Request for Proposals

Conciliation Resources, Women Mediators across the Commonwealth online database

RFP released: 3 August 2020
Responses due: 27 August 2020

Proposals and questions about the RFP: Monica Reeves, Programme Officer, mreeves@c-r.org and Jenny Tobias, Project Manager, jtoias@c-r.org

Budget: £12,000 -16,000 (exclusive of VAT)

Date for Launch: December 2020

This request is for the planning, design, development and launch of an online skills database of women experts in mediation and peacebuilding in the form of a public facing website.

The main purpose of this database is to increase the visibility of the skills and deployability of women mediators who are part of the Women Mediators across the Commonwealth network so that they are directly recruited for the participation in mediation and peace processes by local, national and international actors.

1. Introduction

Conciliation Resources

Conflict is difficult, complex and political. The world urgently needs to find different ways to respond.

Conciliation Resources is an international organisation committed to stopping violent conflict and creating more peaceful societies. We work with people impacted by war and violence, bringing diverse voices together to make change that lasts.

We connect the views of people on the ground with political processes, and share experience and expertise so others can find creative responses to conflict.

We make peace possible.

Women Mediators across the Commonwealth network

Women Mediators across the Commonwealth (WMC) is a network which connects women with a broad range of mediation knowledge and experience from across the 5 Commonwealth regions of Africa, Asia, the Americas, Europe and the Pacific. The
network advocates for the increased recognition of women mediators, and their participation in peace processes within communities, regionally and internationally. It also provides opportunities for the members to learn from and support each other.

Coordinated by Conciliation Resources, the WMC network was launched in July 2018 and has almost 50 members from 21 different Commonwealth countries. WMC members have mediation experience ranging from mediating conflict at the community level, to formally mediating conflicts as part of official peace processes.

Through a series of activities such as: peer to peer learning and mentoring; mediation skills trainings and network development meetings; synergies through joint activities between other women mediator networks and relevant mediation bodies, and advocacy work, the network brings together these experienced mediators from a range of diverse backgrounds for the valuable sharing of lessons learned and best practices. The network has been specifically created to be diverse and as inclusive of young mediators as those who have many years of experience.

The WMC network is part of the Global Alliance of Regional Women Mediator Networks that was launched in September 2019 and also includes Nordic Women Mediators Network, Mediterranean Women Mediators Network and Femwise.

More about WMC:


http://www.c-r.org/programme/women-mediators-across-commonwealth/wmc-members

2. Database purpose and objectives

Between 1992 – 2008, women made up only 3% of mediators, 4% of signatories and 13% of negotiators in major peace processes. In addition to this low representation of women in high level peace processes, women are often at the forefront of mediation and peacebuilding work that is not recognised or publicised – leading to a general lack of awareness about the skills, knowledge and experience of women mediators.

The Women Mediators across the Commonwealth network aims to connect women working across multiple spaces and levels of mediation, and elevate their visibility as experts in the field leading to more opportunities for women’s inclusion in peace processes. The database will include their professional biographies and through the various functions display the wide range of mediation skills and expertise of the network members. The main objectives of the external database therefore are:
• Increase visibility of the skills, knowledge and experience of women mediators who are part of the WMC network for the desired audience (more detail on target audiences below)

• Serve as a practical resource for those seeking to find and engage women experts to participate in peace processes at various levels

The database will serve as a publicly available resource to search for, and identify qualified women mediators. This will in turn support the WMC’s advocacy which aims to demonstrate that the lack of representation of women in peace processes is not a result of a lack of qualified, skilled and experienced women practitioners but rather a result of lack of opportunities.

3. Audiences

The database aims to reach individuals and organisations working at the local, national and international (multilateral/intergovernmental) level.

• Policymakers at the national government level - these individuals may be representatives of national governments who are supporting peace processes, and seeking women to participate and lead on mediation process design and facilitation. These individuals may be representatives of governments that have particular National Action Plans and commitments to the United Nations (UN) Security Council Resolution 1325 on Women, Peace and Security and therefore may have particular interest to include more women in peace processes at a national level. They may also be representatives of local or district authorities. These individuals may already be connected to individuals in the network who are working in their respective countries at national level – but we would also look for the database to reach individuals who are not currently aware of or connected to the WMC.

