



WESTERN-EASTERN EUROPEAN
PARTNERSHIP INITIATIVE
ON HIV, VIRAL HEPATITIS AND TB

Request for Offer

Tenderer: Communications expert for the WEEPI Foundation

Contracting agency: CHIP, Rigshospitalet, University of Copenhagen, Blegdamsvej 9 DK-2100 Copenhagen, Denmark

Contract type: Service delivery contract

Number of envisaged contractors: One

Period: June – November 2024

The estimated maximum budget for this contract is: DKK 190,000

Main place of performance: Consultants own premises with periodic meetings at CHIP

1. GENERAL BACKGROUND

The Western-Eastern European Partnership Initiative on HIV, viral hepatitis, and tuberculosis (WEEPI) is a foundation which was established in October 2018 with the overall aim of improving the quality of care for people with HIV, viral hepatitis, and tuberculosis (TB) in the eastern European region through support for clinical or implementation research projects.

To promote the Foundation and its achievements and impact, the Secretariat is seeking the support of a Communication Consultant.

2. SCOPE AND OBJECTIVES

The overall objectives of the tender are:

- To improve general communication regarding WEEPI's mission, vision, and goals
- To improve information about supported projects and their results and impact
- To ensure that the communication and increased awareness can support and improve fundraising efforts and solidify the sustainability and future of the WEEPI Foundation
- To promote the WEEPI Foundation's "brand" as a credible foundation that contributes to reducing the high burden of infectious diseases through improvement of the quality of care for people with HIV, viral hepatitis and tuberculosis in the eastern European region by support of clinical or implementation research projects in Eastern European countries.

The main tasks of the tender fall in two work packages:

Work package 1: Develop an effective communication strategy and work plan for WEEPI to effectively reach out to and create interest among potential donors (as well as existing and potential new project grantees and other stakeholders).

Work package 2: Support implementation of the communication strategy and work plan

WORK PACKAGE 1)

Develop an effective communication strategy and work plan for WEEPI to effectively reach out to and interest potential donors (as well as existing and potential new project grantees and other stakeholders).

Approximately 2/3 of the total max budget is envisioned used for work package 1.

| Deliverable | Tasks | Description | Deadline | Quality requirement |
|---|--|---|--|--|
| DL 1A Communication strategy | T1(A) Kick-Off Meeting. | The contractor will present their draft plan for the project (work package 1 + 2) outlining how they will achieve the tasks specified in the contract. The contractor will produce a short meeting report summarizing the meeting and the key action points. | 15 th of June | The meeting report will summarize the key points of the meeting and the action points. |
| | T2(A) Define key stakeholders/ audiences for communication. | The contractor is expected to define two to three viable key audience groups for future communication which would be expected to assist the progress and set objective for increased awareness, communication, and fundraising. It will be important to identify audiences (key audience/key players/secondary and general audience). Online meeting with WEEPI staff at CHIP including with Basel team as needed. | Presentation expected 15 th of June. | Includes a short presentation and discussion to continuation to DL2 |
| | T3(A) Define appropriate and effective communication tools, channels, and opportunities for reaching the target audiences. | It will be important to propose steps to improve the WEEPI website, how to reach the defined audience, including proposition of relevant social media. It would include reviewing the WEEPI website (www.weepi.org) including | Presentation expected 15 th of June for discussion and review | Includes a short presentation with WEEPI secretariat. |

