

New website for eeb.org

Who we are

The European Environmental Bureau (the EEB) is Europe's largest network of environmental citizens' organisations. It currently consists of over 190 member organisations in 42 countries, representing some 30 million individual members and supporters.

For over five decades, the EEB and its members have shared a common mission to advocate for progressive environmental policies while ensuring social justice and democratic decision-making in the EU and beyond and a vision of a future in which people and nature thrive together.

Context

With hundreds of thousands of users visiting eeb.org every year, the website is at the core of the EEB's digital presence. It supports policy advocacy, media work, public engagement, events, membership, recruitment, fundraising and organisational transparency.

The current website is comprehensive, but it no longer adequately reflects the scope, impact and personality of the EEB's work. It is not optimised to support users in navigating, searching or understanding how the EEB works, whether that be policy work, membership engagement, governance, events, publications and public engagement. In some areas, the site reflects internal structures more than user needs. The EEB is therefore looking to create a new dynamic website that showcases the breadth and constant flow of content it produces, surfacing fresh news, publications, events and campaign updates on every visit, rather than presenting static pages that rarely change.

As a leading voice in environmental advocacy, education, and community action, the EEB's website must serve as a dynamic digital hub for diverse stakeholders — including policymakers, members, donors, partners, researchers, educators, and the public — offering a more tailored user experience that showcases the multiple content types produced by the EEB.

Objective

The EEB invites proposals from qualified web development agencies for the development of a new WordPress website to replace its current website: eeb.org. The objective is to build a user-centred, inclusive, and data-driven website that enhances the visibility and impact of the EEB. As the face of the EEB it is implicit that the website builds engagement and trust among stakeholders and evolves with emerging digital and AI technologies to remain optimised, accessible, and relevant.

European Environmental Bureau

• Rue des Deux Églises 14-16, 1000 Brussels, Belgium • ☎ +32 228 91090 • eeb@eeb.org • www.eeb.org

International non-profit association • Association internationale sans but lucratif (AISBL) • EC register for interest representatives:

ID number: 06798511314-27 • BCE ID number: 0415.814.848 • RPM Tribunal de l'entreprise francophone de Bruxelles

Project principles

1. **User first:** deliver an intuitive, user-friendly interface with seamless and consistent navigation (fully responsive on both web and mobile)
2. **Accessible by default:** ensure the website meets EU accessibility standards (e.g., WCAG .2.1 / 2.2 level AA)
3. **Editorially sustainable:** technical and non-technical staff should be able to easily manage, update, and create content. To ease this process roles and authorisation must be built-in to control access levels securely
4. **SEO and analytics:** built for optimal result in search engines and integrate analytics tools to monitor performance
5. **Scalable, secure and compliant:** build a future-proof, secure architecture that can accommodate growth and remain compliant with GDPR and EU accessibility requirements

Priority users

User	Core user needs
Polymakers, researchers and journalists	Find policy positions, publications, news, press releases, newsletters, experts, quotes, work areas and contact points quickly.
Members and potential members	Showcasing the EEB's diverse network in a visually appealing, accessible, and interactive format, including membership benefits, working groups, governance, member-only or public events, application processes, and ways to engage.
Funders and donors	Understand EEB's credibility, impact, governance, funding model, transparency, achievements, strategic priorities and ways to support the organisation.
Event participants and partners	Find upcoming and past events in chronological order, understand whether events are public or member-only, register easily and access recordings or outputs where relevant.
Job applicants, interns and volunteers	Find opportunities and apply through a structured, accessible and GDPR-compliant process.
EEB staff	Edit content easily, manage pages, upload publications, schedule changes, maintain contact details, use clear templates and avoid unnecessary manual processes.

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Scope of work

The selected supplier will be expected to support the EEB through the full redesign and rebuild of eeb.org, resulting in a robust, scalable and maintainable website. The scope should include the following workstreams and requirements.

1. Discovery and strategic review

The supplier will be expected to review the current website, analytics, content, staff consultation input, and organisational needs. Identify risks, dependencies, technical constraints, opportunities for simplification and provide recommendations.

2. Website development and CMS setup

Build the website and CMS so that non-technical staff can manage content, update pages, upload publications, create events, manage contacts, schedule changes and maintain layouts without relying on developers. Minimal unnecessary plugin dependency and have a clear approach to maintenance, updates, and long-term ownership.

3. Information architecture and navigation

Propose a clearer site structure that helps users discover the EEB's work, find publications, news, events, membership information, funders, governance materials, job opportunities and contact points with ease.

4. UX and visual design

Develop a modern, accessible and engaging design system, including wireframes and visual designs for priority templates. The design should be flexible enough for different content types while maintaining consistency.

5. Integrations and digital ecosystem

Ensure robust security measures, integration with Google Analytics, and capacity for future integration with appropriate APIs (potential for integration with Salesforce, Brevo, and future members portal subject to funding). Configuring a role-based user management system for internal staff with secure permissions and logins (2FA).