• International and regional level actors - primarily intergovernmental organisations e.g. the Commonwealth or UN, or regional organisations e.g. Association of Southeast Asian Nations (ASEAN) or Caribbean Community (CARICOM)

In September 2019, at the launch of the Global Alliance of Regional Women Mediator networks, of which the WMC is a founding member, a list of deployable women was handed to the Deputy Secretary General of the United Nations (UN). Some WMC members have also been shortlisted for the UN Standby Team of Mediation Experts which is managed by the Mediation Support Unit. So while network members are already connected in some respects to organisations responsible for international mediation processes e.g. Commonwealth institutions the stubbornly low rates of their participation in formal processes demonstrate that a need for greater visibility of their skills and experience remains pressing.
- Non-governmental organisations (NGOs) and international non-governmental organisations (INGOs) looking to work with women mediators

The goal of the WMC is to increase the meaningful participation of women in peace processes at all levels. Not all peace processes are led by national governments or convened by multilateral organisations, many are facilitated by local NGOs, and community representatives that work to bridge divides across social and political groups. The database would also serve as a resource for these government and non-government representatives to search and identify women mediators who have particular contextual or thematic expertise.

4. What we are looking for:

User friendliness

As identified, the main purpose of the database is to create a simple and practical tool for individuals to search for and identify a women expert mediator. The platform should be user-friendly, with simple and clear search functions.

Easily transferable and sustainable platform

The network currently has 47 members from 21 countries, and is hosted by Conciliation Resources, a UK-based NGO with project funding from the Foreign and Commonwealth Office. There is potential that in the future that the network may be both hosted and funded by another body. We are therefore looking for the database to be hosted on a platform that would be easily transferable to another host using an Open Source software. Our suggested platform therefore would be WordPress. The CMS selected should be user-friendly as staff responsible for uploading/managing site content are likely to be non-specialists.

Functionality and features overview

The functionality described below is the result of an initial scoping exercise. However, Conciliation Resources would expect to work with the selected contractor to define a detailed functionality specification prior to website build and some of the below may be subject to change.

- Home page - The home page will include a short introductory text and information about the Women Mediators across the Commonwealth network.

- Database search page containing:

  A keyword search function should allow users to search for text within members’ names or biographies, if feasible.
Drop-down menus displaying categories and sub-categories organised by:
1) Region (5 continents and up to 30 countries as dropdown options)
2) Expertise (up to around 30 areas of expertise)
Users should be able to select options from just one or both drop-down menus.

- Directory page with members organised in alphabetical order or by region. Clicking on the member’s name will take you to a sub-page for each member with their professional biography of 150-200 words, photo, and contact information. The content of this will look similar to what already exist on the members page of the Conciliation Resources website, viewable here: http://www.c-r.org/programme/women-mediators-across-commonwealth/wmc-members
- An ‘about’ page
- A ‘news’ section, containing individual ‘news’ pages (depending on plans for generation of content). These should support video embedding (TBC)
- A ‘resources’ page, featuring pdfs of research publications, policy papers, etc (TBC)
- The website should be designed on the basis of WMC brand identity (document enclosed at the end of this document) and also display logos of Conciliation Resources and the donor, as appropriate.
- Accessibility: website which meets expected standards of accessibility (at least WCAG 2.0 and 2.1 AA)
- Google analytics

The content and images, including biographies, photographs of members, the list of categories and subcategories for the creation of the database, brand identity and logos will be provided by Conciliation Resources.

5. Examples of women expert databases

During the research phase of this project, Conciliation Resources identified multiple databases of women experts to serve as inspiration. Those that were identified that have similar functions to those we envisage for the WMC database include:

https://www.woxnetwork.org/search

https://interview-her.com/find-expert/

https://brusselsbinder.org/find-an-expert/

6. Timeframe
We aim to launch the online database by the end of December 2020, aiming to award the contract by the end of August and work with the selected individual or agency on development of the database between September – December.

7. Process and response required

The deadline for submitting proposals is 27 August 2020 and should:

- Demonstrate an understanding of the needs and requirements of the project
- Outline your ideas on how to best achieve the desired goals of the project
- Highlight your suitability to deliver this work, including reference to any similar projects you may have undertaken
- Provide a full breakdown of cost for time and key elements of the project, as well as a proposed timeline

From the proposals we receive, we will select a shortlist of up to four individuals/agencies and invite them for a call with the Conciliation Resources team.

Please send responses to:
Monica Reeves, Programme Officer at Conciliation Resources (mreeves@c-r.org)
and Jenny Tobias, Project Manager at Conciliation Resources (jtoias@c-r.org)

8. Appendix - WMC Brand Identity Guidelines (overleaf)
Brand Identity Guidelines
What is Women Mediators across the Commonwealth (WMC)?

WMC is a network that connects women with a broad range of mediation experiences – from mediating conflicts at the community level to formally mediating conflicts as part of official peace processes.

Why is our brand identity important?

Consistent use of brand identity builds awareness and trust with audiences. It goes way beyond a logo and is about everything that WMC does.

By communicating our ethos through our use of design, imagery, typography and language, we can build a respected and influential network across the Commonwealth.
Our vision, purpose and values

Our vision

A world in which inclusive peace processes result in sustainable and positive peace

Our purpose

WMC brings together experienced mediators working across different contexts to share and learn from each other, grow professionally, and advocate for increased women’s representation in peace processes globally.