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| | | WEEPI social media accounts (Facebook and X), communication needs and gaps. Meetings with WEEPI staff at CHIP including online meetings with Basel team as needed. | | |
| | T4(A) Develop key messages and information material for various audiences needed to promote the WEEPI foundation. | Based on the defined key audience and what is known about these including the objective to improve communication and WEEPI's fundraising ability, identify /predict strategic opportunities for key messages to be positioned or delivered. | Presentation expected 15 th of June for discussion and review | Includes a short presentation with WEEPI secretariat in Copenhagen. |
| | T5(A) Develop a culturally appropriate communication strategy, with required communications channels and language aimed at increasing awareness, understanding and knowledge of the WEEPI Foundation. Development of the communications strategy includes steps described in (T1(A), T2(A), T3 (A) and T4(A) | The strategy will outline the key strategic audience for effective communication including presentation of two to three tools, channels, and opportunities for and how to reach the target audiences to improve general communication of the WEEPI foundation. It will be important to understand what has been done in the past and will also include an internal brainstorming exercise, review of relevant documents and potentially communicating with stakeholders who received WEEPI's communications in the past. | Presentation of first draft expected mid-August (Final version submitted end August (T7(A)) | Written communication strategy presented to WEEPI secretariats in CPH/Basel + EB. The strategy to detail the methodological approach including outline of proposed target audience, why how and when to communicate, type of communication and channels to use. The draft strategy should be presented at a meeting with WEEPI secretariat in Copenhagen and Basel for feedback and discussion |
| DL 2A Development of workplan | T6(A) Development of a workplan, based on the communication | It is important to consider the resources and capacities available for | | The plan will outline as a minimum the methodological |



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| | strategy including proposed timing of communications and desired impact. | communication activities in the WEEPI secretariat. It will also be important to propose a short outline of how to take stock and evaluate progress/impact including identifying gaps. | | approach to be taken and the key tasks and timelines. Presentation with WEEPI secretariat in Copenhagen and Basel. |
| DL 3A Presentation of DL1+DL2 | T7(A) Presentation of the developed communications strategy and workplan. | The presentation is expected to be conducted to relevant audience at the Basel WEEPI office as well at the WEEPI secretariat in CHIP. | Deadline end of August | The presentation will summarize the key points of the communications plan and the workplan including action points. |

WORK PACKAGE 2)

Support implementation of the work plan

Approximately 1/3 of the total max budget is expected to be used for work package 2.

| Deliverable | Tasks | Description | Deadline | Quality requirement |
|---|---|--|----------------------------------|---|
| DL 1B Support implementation of the communication strategy and work plan | T1(B) Support the implementation of the workplan. This will include following steps described below DL 2B + DL 3B + DL 4B | It will be important to consider resources and capacities available in WEEPIs secretariat | End October (end of contract) | The work plan to detail the methodological approach including present produced video testimonials/human interest stories including fundraising pitch. The plan should be presented at a meeting with WEEPI secretariat in Copenhagen and Basel. |
| DL 2B Development of video material including human interest stories | T2(B) Develop one short video about the Foundation, and two short video testimonials from selected projects + two short video interviews with Executive board members | To develop the videos, it should be expected to work closely with the WEEPI secretariat in Copenhagen and Basel including with selected project grantees. No travel is expected for this task. | End of October (end of contract) | The material should be presented at an online meeting with WEEPI secretariat in Copenhagen and Basel. |
| DL 3B Development of presentations and pitches | T3(B) Develop one fundraising pitch and one presentation for meetings on achievements/future prospects/developments to improve brand value and help grow the Foundation | Presentation and pitch decks already exists in draft versions however these should be updated according to latest recommended methodology and need for input. | End of October (end of contract) | The material should be presented at an online meeting with WEEPI secretariat in Copenhagen and Basel. |
| DL 4B | T4(B) Provide advice and inputs for fundraising proposals | The proposed input should consider the overarching goals, fundraising strategy, | End of October | Input and advice (PP) should be presented at an online meeting |

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| Provision of support for fundraising | for two selected donors. | and financial management practices of the identified potential donor; be trustworthy and show integrity and honesty towards both WEEPI as well potential donor as well ensure that donors are not misled. All input should enhance the charitable purpose for which funds being collected will be use including respect the reputation of the charity they represent. | (end of contract) | to WEEPI secretariats in Copenhagen and Basel |
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3. KEY DELIVERABLES (summary)

DL 1A. Development of a communication strategy for WEEPI including:

- Kick-Off Meeting.
- Define key stakeholders/ audiences for communication.
- Define appropriate and effective communication tools, channels, and opportunities for reaching the target audiences.
- Develop key messages and information material needed to promote the WEEPI foundation.

DL 2A. Development of a workplan for implementation of the strategy, based on the communication strategy including proposed timing of DL 3A

DL 3A. Presentation of the developed communications strategy and workplan **(DL1A+DL2A)**.

