drill down to data from the Rainbow Map and Index, Annual Review, and other types content, in relation to that country in one unified page design. The user experience should include easy navigation between all the content of the main website and the RE module. The development of new elements and interactivity of the Rainbow Europe microsite is to be discussed and improved on between ILGA-Europe and the contractor.

Our goal is to launch the new module in May 2024, with work commencing in June 2023 and payment in two tranches: the development phase in 2023 and on completion in 2024.

### **Role of the contractor**

To complete the process of redesign and development, we are seeking a consultant to:

- Analyse current content on [www.rainbow-europe.org](http://www.rainbow-europe.org), based on usage and relevance
- Conduct user experience research with feedback from ILGA-Europe staff and other key persons from the user groups and provide a report on the needs for the new web module
- Determine new functionalities for access to Rainbow Map data
- Determine new functionalities for access to Annual Review information
- Determine functionalities (and/or opportunities) that give users new ways of accessing data from the Map and Index in relation to information from the Annual Review
- Plan new web design
- Create wireframes with proposed user experience and design for new website
- Implement web development and programme a WordPress based microsite that is in line with the visual identity and design of the ILGA-Europe website, is fully accessible and GDPR compliant
- Design and program an easy backoffice structure / experience that ensures autonomy for IE staff to update data
- Coordinate the migration of the properties, content and materials from the old website to the new microsite
- Create a testing phase and programme adjustments
- Work with IE team to implement site for launch
- Create a CMS manual for the IE staff

The contractor will work under ILGA-Europe's supervision and in close cooperation with the Communications team. The IE project leader will be Senior Communications Officer, Mehmet Akin

### **Role of ILGA-Europe**

- ILGA-Europe will provide guidance to the contractor on the direction of work

- ILGA-Europe will meet with the contractor to determine how all steps of the process will be carried out
- ILGA-Europe will meet with the contractor to help determine content design and wireframe design
- ILGA-Europe will ensure a timely response (within 0.5 business days) to queries from the contractor.
- ILGA-Europe will give input and feedback to the drafts before agreeing on final design

**Timing of work:**

All elements of the work involved will be finalised by 1 May 2024.

**Fee for work:**

Contractor should provide a quote for the completion of all work with application.

**Applications** should be sent by **Sunday, 21 May 2023, 23:59 CEST**, with a full quote for the work and a CV or portfolio showing the previous work experience.

Please note: due to ILGA-Europe's Belgian VAT status, if a provider is not liable for VAT in the country of their operations, ILGA-Europe is required to withhold a VAT amount of 21% from the invoiced sum and submit a payment to the Belgian VAT office.

**Coordinator**

Return your application to:

Mehmet Akin

Senior Communications Officer

[mehmet@ilga-europe.org](mailto:mehmet@ilga-europe.org)