

Dear Sir/Madam

Request for Proposals: Communication for Health Project

The World Health Organization (WHO) is seeking offers for **Communication for Health Project**. Your company is invited to submit a proposal for the services on the project in response to this Request for Proposals (RFP).

WHO is a public international organization, consisting of 194 Member States, and a Specialized Agency of the United Nations with the mandate to act as the directing and coordinating authority on international health work. As such, WHO is dependent on the budgetary and extra-budgetary contributions it receives for the implementation of its activities. Bidders are, therefore, requested to propose the best and most cost-effective solution to meet WHO requirements, while ensuring a high level of service.

WHO requires the successful bidder, the provider, to carry out the following services, in the immediate term (first six months):

- **Develop a communication work plan for the Country Office (CO) with respect to priorities outlined in the WHO-Mauritius Country Cooperation Strategy 2022-2025 and in line with the WHO's Corporate Communication Strategy;**
- **Utilize both web-based and traditional media to disseminate relevant information regarding issues of public health interest, including COVID-19 pandemic and tell the story of WHO's cooperation to a wider audience;**
- **Coordinate and manage all CO publication activities, packaging information relevant to target audience, ensuring appropriate knowledge sharing, reliability of information and quality of design;**
- **Assist advocacy efforts of the CO by preparing round tables and forums, dissemination events, speeches, and participation in public information events; and**
- **Adapt and disseminate WHO communication materials to identified target audiences, arranging translations into local language(s), as necessary. Identify the need for additional materials/activities, such as radio and television programmes, publications, photographs, websites, etc., to advocate and promote organizational goals within the country, and manage their production and distribution to the target audiences.**

Expected Output – Key Performance Indicators

- Communication Work Plan for the Country Office for 2022-23 (in line with AFRO/WHO Communication Strategy), content production plan and calendar of events.
- Videos, human interest stories, photo coverage and other communication products developed and disseminated via appropriate channels. This includes a minimum of one regular social media update daily on WHO's cooperation and at least 3 (three) press releases and 1 success-impact stories on the CO work per month.
- Implement calendar of events for key international days such as commemoration of World Diabetes Day, World AIDS Day, World Health Day and others selected by CO and provide the related communication support.
- At least two visibility products such as AV media developed in collaboration with media house/the Communication Unit at the WHO Regional Office
- Organize at least 2 (two) forums/media round tables per year for the WHO Representative or designated technical experts
- Quarterly newsletter highlighting areas of technical cooperation
- Photo library

The provider shall be a for profit/ not for profit institution operating in the field of communications and public relations and should have the following competencies, technical background and experience:

- At least 5 years of experience in communications and public relations
- Demonstrable experience in implementing public campaigns is essential
- Experience in public awareness film is desirable
- Knowledge and experience in relation to projects focusing on health and/or health-related areas is desirable
- Previous experience working with international organizations in communication & public relations

The selected contractor will be engaged for a probationary period of six months. Upon satisfactory performance the contractor may be considered for a yearly assignment which shall be on renewable basis based on performance.

Bidders should follow the instructions set forth below in the submission of their proposal to WHO.

The proposal and all correspondence and documents relating thereto shall be prepared and submitted in the English language.

The proposal should be concisely presented and structured to include the following information:

- Proposed solution
- Approach/Methodology
- Proposed timeline
- Financial proposal.

Information which the bidder considers confidential, if any, should be clearly marked as such.

The bidder shall submit the complete proposal to WHO in writing no later than **Monday 22 August 2022** by mail at the following address:

**WHO Country Office
Attention: WHO Representative
6th Floor Anglo Mauritius House
Intendence Street
P.O Box 1194, Port Louis**

Bidders shall seal the Proposals in an envelope, marked at the left-hand corner 'Communications for Health Project'

Each proposal shall be marked Ref: **C4H** and be signed by a person or persons duly authorized to represent the bidder, to submit a proposal and to bind the bidder to the terms of this RFP.

WHO may, at its own discretion, extend the closing date for the submission of proposals by notifying all bidders thereof in writing.

Any proposal received by WHO after the closing date for submission of proposals may be rejected.

