

Scope of Work: Web developer

- Conceptualising the website, building the storyboard and implementing the designs. Building the structure of the website in dialogue with European Alternatives staff. Please note that we normally work with **Wordpress templates** and, although we are open for other proposals, we would prefer to continue working with this system.
- Inserting initial content and briefing our staff on conducting content updates and minor modifications to website pages.
- Work in collaboration with the graphic designer in order to give a visual coherence to the websites.
- NB: we do not need ongoing system administration as European Alternatives already has in-house capabilities.
- Capacity to begin work within the month of February.

Scope of Work: Graphic designer

- Conceptualising the graphic identity of the two projects and implementing the designs;
- Design different graphic materials for web and printing (brochures, leaflets, flyers, posters, online banners, logos...). The specific details of the deliverables will be provided on a later stage.
- Work in collaboration with the web developer to give the websites a coherent identity to the graphic.
- Capacity to begin work within the month of February.
- Availability to work also on the months of September and October.

About the projects

1) Transeuropa Festival & Caravans

- TRANSEUROPA Festival is a transnational artistic, cultural and political festival organised by European Alternatives since 2007. In the past decade, TRANSEUROPA has attracted thousands of attendees and active participants through a decentralised

event structure in over a dozen European cities and a high profile moment in one city. For the 2019 edition the main city for TRANSEUROPA will be Palermo.

- For its 2019 edition Transeuropa festival will also boast a special initiative: five vans will travel across Europe on five different routes, to provide support, resources and training to citizens throughout Europe to take action to promote social and political rights in the place they live and to present the upcoming Festival. We will travel where citizens are - at their place of work or struggle.
- The website we need would feature double homepage - one for the Festival and one for the Caravans. Both homepages would be part of a single inter-linked website.
- Here you may find an example of our website for the 2017 edition of Transeuropa Festival: <https://transeuropafestival.eu/> or similar <http://bampalermo.com/>

2) School of Transnational Activism

- The School of Transnational Activism aims to support the next generation of activists to embark on an empowering learning journey to act for a radically democratic and people-centred Europe. It is a new offline and online research, training and resource center proposing regular courses such as residential trainings, workshops, webinars, massive online open courses (MOOC), and offering the possibility to network with other activists.
- For its launch in 2019, we need a new visual identity (logo, graphic charter) and a simple, stand-alone website where to present our project, feature upcoming activities, publish calls for participation, videos and materials emerging from the School, testimonials, simple forms for donations, subscription to newsletters, subscription to courses, social media buttons. Here you may find example of websites close to our needs:
<http://www.theadvocacyacademy.com/>
<https://campaignbootcamp.org/>
<https://mobilisationlab.org/>