Laudes — Foundation

Request for Proposals

Consultancy to design and launch the laudes learning lab: A philanthropic knowledge hub

Introduction

a. About the assignment
Laudes Foundation is commissioning a consultancy to support the creation of the *Laudes Learning Lab,* a branded, user-friendly philanthropic knowledge hub. The Lab will serve as the home for Laudes' learning products, methodologies, evidence, and insights.

The selected consultant(s) will design, build, populate, and support the public launch of the Laudes Learning Lab as a live knowledge hub within the existing Laudes Foundation website and Content Management System (CMS) – Umbraco.

The consultancy includes end-to-end responsibility for information design, learning design, and content production, alongside digital platform development. This includes the hands-on development of the Lab's information architecture, user experience (UX), content structure, and visual identity, as well as the creation, curation, and publication of 4–5 complete, launch-ready learning products that will anchor the initial release of the Lab.

Full proposals must be submitted by **30 January 2026** to Denise Brennan, Head of Impact and Organisational Learning, Laudes Foundation
d.brennan@laudesfoundation.org

b. About Laudes Foundation
Laudes Foundation is an independent foundation here to advance the transition to a just and regenerative economy. We do this by supporting brave action that will inspire and challenge industry to harness its power for good. We support action that inspires industry to work collaboratively to create solutions, and action that challenges industry, holding it to account and incentivising change.

Founded in 2020, Laudes Foundation is part of the Brenninkmeijer family enterprise and builds on six generations of entrepreneurship and philanthropy. Thereby we advance the work of C&A Foundation. Learning from these experiences, we work persistently and collaboratively to influence capital and transform industry, focussed on the built environment, fashion, food and finance and capital markets industries.

1. About the Laudes Learning Lab

Laudes Foundation is a learning organisation, investing significant time and resources to continuously strengthen how we work. The Laudes Learning Lab will curate and share knowledge emerging from the Foundation's work, helping practitioners and partners access evidence, learning, and practical insights relevant to the field.

The Lab will position itself as both a **creator** and **curator** of knowledge. It will:

- Share original guides, playbooks, processes, and tools rooted in Laudes' developmental evaluation, organisational effectiveness work, and initiatives piloted, launched, or scaled by the foundation.
- Curate and link to high-quality external resources, situating Laudes' models within the broader ecosystem.
- Contribute case studies and evidence back to the field, strengthening collective learning.

The Learning Lab goes beyond a traditional online library. Its purpose is to create a practical and interactive learning experience grounded in Laudes' real-world experience of industry transformation. It should blend *how we think* with *how we work*, sharing not only insights but also the tools, templates, methods, and lessons (including failures and backsliding) that shape our approach to systems change. The Lab should reflect Laudes' commitment to transparency, sector-level complexity, and practical learning that can be applied by funders, partners, and practitioners.

a. Priority audiences and intended use

To ensure the Learning Lab meets real user needs, diverse audiences will be considered. These may include:

- Philanthropic practitioners and grant makers
- Monitoring, Evaluation and Learning (MEL) professionals
- Systems-change practitioners and coalition partners
- Laudes programme partners

b. Brand identity

The Lab will have a distinct brand identity and report design templates aligned with, but not identical to, Laudes' visual guidelines. These will be co-designed with Laudes' Effective Philanthropy and Communications teams.

c. Learning design and approach

The Learning Lab will:

- Be grounded in evidence-based learning design, user-experience principles, and neuroscience of learning.
- Serve the learning needs and journeys of philanthropy practitioners, partners, and the broader field.
- Package and disseminate learning from both a content perspective (*what we know*) and a process perspective (*how we work*).
- Present multimedia content in accessible, user-friendly, and interactive formats.
- Operate as a largely self-directed learning platform, minimising the need for facilitation while supporting different learning journeys.
- Be future-proof and scalable, allowing Laudes to add new content easily.
- Integrate practice-based tools and templates (beyond written insights).
- Offer guided learning pathways and short-form micro-learning.
- Include interactive elements.
- Embrace transparent learning, including lessons from complexity, uncertainty, and backsliding.
- Provide sector-rooted content aligned with real dynamics in fashion, food, finance and capital markets and the built environment.
- Curate high-quality external resources to situate Laudes' work within the wider ecosystem.

d. Global accessibility and inclusion

The Learning Lab must:

- Follow a mobile-first design approach.
- Perform well in low-bandwidth environments.
- Meet WCAG 2.1 accessibility standards.
- Support offline or downloadable formats where feasible.
- Provide a roadmap for future multilingual expansion.

