

## Call for Offers:

# Website Relaunch

**Subject:** Website-Relaunch for the Rosa-Luxemburg-Stiftung, Brussels Office: [Rosa-Luxemburg-Stiftung Brussels Office \(rosalux.eu\)](https://rosalux.eu)

### About us:

The **Rosa-Luxemburg-Stiftung (RLS)** is an internationally operating, public funded, non-profit institution for political education. RLS is committed to work within the traditions of the global workers, women, anti-fascist and anti-war movements and advocates the ideas of Democratic Socialism. In cooperation with partner organizations, RLS supports the development of political, economic and socio-ecological alternatives to neoliberal capitalism.

As the **RLS Brussels Office**, we operate as a think tank reflecting on European and international issues. We see ourselves as a socially engaged and progressive organization, deeply cross-linked in the pluralistic left political network in Europe and beyond.

### Overall goal:

We want our website to be **interactive, informative and easy to maintain**. The website must deliver large amounts of constantly changing information to the organization's key audiences. In addition to designing a **user-friendly site with an intuitive interface**, the website must allow for a web-based, database-driven administration tool (CMS), allowing our team to easily update texts, graphics and other visual/ multimedia content.

The focus is on the presentation of our ongoing events and publications for which we **expect a clear-cut and minimalist presentation format** and full compatibility with the current social media (Facebook, Instagram, Twitter, YouTube) in order to ensure the up-to-date distribution and sharing of the content.

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**ROSA-LUXEMBURG-STIFTUNG**

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Some of the existing content on the current website will be archived, while important components – such as all the publications – should be transferred to the new site.

## Technical Requirements:

1. **HTML5/CSS3 Front end**
2. **Data migration:** The migration of a huge data amount from the old to the new website should be taken into consideration in the offer
3. **Languages:** The website should be available in German and English, with the flexibility to add new languages. Our current website hosts the website of the RLS Office in Madrid (<https://www.rosalux.eu/es/>) – this should remain the case also in future
4. The implementation of a **Content Management System** (WordPress or Typo3) without complicated root structure, enabling our team to easily update and upload data and allowing different user permissions
5. An advanced **Content Editor** (Text Formatting, Spell Checker)
6. **Secure upload** of images, graphics and other visual/ multimedia content (JPG, PNG, GIF, TIFF), PDFs and other file types
7. **Adaptability** to end devices (monitors, mobile phones, tablets, etc) and different browsers (IE, Firefox ,Chrome, Opera, Safari, etc.)
8. The site structure (design) should be parameterized to allow for any **future development** and the addition of new features
9. Integrated **newsletter management** system / newsletter registration and the possibility to **order our publications** from the website.
10. **SEO Optimized** / SEO Setup (Keywords, Metadata, URLs, Sitemaps)
11. **Statistics:** Embedding of Matomo Analytics

## Visual design:

- 1) The visual identity of the office should be strengthened through a **plain, intuitive and minimalistic design** and layout in harmony with the structure of the page.
- 2) The **color guidelines** can be found in the attached document “BXL-Corporate Design” and should not change a lot.
- 3) We would like to keep the “**Star-Network**” as part of our visual identity (see: Corporate Design doc: page 5), even though it can be slightly modified.
- 4) The **font** of the page should be changed, but not the **logo**.
- 5) The **main menu sections** should roughly stay the same, but be structured in a more appealing way

The following websites could serve as **references** for the new visual design of the website:

- <https://rosalux.rs/>
- <https://www.rosalux.co.za/>
- <https://rosalux.org.il/>
- <https://progressive.international/>

## The offer should include:

- An **overall concept** including a rough timeline
- A detailed **financial calculation**
- A **portfolio** with samples of your works, if possible including references of works for political organizations

## Evaluation Criteria:

Price (50%), Conceptual idea and design (30%), Time-frame (10%), References & experience with working with clients in the non-profit and sector (10%).

**Deadline for Applications:**

**19. July 2023.** Please send your application via e-mail to our PR Manager **Sophia Thoenes** at [sophia.thoenes@rosalux.org](mailto:sophia.thoenes@rosalux.org). For more information, feel free to contact us at the same e-mail or per phone at: 0032 2 738 76 66