



EUROPEAN WOMEN'S
LOBBY
EUROPEEN DES FEMMES

CALL FOR APPLICATIONS EXTERNAL CONSULTANT – Public and Political Campaign

Do you care about ending the international issue of sexual exploitation? Do you believe in social justice and hope-based campaigning? Do you get excited creating communication tools to engage the audience to action? If so, we invite you to tender for this visibility campaigning project!

The **European Women's Lobby (EWL)** is the largest umbrella organisation of women's associations in the European Union, gathering over 2000 women's associations. The EWL has members in 26 EU Member States, three Candidate Countries (North Macedonia, Serbia, Turkey), the United Kingdom and Iceland, as well as 17 European-wide organisations representing the diversity of women and girls in Europe. Together with our members, the EWL campaigns for a feminist Europe, which promotes women's rights and equality between women and men in the European Union in line with our organisational strategic framework "[Together For A Feminist Europe!](#)".

The EWL is looking for communicators with experience in visual design, framing and messaging and political engagement to develop a visibility campaign for our campaign "Brussels' Call: Together for a Europe Free from Prostitution". This visibility campaign will entail: working with our members to establish values-based framing to challenge sexual exploitation in society; develop visuals for a digital campaign based on this framing; further develop the existing campaign website; review campaign materials developed by EWL.

We are looking for outstanding feminist communicators with excellent knowledge of political campaigning; who is aligned with our EWL values and policies (specially on Violence Against Women and Girls - VAWG). **As an inclusive feminist organisation, we are seeking to build an organisation that represents Europe in all of its diversity. We believe candidates with diverse experiences and backgrounds bring real added value to our existing feminist culture. As such, we strongly encourage applicants from underrepresented and marginalised groups, sexualities or nationalities to apply: for example candidates from ethnic minority groups, people with disabilities, people with caring responsibilities etc.**

HOW TO APPLY

Interested candidates are requested to submit a tender to the European Women's Lobby via email to catriona.graham@womenlobby.org, to include:

- A maximum 4-page tender document responding to the campaign goals and visibility strategies to include presentation of the company/individuals applying including tone and tools, presentation of relevant past projects, preliminary campaign pitch.

Please include in the e-mail subject line: **"Tender for EWL Campaigning Project: Together for a Europe Free from Prostitution"**.

Closing date for applications is **2 October 2020** at noon CEST.

Total fees for the Consultant's work should not exceed 23.700 euros in total. This amount should include all the taxes and administrative costs eventually required in the country they are based in or where their consultancy is registered. EWL will pay all administrative costs and taxes (VAT) incurred in Belgium which is 21% of the net value of this contract. We invite interested parties when submitting your tender to indicate your rate per day.

We encourage applicants to carefully take note of our guidelines and instructions to ensure your application will be considered.

Selection is anticipated to be on the basis of the written application provided. Interviews of shortlisted candidates may be held, on the **6-8 October 2020**. Interviews will be held online. A preliminary discussion prior to submission of the tender is possible with project lead [Catriona Graham](#). The ideal candidate should be able to start as soon as possible; an initial meeting is anticipated on 26 October.

1. Background

The European Women's Lobby is working towards a Europe free from all forms of violence against women and girls: a widespread human rights violation in Europe which calls on European level action and prioritisation.

Ending violence against women and girls has been a cornerstone of the work of the EWL for decades, working with our members to produce monitoring publications and lobbying materials on various aspects of violence against women in Europe, with support of the experts of the EWL Observatory on violence against women. EWL's work on violence against women is in line with the [EWL Charter of Principles](#) adopted in 2007, reiterated in the [EWL 2016 factsheet on violence against women](#), and aligned with the EWL Position paper "[Towards a Europe Free from All Forms of Male Violence against Women](#)" adopted in 2010.

Within this work, the EWL has strongly held our position in favour of the Equality Model on responding to the violence inherent to prostitution and the wider sex trade for more than 20 years. In 2012 the European Women's Lobby, Foundation Scelles and Movement du Nid founded the campaign "Brussels' Call: Together for a Europe Free from Prostitution". Along with partners, we are committed to working at international, European, Member State and local level to achieve the abolition of prostitution while ensuring accountability of procurers and sex buyers and effective supports are provided to those directly affected.

Since 2012, the Call has engaged in a wide variety of campaigning activities and advocacy moments, most notably ensuring the successful passing of a Parliamentary resolution in 2014 on the abolitionist perspective on prostitution, and supporting progress at national level in particular in Northern Ireland, France and the Republic of Ireland. The 200+ partners of the Call during this time have remained engaged with championing MEPs, and an active network of civil society organisations works together to achieve our goals.

In 2019 we re-launched the Brussels' Call campaign during our international Week of Action to End Sexual Exploitation together with the Brussels' Call website (www.brusselcall.eu). In 2021, we are upping the ante to increase our visibility and reach, through a visibility campaign intending to drive engagement from political audiences through direct contact and via public participation in our calls to action.

2. Purpose, Focus and Task

The goal of this visibility campaign is to raise awareness of the Brussels' Call with key political audiences at the EU and Member State level, through renewed framing and messaging and the creation and dissemination of new campaign materials, to gain their support and engagement for our goal to legislate for the abolition of prostitution.