The offer outlined in the proposal must be valid for a minimum period of 90 calendar days after the closing date. A proposal valid for a shorter period may be rejected by WHO. In exceptional circumstances, WHO may solicit the bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. Any bidder granting such an extension will not, however, be permitted to otherwise modify its proposal.

The bidder may withdraw its proposal any time after the proposal's submission and before the above-mentioned closing date, provided that written notice of the withdrawal is received by WHO via mail, as provided above, before the closing date.

No proposal may be modified after its submission, unless WHO has issued an amendment to the RFP allowing such modifications.

No proposal may be withdrawn in the interval between the closing date and the expiration of the period of proposal validity specified by the bidder in the proposal (subject always to the minimum period of validity referred to above).

WHO may, at any time before the closing date, for any reason, whether on its own initiative or in response to a clarification requested by a (prospective) bidder, modify the RFP by written amendment. Amendments could, *inter alia*, include modification of the project scope or requirements, the project timeline expectations and/or extension of the closing date for submission.

All prospective bidders that have received the RFP will be notified in writing of all amendments to the RFP and will, where applicable, be invited to amend their proposal accordingly.

Before conducting the technical and financial evaluation of the proposals it has received, WHO will perform a preliminary examination of these proposals to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the proposals are generally in order. Proposals which are not in order as aforesaid may be rejected.

Please note that WHO is not bound to select any bidder and may reject all proposals. Furthermore, since a contract would be awarded in respect of the proposal which is considered most responsive to the needs of the project concerned, due consideration being given to WHO's general principles, including economy and efficiency, WHO does not bind itself in any way to select the bidder offering the lowest price.

WHO may, at its discretion, ask any bidder for clarification of any part of its proposal. The request for clarification and the response shall be in writing. No change in price or substance of the proposal shall be sought, offered or permitted during this exchange.

WHO reserves the right to:

- a) Award the contract to a bidder of its choice, even if its bid is not the lowest;
- b) Award separate contracts for parts of the work, components or items, to one or more bidders of its choice, even if their bids are not the lowest;
- c) Accept or reject any proposal, and to annul the solicitation process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders and without any obligation to inform the affected bidder or bidders of the grounds for WHO's action;
- d) Award the contract on the basis of the Organization's particular objectives to a bidder whose proposal is considered to be the most responsive to the needs of the Organization and the activity concerned;
- e) Not award any contract at all.

WHO has the right to eliminate bids for technical or other reasons throughout the evaluation/selection process. WHO shall not in any way be obliged to reveal, or discuss with any bidder, how a proposal was assessed, or to provide any other information relating to the evaluation/selection process or to state the reasons for elimination to any bidder.

NOTE: WHO is **acting in good faith** by issuing this RFP. However, **this document does not oblige WHO to contract for the performance of any work, nor for the supply of any products or services.**

At any time during the evaluation/selection process, WHO reserves the right to modify the scope of the work, services and/or goods called for under this RFP. WHO shall notify the change to only those bidders who have not been officially eliminated due to technical reasons at that point in time.

WHO reserves the right at the time of award of contract to extend, reduce or otherwise revise the scope of the work, services and/or goods called for under this RFP without any change in the base price or other terms and conditions offered by the selected bidder.

WHO also reserves the right to enter into negotiations with one or more bidders of its choice, including but not limited to negotiation of the terms of the proposal(s), the price quoted in such proposal(s) and/or the deletion of certain parts of the work, components or items called for under this RFP.

Within 30 days of receipt of the contract, the successful bidder shall sign and date the contract provided to it by WHO and return it to WHO according to the instructions provided at that time. If the bidder does not accept the contract terms without changes, then WHO has the right not to proceed with the selected bidder and instead contract with another bidder of its choice.

All bidders must adhere to the UN Supplier Code of Conduct, which is available at the following link:

<https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct>

WHO reserves the right to publish (e.g. on the procurement page of its internet site) or otherwise make public the contractor's name and address, information regarding the contract, including a description of the goods or services provided under the contract and the contract value.

Any and all of the contractor's (general and/or special) conditions of contract are hereby explicitly excluded from the contract, i.e., regardless of whether such conditions are included in the contractor's offer, or printed or referred to on the contractor's letterhead, invoices and/or other material, documentation or communications.