Our values

- **Diversity:** Comprising women from multiple countries and regions, network members contribute broad thematic expertise as well as practical experience of mediation – ranging from the community level to the international.

- **Innovation:** The network is innovative in its approaches, membership, and objectives.

- **Connectedness:** By bringing together women mediators with extensive experience and skills, the network facilitates their increased visibility, learning, and exchange.

- **Growth:** The network contributes to the personal and professional development of its members, while itself evolving and growing the space for women’s participation in peace processes.
Our logo

Our logo is specially created to communicate who we are and what we do. It should be used on all digital and print publications.

The symbol is a reflection of our network that aspires to increase the visibility of, and space for, women’s participation at all levels and in all aspects of peace processes. It always appears alongside the full name in the position and size shown here.

Depending on the application, our logo can appear in colour, black and white or white on a solid dark coloured background.
Protecting our logo

The symbol and type configuration should not be changed in any way. To ensure that our logo is protected, please use the official logo files supplied (listed by type of application requirement on the following page)

Clear space

It’s important to ensure our logo has space around it and is not crowded by other text, graphics and images.

The formula shows how to always achieve the minimum clear space around the logo regardless of the size it is being used. Use the height of the ‘W’ or ‘M’ to protect the logo on all sides.

Minimum size

So that our logo always remains legible, it should not be used below the minimum size recommended here. Always check that the width of the text ‘across the Commonwealth’ does not fall below 30mm.
Which logo file should I use?

Our logo exists in a number of digital file formats for print and screen use. This table shows which logo file to use in most situations.

**EPS files**
These can be re-sized larger or smaller than the file itself and so give the best display – even online. These are specialist design files so this is what professional designers will need, however, staff don’t have the appropriate software and so jogs are provided for staff use.

**Jpg files**
These versions only work well at the size they’ve been created or smaller – never use them larger than the size that they have been supplied otherwise our logo may look fuzzy.

**Png files**
These versions are only for screen and desktop publishing use and have a transparent background.

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Our colour palette

To give consistency to our publications, we try and use the same set of colours.

Our brand identity primary colours are those used in the logo with the addition of black, most likely to be used for text.

The supporting colours have been chosen to compliment the WMC primary colours.

If more colours are required (eg. for charts and diagrams), you can use tints of the colours shown here.
Our typefaces

To help build and maintain the recognition of our brand identity, we must ensure we only use Frutiger on professionally printed publications and materials.

Frutiger

Frutiger Light, Roman and Bold

This is our brand typeface, which we use on all our publications.

It comes in a number of weights. Light or Regular is best used for lots of text. The heavier weights can be used for headings and sub-headings.

To ensure good legibility, the minimum text size to be used is 12pt.

Don’t have Frutiger?

Arial should be used as the ‘working font’ for internal documents and when Frutiger isn’t available.’ Arial is generally available on all PCs and DTP packages.

As with Frutiger, the heavier weights can be used for headings and sub-headings.

Please ensure that Arial is set as your default font on all Outlook packages including email.

Online

Hind is a free Google font that looks similar to Frutiger and should be used for web-based digital projects.
Supporting graphics

Symbol

The symbol that forms part of the WMC logo can be used additionally as a supporting graphic to enhance layouts.

For example, it may be used as a light watermark tint in any of our specified colours and white with a transparency effect to visually link elements such as pictures and colour text blocks. It can also be enlarged and appear cropped from the edges of the page or screen but take care not to affect legibility of text and images.

Box rules

Keyline box rules can be used for highlighting text such as quotes. Try to match the width of the box rules to the width of the lines in our symbol. The bottom right hand corner is always square while the others are curved.
Images

Images you use to illustrate the network in print or online should:

• Be reflective of the WMC and its values
• Be active, showing women engaging in dialogue
• Be positive and empowering
• Include the correct caption and credits

Printed

All printed images need to be no less than 200 dots per inch (dpi), at the size they are used. On large format display panels it can be less (check with your manufacturer).

On screen

Images have to be no less than 72 pixels per inch (ppi) at the largest size they are used.

Using other images

You can use stock images, as long as they meet the adhere to the above principles and you have permission to use.
Our brand identity should be applied consistently across digital communications.

Online

Our vision
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Our purpose
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• Diversity: Comprising women from multiple countries and regions, network members contribute broad thematic expertise as well as practical experience of mediation – ranging from the community level to the international.
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• Growth: The network contributes to the personal and professional development of its members, while itself evolving and growing the space for women’s participation in peace processes.

“What is different about this network is that it is global. It is not tied to a geographic region, and that means there is the possibility for a lot more exchange of expertise and experiences.”

Elizabeth Solomon, Executive Director of the Dispute Resolution Centre of Trinidad and Tobago
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