

Call for Proposals: web designer for a Blueprint for Movement Building digital space on the ZWE website

Deadline for Submission: 25 October 2024

Contact: giulia@zerowasteurope.eu

Submission: [On ZWE website](#)

Overview

[Zero Waste Europe](#) connects and supports a vibrant network of 36 local and national NGOs from all around Europe sharing common values and objectives and working together for a zero waste future. Our members promote zero waste in line with the zero waste hierarchy, manage the network of zero waste municipalities, and engage with decision-makers and companies. The ZWE network is a space for growth, inspiration and innovation, in which members work together in a united, strong voice to scale up positive change in Europe.

As part of a [ZWE project on movement building](#), we are seeking a talented web designer to create an online space for our upcoming '**Blueprint for Movement Building**'. The online space will host the Blueprint, which aims to be a 'living' manual for effective movement building. The Blueprint will bring together knowledge, reflections, how-to guides and case studies that ZWE has gathered from building and strengthening Europe's zero waste movement for the last 15 years. The created space must be embedded within the existing ZWE website (iframe), and work within its limits (for this, the chosen proposal must be able to collaborate with ZWE's primary web designer and website provider, Noiza).

The Blueprint for Movement Building will be used by different groups and organisations, within and outside our network, to learn, get inspired, and adapt their tools, tactics, and ways of working together and mobilising groups to have greater impact. We will regularly update the Blueprint with the lessons learned, knowledge, and experiences captured and analysed along the way. Additionally, it will showcase case studies and highlight stories from the field, offering practical examples.

The chosen web designer will work with the ZWE team to propose, identify, and create the most suitable online space where the Blueprint can be hosted and easily updated by the ZWE team (e.g. via Prezi or similar tools). The web designer will also be responsible for crafting the layout, design, and overall visual appeal of the online space, ensuring it reflects our brand identity and communicates our message effectively.

Project Scope

The project 'publication' will include:

- **Format:** Online dynamic space that will be embedded on the ZWE website (the website is wordpress) - this could be Prezi or another tool- to be explored with the ZWE team.
- **Content:** Text, infographics, photos, videos, sound clips, charts, PDFs, Google documents

- **Target audience:** ZWE members, activists, grassroots organisations, social movements, and organisations (and even companies) from different sectors, funders, new bees in the movement building & social and climate sector.
- **Design requirements:** Adherence to brand guidelines, compatible with our website (wordpress) since it will be embedded on it.

Content specifications

We want our online Blueprint to be a dynamic space where users can easily navigate between the different tools, steps and stories, and intuitively explore and jump between sections – we don't want yet another static PDF document. We aim to have one key visual representation of the steps and ingredients needed to build, strengthen and sustain a movement, which can then be replicated in different parts of the online space. This should be an original design, which aligns with our Blueprint for Movement Building visual identity. The navigation of the online space should be clear, user-friendly, and visually engaging. The space will host a diverse range of content formats—PDFs, presentations, visuals, videos, and audio recordings—providing a rich and interactive experience.

The Blueprint will be a 'living' manual, and the ZWE team will need to be able to add sections and content over time, as we continue to build the manual and add learning, stories and tools gathered from our current and future movement building efforts. We plan to publish a first iteration of the Blueprint by the end of 2024/early 2025, but it will continue to be developed, amended and built on over the next few years. Some of the elements we already know will be featured in the Blueprint include:

- Case studies & stories
- Step by step guides
- Practical toolkits in different formats (including Google Docs) for different elements of movement building strategies & member engagement (stakeholder mapping, etc)
- Short videos & audios

Responsibilities

- Collaborate with the ZWE team to understand the project goals and propose ideas for the best tool/platform to use for the online space and how to structure it according to our needs.
- Identify and create an online space where the Blueprint can be created and updated by the ZWE team.
- Develop a visual concept for the online space and design the main visual element of the Blueprint.
- Create layouts that enhance the readability and impact of the content.
- Integrate our team's feedback and make the required revisions.
- Incorporate the design into the online space, in collaboration with ZWE's primary web designer and website provider, Noiza.

Qualifications

The ideal candidate(s) should have:

- Proven experience in web design and creating similar publications.
- Proficiency in design softwares.
- Experience in identifying or creating online platforms for collaborative content management.
- Excellent communication and collaboration skills.
- Ability to work within deadlines and manage feedback.
- Strong portfolio showcasing a range of design projects.

This project can be completed by either one individual who meets all the requirements or by two professionals who will divide the tasks and share the budget.

Submission Requirements

Interested designers should submit:

- A brief proposal (1-2 pages) outlining their approach to the project, including timeline and budget.
- Portfolio of relevant work (please provide links or attachments).

Please submit everything as a single PDF document.

Your application must be sent through the appropriate form on the ZWE website ([“Work With Us” page - Calls for Tenders section](#)). Only the applications sent via this form will be taken into account.

Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of the project and target audience.
- Proposed design approach/process.
- Feasibility of timeline and budget.
- Relevant experience and quality of portfolio.

Timeline

- **Call for Proposals issued:** 4/10/2024
- Optional calls with the ZWE project team (for clarification questions):
 - Availability for a 15 mins slot on 8 October between 11:00 - 13:00 CEST and on 14 October between 15:00 - 17:00 CEST. To book a slot, please contact giulia@zerowasteurope.eu.
- **Proposal submission deadline:** 25/10/2024
- **Selection of Designer:** 31/10/2024
- **Kick-off meeting:** 12/11/2024

- **Draft submission:** 30/11/2024
- **Final design submission:** around mid December/beginning of January

Budget

The budget range for this project is **€6.000 to €8.000 max. VAT included**. Please provide a detailed budget breakdown in your proposal.

Contact Information

For questions or more information, please contact:

Giulia Lodi
Communications & Network Officer
Zero Waste Europe
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We look forward to [receiving your proposal](#) and working together to create an impactful tool to support all movements out there!