

Terms of Reference (ToR)

CEMR – European Charter for Equality website updates

1. About CEMR

The Council of European Municipalities and Regions (CEMR) is the first and most comprehensive European association of local and regional governments. Established in 1951, CEMR empowers cities, municipalities, and rural areas to address global challenges, foster sustainable transitions, and engage communities in achieving collective goals.

For more information: <https://ccre-cemr.org/>

2. About the task

CEMR is looking for a web agency capable of designing and developing a new structure for our website in English and in French under the CMS WordPress. The designed agency will work collaboratively with CEMR communications team.

3. Deliverables

The selected agency will work on renewing the [European Charter for Equality website](#) according to CEMR's communication team recommendations in order to boost and enhance the website visibility, SEO and ease the user's journey and experience.

Timeline: May 2026 – October 2026.

4. Coordination

The selected contractor will work continuously in coordination with CEMR's communication team, with a proper coordination set up in place to create a space of exchange and feedback for this deliverable.

5. Expertise required

It is expected that the contractor has these requirements:

- Proven experience in website management and development, with an added value if agency worked with organisations such as ours.
- Strong expertise with WordPress.

- An excellent organisation and communication skills to coordinate this project and deliver on time.
- Expertise on coding languages.
- Digital branding and designing skills.

6. Submission process

Interested agencies or independents must submit the following documentation compiled in a single PDF or link:

- A portfolio showcasing websites developed and designed.
- A detailed proposal outlining the estimated cost (exc. VAT).
- References and testimonials of previous clients.
- Legal and tax registration documents.

All proposals must be delivered by 8 May 2026, via email to communications@ccre-cemr.org with the following subject: “**Call for proposals – European Charter**”.

7. Selection criteria

Proposals will be evaluated by a Selection Committee at CEMR based on:

- Quality of portfolio and previous work – 4 points
- Relevance of the proposal, including similar projects, organisation, timeline, references and testimonials – 3 points
- Budget – 3 points

8. Budget

The total budget of the proposal is maximum 15,000 (exc. VAT), covering all costs, fees, and deliverables.

9. Contact details

If you have any questions related to this Call for proposals, you can contact communications@ccre-cemr.org.