The project will align with the broader policy and advocacy work of the European Women's Lobby. It will bring together our membership, staff and partners to align our framing and messaging into a cohesive and effective language to bring impact for women and girls. It will embody our values: equality between women and men; diversity; peace; dignity; justice and respect. It will ensure the participation of those with lived through the experience of the sex trade and give recognition to the complexity of the experiences of those affected by prostitution, as well as the wider social context and impact of patriarchal systems on the reality of the sex trade.

Our goal is to realise an EU Directive on preventing and combating all forms of violence against women and girls, to align current relevant EU legislation and strengthen measures to disrupt the [full continuum of violence](#). The campaign should build support for the elements of this Directive relating to ending sexual exploitation through legislating for supports to reach those affected while holding the buyers, pimps and traffickers who drive the trade to account.

3. Campaign concept

The visibility campaign waves will include a 3-month period of high visibility campaign actions which will entail the launching of the developed materials and messages, both on online and physical spaces (as allowed and appropriate during COVID-19 mobility restrictions). Specifically, we intend materials to be reaching political audiences in the European Parliament and Commission and selected national Governments.

The messaging and tone will show the possibility of positive impact and transformational change for the lives of women and girls affected by prostitution which will motivate political audiences to politically commit to act on legislative change on sexual exploitation. Materials produced will include values-based social media and website content including key messages, hashtags and taglines, and materials reflecting our key messages on posters, campaign briefing materials developed with EWL, and potentially other branding materials.

The key audience and target for the campaign are political figures not yet familiar with the Equality Model as a response to prostitution who are well placed to lead on legislative change in this area. A secondary audience particularly for the online aspects of the campaign are members of the public who can be engaged to reach out to the target audience and call for action to this end, via the action page of the website (to be developed in the campaign).

These will direct viewers to engage with the Brussels' Call campaign via the website www.brusselscall.eu, which will also have been redeveloped both in terms of content aligning with agreed messaging and in technical aspects. Use of these materials will be coordinated through a social media and dissemination strategy developed by the selected agency in liaison with EWL staff and members.

While physical poster placement in EU Institutions, direct meetings and briefings could be anticipated as part of the campaign, a contingency plan should be anticipated in case of COVID-19 and confinement measures meaning in-person engagement is not possible.

4. Scope of Work, Methodology

The selected Consultant shall:

1. Consult with EWL staff members regarding existing priorities and needs in the Brussels' Call campaign and EWL, existing work and project deadlines;
2. Get acquainted with EWL policies and briefs relevant to the project on developing a Brussels' Call visibility campaign;
3. Have regular monitoring and consultation moments with identified EWL staff;
4. Develop branded campaign materials and a dissemination strategy;
5. Deliver consultation sessions with EWL staff, members and partners;
6. Engage in the redevelopment of the campaign website, including both content and technical aspects.

5. Results and Deliverables

Delivery of a set of detailed briefing papers with the following expected products:

1. Provide a **campaign plan** including communications, messaging and branding concept;
2. **Update and further develop technical aspects of Brussels' Call website** www.brusselcall.eu, including translated pages and public action page;
3. **Produce campaign materials** for print and online use, not time-sensitive, based on agreed framing and messaging to include social media graphics, hashtags, website content with key messages and taglines, posters and branding identity for briefing documents, etc;
4. **Propose social media and campaign strategic dissemination plan** to ensure farthest possible reach and impact of the campaign;
5. **Support creation of aligned campaign briefing materials.**

6. Duration and reporting of the campaign

The project will have a duration of eight months (including the preparatory and high visibility periods of the project) and end on 11 June 2021. Concrete process and timelines will be defined in the Terms of Reference and Monitoring Calendar to be agreed between EWL and the selected communicators.

7. Essential skills and attributes

- ✓ Campaigning skills and experience in campaigning on social justice and women's rights issues;
- ✓ Proven experience in successfully delivering social justice impact at national or international context(s) through values and hope-based campaigns;
- ✓ Demonstrable knowledge of EU and international political matters, or relevant experience in international human rights campaigning;
- ✓ Proven experience in development of effective campaign materials and documents;
- ✓ Experience in working with groups to develop and test framing and messaging;
- ✓ Technical knowledge on building website and online campaigning tools, in house or externally via subcontractors;
- ✓ Excellent analysis and writing skills to produce quality work in English and synthesise a range of contextual information within a deadline; and
- ✓ Experienced communicator and in working virtually.

8. Details of consultancy fees and agreements

Total fees for the communicator's work will not exceed 23.700 euros in total. This amount should include all the taxes and administrative costs eventually required in the country they are based in or where their consultancy is registered. EWL will pay all administrative costs and taxes (VAT) incurred in Belgium which is 21% of the net value of this contract.

The details for entering into agreement for communicator fees, schedule of payments, tasks and responsibilities, accountabilities and binding agreements will be discussed during the application process and are to be entered into contract between the European Women's Lobby and the selected candidate. A detailed set of Terms of Reference (ToR) and Monitoring Calendar will be also agreed and attached to the contract.

With the support of:



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