6. Search, filtering, and taxonomy

Create a robust search, filtering and tagging system for publications, news, press releases, events, policy topics, and members. The website should be structured for modern search and AI-assisted discovery, while maintaining editorial control, data protection and clear safeguards. Suppliers may propose AI functionality as an option, but should explain benefits, risks, costs and governance implications.

7. Accessibility, GDPR, and security

Ensure the website meets modern accessibility expectations (with WCAG 2.2 AA as the expected minimum unless the supplier proposes a stronger or more appropriate benchmark), is secure, performant, SEO-friendly (current and future SEO) and GDPR compliant, with clear approaches to forms, data retention, deletion processes, privacy, backups and maintenance.

8. Migration, redirects, and archiving

Propose and implement a migration plan for existing pages, publications, news, press releases, events and other content, including recommendations on what should be migrated, archived, redirected or retired with support from EEB staff.

9. Training, documentation and support

Provide staff training, CMS documentation, editorial guidance, handover materials, and a post-launch support and maintenance proposal.

10. Testing, launch and post-launch optimisation

Thoroughly test and debug to ensure the website is secure, responsive, and performs optimally across browsers and devices.

Required experience

The supplier will possess the technical knowledge to create a new website for the EEB that meets modern accessibility standards, is optimised for emerging digital and AI technologies, and is built for easy management by website editors.

Required skills

- Demonstrate experience building websites which allow for website managers to have autonomy in editing all content.
- Experience with membership, advocacy, non-profit, public-interest, policy or campaigning websites.
- Experience with search, filtering, taxonomy, content migration and large publication archives.
- Experience with secure forms, GDPR-compliant data handling and privacy-sensitive workflows.
- Capacity to provide project management support, training, documentation, post-launch support and long-term maintenance.
- Experience with Salesforce and external portals. As the EEB's chosen CRM system, it is essential that our chosen supplier has experience integrating web platforms with Salesforce and external portals (in this case advising/supporting the EEB with future aspirations for a member portal, separate project, subject to separate funding)

Proposal requirements

Suppliers should submit a proposal that includes the following information:

Understanding of the brief and of EEB's needs

- Proposed methodology, project phases and governance model.
- Proposed team, roles, seniority and availability.

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- Relevant examples of previous work, especially NGO, advocacy, membership, public-interest or policy websites.
- Approach to discovery, user journeys, information architecture and content strategy.
- Approach to UX, visual design and accessibility.
- Proposed technical solution, including CMS, hosting, integrations, search, forms, analytics, security and maintenance.
- Approach to Salesforce compatibility and future member portal readiness (subject to organisational needs and available funding).
- Approach to responsible AI/search-readiness, including risks, costs and governance where relevant.
- Approach to content migration, redirects and archiving.
- Training, documentation and support offer.
- Project timeline, including key milestones and dependencies.
- Detailed budget breakdown by phase, including optional features, licensing, hosting, maintenance and post-launch support.
- Risks, assumptions and dependencies.

Project governance and working arrangements

- The supplier will work with an EEB project group responsible for coordination, decision-making and internal consultation.
- The supplier should propose a clear project management approach, including regular check-ins, decision points, review periods and responsibilities.
- The supplier should identify what it will need from EEB at each stage, including content, technical access, analytics, design assets, brand guidance and staff availability.
- The supplier should flag any decisions that could affect scope, budget, timeline, data protection, accessibility, security or long-term maintenance.

Timeline

Stage	Indicative timing
Tender publication	18 June 2026
Deadline for supplier questions	1 July 2026
Proposal submission deadline	Midnight CET on 3 July 2026
Interviews with shortlisted suppliers	Week of 13 July 2026
Supplier selection and contracting	Week of 20 July 2026
Supplier must be available to start	July (early August at the latest) 2026
Target launch (to be agreed)	March 2027

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Budget

The indicative budget range for this project is EUR 30,000 to EUR 60,000 (excluding VAT). All financial proposals must be submitted excluding VAT. As a non-profit organisation, the EEB would appreciate a tiered offer with a breakdown of costs to allow us to weigh priorities.

Submission process

Please submit your proposals before midnight CET on 3 July.

Please email your proposal to tenders@eeb.org and in CC samantha.ibbott@eeb.org, andreas.budiman@eeb.org and christian.skrivervik@eeb.org

Suppliers may submit questions by email before the deadline indicated above. Responses to relevant questions will be published as a question-and-answer section on the EEB website.

The project should be delivered by March 2027.

Final note

The EEB is not seeking a like-for-like rebuild of the current website. The selected supplier should help translate a complex organisation, large content archive and diverse stakeholder base into a clearer, more accessible, more engaging and easier-to-manage digital platform.

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