2. Consultant Requirements

Proposals should demonstrate **strong capability across information design, learning design, content creation and curation**, in addition to digital platform and UX/UI development.

The selected consultant or team must demonstrate:

- **Learning design:** Experience designing and developing engaging, practice-based learning experiences, including guides, toolkits, playbooks, and multimedia content.
- **UX/UI capability:** Experience building user-friendly digital platforms with strong navigation and accessibility standards.
- **Visual identity and branding:** Ability to develop distinctive yet aligned brand identities.
- **Knowledge of philanthropy and learning ecosystems:** Familiarity with the needs of funders, systems-change practitioners, and learning-oriented organisations.
- **Channel and dissemination capability**: Understanding of social media strategies, content amplification, Search Engine Optimisation (SEO), and partnerships to ensure Learning Lab resources reach diverse audiences.
- **Technical integration:** Experience advising on platform requirements, hosting, security, CMS, accessibility standards (WCAG 2.1), analytics, and long-term maintainability.
- **Strong communication skills:** English, both written and verbal.

3. Scope and deliverables

This RFP covers strategy, design, and launch of the Learning Lab, to be carried out between **February 2026 and June 2026**.

Deliverables include:

Conceptual design and positioning of the Learning Lab

- Distinct brand identity and content templates aligned with Laudes visual guidelines.
- User experience (UX) design, including content architecture, navigation, and tagging logic.
- Audience personas and learning journeys.
- Learning product and content packaging templates.

Configured and populated Learning Lab section within the Laudes Foundation website and CMS, including:

- Page templates and layouts.
- Navigation and browse/search logic (within CMS capabilities).
- Metadata and tagging implementation.
- Upload and formatting of all launch learning products.

Four (4) to five (5) complete, publication-ready learning products, each including:

- Clearly defined learning objectives and target audience(s).
- A structured learning flow aligned to user journeys.
- Final written, edited and approved content.
- Visual design aligned with the Learning Lab identity.
- Interactive and/or practice-based elements.
- Accessibility checks in line with WCAG 2.1 standards.
- Downloadable assets and CMS-ready formatting.
- A dissemination and launch plan, including recommended channels.
- Basic analytics and success metrics defined at launch.
- A content governance, maintenance, and scalability model.

Laudes Foundation will provide access to relevant reports, evaluations, tools, and internal expertise, and will prioritise which existing materials or initiatives should be developed into launch products. The selected consultancy will translate these inputs into complete learning products, conducting interviews with Laudes staff and partners as needed. Each product may combine existing materials with newly developed content.

Technical recommendations should cover:

- Tools and requirements to be implemented into the current CMS, including recommendations on:
    - Security and privacy considerations
    - Accessibility standards (WCAG 2.1)
    - Mobile-first and low-bandwidth optimisation
    - Multilingual readiness
    - Metadata and tagging standards

Content governance recommendations should include:

- Update cycles
- Maintenance workflows
- Approach to adding and retiring content
- Scalability suggestions
- Taxonomy, metadata, and categorisation structures

4. Submission Guidelines

Proposals should demonstrate a clear vision for the Learning Lab, differentiating itself from existing sector platforms and deliver a unique, practice-based, and engaging user experience. They should also show an understanding of Global South partner accessibility needs and low-bandwidth environments.

Within a maximum of eight (8) pages, the proposal should address the following:

1. **Concept and vision**
   A concise interpretation of the Learning Lab's purpose, positioning, and distinctive value.
2. **Approach and methodology**
   A summary of the proposed process, covering discovery, co-design, learning design, and user experience (UX), with brief notes on how accessibility and inclusion will be addressed.
3. **Draft structure and user experience direction**
   A high-level view of the intended information architecture, content flow, and the kinds of prototypes you envision.
4. **Team and roles**
   A description of key personnel, their roles, and relevant experience.
5. **Workplan and timeline**
   An indicative timeline highlighting major milestones and deliverables.
6. **Budget breakdown**
   Total cost, daily rates, and estimated days per team member.

Proposals may also include the following **optional annexes** (these **do not** count toward the eight- (8) page limit):

- **Conceptual illustration:** a short text-based example (up to 0.5 page) showing how an existing Laudes insight could be turned into an engaging learning experience (e.g., a pathway or microlearning unit). This is meant to show your thinking, not serve as a final design.
- **Assumptions, risks, and dependencies:** a brief outline of key project assumptions and risk factors.
- **Low fidelity sketch:** an optional simple diagram or wireframe illustrating your initial thinking about the Lab's look and feel.
- **Curriculum Vitae**: **of key personnel, examples of relevant work (links or samples),** and references (optional).