



URGENT ACTION FUND FOR WOMEN'S HUMAN RIGHTS ASIA & PACIFIC

Call for Proposals – Website Redesign and Development

Deadline to apply: 21 February 2025

About UAF A&P

Urgent Action Fund Asia & Pacific (UAF A&P) is a feminist rapid response fund that supports and accompanies women, trans and non-binary human rights defenders in Asia and the Pacific in their critical defence of people and planet. UAF A&P supports the resilience and resistance of movements led by women and non-binary activists in Asia and the Pacific by co-creating a safe environment for them to sustain their work and thrive. Guided by feminist values, individuals, organisations, and their communities are provided urgent grants and strategic support to strengthen their safety and well-being.

Project Description

Urgent Action Fund Asia & Pacific (UAF A&P) is looking for a team of feminist designers and developers to redesign the organisational website at www.uafanp.org. We are looking for a new website that embodies [our latest strategic plan](#) and re-envision the interface and the experience of the website for our ecosystem.

We are looking for a team of contractors who can do an assessment of the current website, make recommendations, redesign, and develop a new website, and lead a participatory design process with all the stakeholders, sharing information on the cost and use implications of the implementation of various tools. The phases of the project will be:

1. Evaluation of the Current Website

- i. Design and Facilitate a Process with stakeholders and advisory team for the website's vision and its testing
- ii. Recommend Open-Source Tools and Technologies that provide a platform for the goals of the new website to most effectively reach, engage and share knowledge and resources with our target audiences
- iii. Propose low-tech web practices to support older mobile and computer devices and slower connections

2. Design and Development

- i. Design for repair and easy maintenance and embrace [permacomputing guidelines](#).
- ii. Create a user interface and visual design for the website that emerges from UAF A&P's five year strategic plan.
- iii. Build and develop a site that is responsive, easy to update and navigate, and is mobile-friendly.
- iv. Build a website designed to keep privacy, safety and security at the centre, and to implement strong privacy controls as the default.
- v. Link Analytics to Monitor Performance



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- vi. Keep accessibility core to the site, and implement tools as decided upon. The developer should at minimum have expertise of WCAG 2.1 compliance. Design must consider diverse abilities, resources, and contexts and multiple modes of interaction (text, audio, visual) should be standard.

3. Content Strategy and Content Migration with a 301 Redirect Map and Launch

- i. Develop a site that is multilingual and can easily be translated/read in multiple languages from the Asian and Pacifican regions.
- ii. Train staff to update the new site and develop a user manual
- iii. The website is the gateway to our grant applications, so utmost care is sought in website migration without disruption.

The Approach We Seek

We believe in a feminist design approach that is in line with feminist principles of web design and development. We are looking to a design and development process that

1. Centres accessibility,
2. Holds privacy and safety as priority,
3. Has an inclusive and representative design,
4. Advocates for open-source tools and technologies while democratising knowledge,
5. Follows ecofeminist digital principles and advocates for ecologically just and digitally sustainable formats,
6. Is intersectional and based in perspectives and experiences from the Pacific and Asia
7. Centres care in its design and is adaptable to crises
8. Implementation guidelines

Core Capacities

We are keen to seek proposals from a team of women, non-binary, and transgender professionals based in Asia or the Pacific who have previously worked with feminist organisations and/or funds.

We seek a team of two or more contractors with a range of diverse skills:

- Ability to lead a process in collaboration with the UAF A&P Communications and IT Team to engage multiple stakeholders to align on a vision for the website.
- Past experience of designing and developing websites for feminist organisations, to divine the current needs and capabilities of UAF A&P and forecast our growth and expansion, and build a broad and flexible plan that supports our experimentation and creative approach.
- Strong skills in language(s), UI and UX design, visual design, and development skills.

Timeline

We would like the assessment and workshop process to kick off in early February 2025. The timeline of the website redesign, development and sub-processes will be aligned to various other meetings with members of our ecosystem, along with separate virtual spaces for brainstorming, and consensus building. The con-



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Contractors will work to receive feedback from an advisory group comprising of UAF A&P staff members, board members and Co-Leads. The design and development processes are to be completed by July 2025. A detailed timeline can be mutually agreed on by the contractors and UAF A&P Communications team.

Eligibility

As a feminist fund based in Asia and Pacific and supporting movements led by women, trans and non-binary human rights defenders, we are committed to building a network of consultants that is representative of identities living in the regions and countries we fund. **Applicants who are cisgender males or based outside of The Pacific and Asia regions are not eligible to apply.**

How to Apply

Please send your proposal to socialmedia@uafanp.org with the subject line "Proposal for Website Design and Development" by 21 February 2025. The proposal must include:

1. A brief analysis of the current website lacks and recommendations for improvement and redesign
2. How your team will carry out all phases of the project in line with feminist principles of web design and development.
3. Brief bios of your lead contractor and supporting contractors
4. A brief note on your skills and relevant work undertaken previously
5. A detailed timeline and budget