

## Request for Proposal

### **About the Web Foundation**

The World Wide Web Foundation was established in 2009 by web inventor Sir Tim Berners-Lee and Rosemary Leith to advance the open web as a public good and a basic right. We are an independent, international organisation fighting for digital equality — a world where everyone can access the web freely and fully and use it to improve their lives.

### **Online Gender-Based Violence Consultations and Policy Design Workshops**

**Problem:** The web is not working for women. Women and girls are less likely to have access to and use the web, and those who are online disproportionately face violence and abuse. This includes threats of physical or sexual violence against women, racist and sexist abuse, doxxing, and other harms that can violate their rights to free expression, non-discrimination, and privacy.

**Approach:** As part of our commitment to tackle all forms of digital inequality — including online abuse that targets women because of their different and intersecting identities — the Web Foundation is running a series of consultations and policy design workshops to produce evidence-based policy solutions to online gender based violence and abuse.

### **Call for Design Firms**

The Web Foundation is inviting design firms to submit proposals to facilitate the policy design workshops which will take place between February and June 2021. **We encourage early applications where possible, and proposals must be submitted by 5:00pm (GMT) on January 22nd, 2021.**

### **Objectives and Scope of Work**

The Web Foundation would like to ensure that these workshops are:

- Open and iterative
- Data and evidence-driven based on the findings of our series of consultations

- Building concrete product or policy solutions to tackling online gender-based violence by using a 'gender-by-design' methodology and based on human-centered design principles
- Promote interdisciplinary collaboration among tech companies and civil society organisations and other participants

The Web Foundation is seeking a design firm that will help our team:

- Decide the structure and focus of the virtual workshops, including the number of workshops, number of participants, agenda, and any identifying relevant software needed to convene participants.
- Refine evidence from the consultations to identify the most promising areas for concrete policy and/or product interventions (e.g. content report trackers, security and privacy features)
- Design and facilitate the multistakeholder workshops, including leading the process to develop concrete policy or product interventions
- Analyse the results of the consultation and produce an evaluation report of the initiative

### Purpose and Deliverables

In addition to facilitation of the workshops, and depending on the focus and structure of the workshops, deliverables could include:

- A portfolio of product/design prototypes that the tech platforms - and smaller apps and tech companies - could use as benchmarks to guide future product development.
- A "gender by design" product development template that companies could use to ensure they're considering gender from the very start of the design cycle-- not as an afterthought (mirroring "privacy by design" methods that many companies have now incorporated into the product design process).
- A forward-looking plan for governments to design and adopt laws and regulations requiring or incentivising companies to undertake consultations and risk assessments from a gender perspective. For example, governments could adopt "codes of conduct" -- similar to the [UK Age Appropriate Design Code](#) -- that would require companies to incorporate "gender by design" and risk assessments into their product design process.

## **Available Resources**

In order to conduct the work outlined above, the successful candidate will receive the following support from the Web Foundation team:

- Timely feedback and input through meetings or email from the project staff team
- Introductions to key stakeholders, including tech companies and women's rights and digital rights organisations
- Access to internal documentation related to the project, including existing feedback, briefs and meeting notes
- A dedicated project manager as a key point of contact within the Web Foundation

## **Budget**

We welcome proposals between \$50,000 and \$100,000 USD.

This range reflects our flexibility in the types of proposals we will accept for this project. The budget allocated for this project will depend on the number, fit, and rate of proposals we receive. Please provide a budget within the aforementioned range that works best for the format for your workshop(s) and your availability between February and June 2021.

## **Candidate Qualifications and Proposal Process**

### **Candidate Qualifications**

The ideal candidate will have the following:

- Strong portfolio demonstrating expertise in facilitating projects with different stakeholders, including experience facilitating discussions between public / private sector and technology companies/civil society organisations specifically
- Experience producing evidence-based, concrete product or tech policy outputs from workshops or similar initiatives
- Confidence and experience in organizing, facilitating and delivering successful design workshops initiatives virtually

- Demonstrated commitment and expertise working on social justice initiatives, with a preference for expertise in facilitating conversations dealing with issues of power / race / sexuality / ability / gender

### Application Process

The proposal process will include a written submission to [ogbv@webfoundation.org](mailto:ogbv@webfoundation.org). **We encourage early applications where possible, and proposals must be submitted by 5:00pm (GMT) on January 22nd, 2021.** This will be followed by interviews with Web Foundation staff. Submissions should include:

- **Proposal:** A 2-3 page high-level overview of your proposal outlining how you will approach delivering this project. The overview should include your proposed format for delivering the workshop(s), a range for the number of participants, and a proposed timeline for delivery.
- **Statement of Interest:** A statement of no longer than 2 pages that details relevant experience and why this project is of interest to you.
- **Portfolio:** A portfolio of relevant work.
- **Cost Estimate:** An estimated cost for implementing your proposal, including a rough description of how the budget will be allocated.

We especially welcome proposals from firms led by women, firms led by other marginalised communities and firms from the Global South.

### Evaluation Criteria

- **75%** of the evaluation will be based on your proposal. This will include:
  - Timeline, including feasibility to complete by May 2021
  - Demonstrated ability to create concrete outputs at the end of the workshops
  - Accessibility considerations for convening workshops, including with regards to timezones, broadband access, and languages
  - Flexibility, in particular the ability to adapt to external factors like scheduling/availability of participants
  - Consideration of the intersection between policy issues and product design

- **25%** of the evaluation will be based on your statement of interest, portfolio, and cost estimate. Statements that can demonstrate previous experience in delivering workshops on gender issues are desirable.

## **Further Context**

### *Stage 1: March 2020 - January 2021*

During the first stage of this project, we are running a series of consultations from March 2020 to early 2021. The four consultations bring together tech companies, civil society organisations and women in public life to engage in constructive dialogue around the management of online gender-based violence on social media platforms. Each consultation engages with the product and policy challenges around different experiences of online gender-based violence, with a particular focus on the experience of LGBTQ+ people, Black women and women of color worldwide.

To date, the consultations have brought together nearly 40 women's rights and digital rights organisations from over 20 countries to share their experiences of online gender-based violence directly with representatives from six of the biggest tech companies in the world.

- **The first consultation (March 2020)** included a group of 23 women's rights and digital rights organisations from 14 countries to share their experiences of online gender-based violence directly with representatives from Google, Facebook, Instagram, Twitter, Microsoft and Tik Tok.
- **The second consultation (July 2020)** convened a group of 26 women-led civil society groups from across 20 countries in the Global North and South to prompt an open dialogue tech companies to discuss the online harms specifically facing women activists online. The consultation focused particularly on the experiences of women of colour and Black women.
- **The third consultation (November 2020)** focused on the specific experiences and needs of women politicians and journalists who experience online gender based violence. The consultation again included participation from tech companies, as well as 35 women and civil society organisations representing women in public life from the Global North and South.



- **The fourth consultation (January 2021)** will focus on the specific experiences of online-gender based violence and abuse experienced by young women and girls.

Stage 2: February 2021 to June 2021

The second stage of the project, the tech policy workshops, will run from February 2021 to June 2021. Evidence from the aforementioned four consultations will inform this series of policy design workshops. These workshops are envisaged to provide a space for women's rights and digital rights organizations as well as tech companies to work together to co-create solutions to online gender-based violence applying human-centered approaches and principles. The workshops will put the needs and experiences of women who experience gender-based violence online at the forefront.

The Web Foundation aims for these workshops to produce tangible outputs and solutions to tackling online gender-based violence that tech companies will commit to implementing in the run up to the UN Generation Equality Forum in 2021 (expected June or July).

More information about the project can be found [here](#).