



Terms of Reference: Website rebranding and visual identity redesign for End FGM European Network

1. Background and Context of The End FGM European Network

The End FGM European Network (End FGM EU) is an umbrella network of 42 national organisations working in 16 European countries and who are experts on Female Genital Mutilation (FGM). End FGM EU operates as a meeting ground for communities, civil society organisations, decision-makers, and other relevant actors at the European level to interact, cooperate and join forces to end all forms of FGM in Europe and beyond. We put at the heart of our work grassroots voices to influence European governments and policy-makers to work towards the elimination of FGM. We build our members' capacity, offer spaces to share expertise and develop partnerships.

While being dedicated to being the driving force of the European movement to end FGM, we are equally committed to building bridges and cooperation with all relevant actors in the field of FGM, both in Europe and globally. In this sense, we actively promote and foster cooperation between the European movement and movements in other regions of the world.

End FGM EU has been at the forefront of the fight against female genital mutilation across Europe since its establishment. As a leading European network, we have evolved with our times, our audiences, and the changing landscape of gender-based violence prevention.

After 10 years of existence, and in line with our communication strategy, [Strategic plan](#) and in response to the evolution of our vision and mission, the diversification of our audiences, and the evolving needs of the communities we serve and our members and ambassadors, End FGM EU has identified the need to update our website, visual identity and digital presence. Our current brand identity, while rooted in our history and values, requires adjustment to better reflect: Our impact, the multicultural diversity of affected communities across EU Member States, A positive, empowerment-focused narrative that centers agency and resilience, digital accessibility and engagement standards, our commitment to community-led approaches and inclusive representation

This rebranding initiative is not a radical departure from our heritage, but rather an evolution a progression that recognised our past while propelling us into a dynamic future of empowerment and collective action.

2. Objectives

The purpose of this assignment is to redesigns and launches a new visual identity (logo, brand guidelines) and fully revamped website engaging, accessible (WCAG 2.1 AA), and high-impact, aligned with our strategy.

Key goals:

- *Empowering identity resonating with audiences, members, and ambassadors.*
- *Central digital hub for European advocacy, knowledge/tools sharing, stakeholder/community engagement, and impact showcase.*
- *User-centred design positioning End FGM EU as forward-thinking, reflecting empowerment and agency.*

3. Participatory process

This rebranding will follow a participatory, co-construction approach centred on members and ambassadors. The provider will collaborate with a working group of End FGM EU staff, community experts, and affected leaders via workshops to: validate core brand values; exclude stereotypes, victimisation, and harmful imagery; ensure cultural sensitivity and authentic multicultural representation; co-create designs resonating with communities and audiences. The process balances continuity (recognisable legacy elements) with progression (transformative updates signalling empowerment and agency).

4. Purpose and scope of service

The selected service provider will be responsible for the full design, development, and delivery of:

4.1 Visual Identity and brand guidelines

- *New logo reflecting End FGM EU's evolution/values, multicultural representation, empowerment focus, and heritage continuity.*
- *Comprehensive guidelines: usage rules/examples, communication templates (digital/print), technical specs, branded materials toolkit.*

4.2 Website design and development

- *Design: compelling modern/user-friendly interface aligned with new identity; minimum 3 distinct mockups (homepage/key pages, social media elements: templates/covers/graphics), approved by End FGM EU pre-development; WCAG 2.1 AA compliance; responsive across devices.*
- *Technical: user-friendly CMS + staff training; intuitive site-wide search; resource/publication filtering/tagging; SEO optimisation.*
- *Testing/Launch: full usability/functionality/accessibility tests (WCAG 2.1 AA); staff/member pilot phase; feedback integration; fully operational by November 2026, including hosting/infrastructure.*
-

5. Expected Deliverables

The service is complete upon delivery and validation of: new visual identity package; fully functional website with hosting/technical infrastructure; documentation and staff training; testing and launch.

6. Timeframe

*The assignment shall begin upon contract signature and be completed by **November 2026***

The provider must include in their proposal a detailed timeline with milestones.

7. Eligibility criteria

End FGM EU seeks proposals from qualified branding, design, or web development professionals for the feminist civil society sector, with proven experience delivering visual identity and digital platforms for EU-funded or NGO projects.

Essential qualifications and experience:

- Minimum of 5 years' experience in branding, visual identity design, and web/platform development*
- Proven track record in developing accessible and user-friendly websites (portfolio required)*
- Expertise in participatory, network-centred design processes and stakeholder engagement*
- Demonstrated understanding of EU project environments and the needs of the NGO sector*
- Proven skills in SEO optimisation and digital fundraising best practices*
- Excellent project management and communication skills*

Assets (Highly Valued):

- Experience developing websites addressing gender equality, women's rights, and gender-based violence*
- Understanding of sensitive topics related to gender-based violence, including FGM*
- Experience working with networks*

Language requirements

Applicants must be proficient in English, particularly in writing.

Selection procedure

Selection is open to all eligible entities and based on:

- expertise and experience (60%): portfolio quality, relevant participatory projects, technical skills;*
- methodology (15%): participatory process plan, creative vision, project management;*
- price competitiveness (25%): value for money, budget transparency.*

All applicants will be informed of results within 3 weeks of submission deadline.

8. Proposal submission

To be considered, applicants must submit the following in English: (1) a technical proposal detailing the participatory design approach and methodology, creative vision and conceptual direction, work plan with detailed timeline and milestones, team composition and roles, plus portfolio with examples of similar

branding/website projects (links, screenshots, case studies) and references; (2) a financial proposal with detailed, itemised budget breakdown including VAT.

The proposal needs to be submitted electronically in English to vverdier@endfgm.eu by 30 April 2026

In case of any queries, please address them to info@endfgm.eu