DL 1B Support implementation of the work plan through:

DL 2B Development of video material including human interest stories

DL 3B Development of presentations and pitches

DL 4B Provision of support for fundraising

The contractor should in addition expect to organize regular meetings with CHIP's WEEPI staff to provide an update on progress on deliverables.

4. METHODOLOGY

A mix of methodologies will be needed to fulfill the tasks:

- Online meetings with the WEEPI secretariat
- Situational analysis of WEEPIs needs and gaps and audience for reaching the objectives, and present/discuss with staff and management for feedback and discussion
- Development of communication objectives and approaches for achieving objectives
- Development of work plan based on the final strategy and present to staff for feedback and discussion

5. DURATION OF THE CONTRACT

- The offer needs to include an estimation of time needed to conclude the two work packages including a proposed timeline for the specific deliverables.
- Deadline for fulfillment of the contract: End of October.

6. PLEASE SUBMIT YOUR TENDER FOR HOW THE CONTRACT WILL BE COMPLETED INCLUDING:

- Provide a budget for each of the work packages, an outline of your planned approach, as well as a realistic timeline with deliverables
- Your resume (or link to online resume or portfolio)
- A narrative, that does not exceed three pages, that highlights:
 - Experience in performing the required activities
 - Knowledge and/or experience with the core areas of focus of the WEEPI Foundation.
 - What interests you about this consulting project in particular
 - Confirmation of your availability, your bid for the work, and any other important considerations we should be aware of.

AN EXAMPLE OF:

- A communication strategy you have developed
- A blog post you produced (if relevant)

OPTIONAL:

- Monitoring and evaluation mechanism to assess the impact of communication strategies
- Donor mapping and potential partnerships

7. EVALUATION AND AWARD

The evaluation is based solely on the information provided in the submitted Offer:

- Ability to deliver the final outputs specified in the Key deliverables to CHIP
- Selection of tenderers on the basis of the award criteria
- Evaluation of tenderers on the basis of the award criteria

8. TECHNICAL AND PROFESSIONAL CAPACITY CRITERIA AND EVIDENCE

Tenderers must comply with the criteria listed below

- Prior experience in developing a communications strategy, ideally in a medical research-context.
- Professional writing, editing, and verbal skills. Ability to write effectively for a variety of different formats and for different intended audiences
- Track-record of working successfully with new and traditional media
- Experience producing pitch decks
- Proven ability to work in accordance with key time- and deadlines through prioritisation
- A self-starter, dynamic with a high level of critical analysis and thinking skills and passionate about the work of medical research and the work of the WEEPI Foundation
- Proficiency in English

9. AWARD

The technical Offer must cover all aspects and include the total price of the tender. The total price should include all duties, taxes and other charges including VAT if relevant. The total price must be fixed and include all costs (staff time, support resources, necessary equipment, and programs, etc.) and all expenditure (management of the firm, secretarial services, social security, salaries, etc.) incurred directly and indirectly by the contractor in performance of the tasks. In particular, unit prices for services provided on the contractor's premises and at CHIP's premises in Copenhagen must also include travel and accommodation costs.

10. Further information can be obtained by contacting:

- Cæcilie Bom Kahama: caecilie.bom.kahama@regionh.dk
- Susanne Olejas; susanne.olejas@regionh.dk

11. Deadline for submission of proposal:

- 15th of May 2024 to: weepi.rigshospitalet@regionh.dk

12. Award criteria

The award criteria serve to identify the offer providing the best value for money, (which will be the one with the best quality-price ratio). The quality of each offer will be evaluated in accordance with the award criteria and the associated weighting. No award criteria and sub-criteria other than those detailed below will be used to evaluate the offer.

| Award criteria | Max points |
|---------------------------------|------------|
| Quality of proposal and methods | 50% |
| Proven relevant work experience | 30% |
| Price | 20% |
| Total score | 100% |

13. Information on contracting agency (CHIP)

CHIP, Rigshospitalet is an international Research Center that produces internationally recognized research aimed at people with affected immune systems on how best to improve their health and extend life. Our range of research methodologies:

- Adds to the current evidence on how best to prevent and treat infectious diseases by using existing interventions, identifying novel intervention targets and by reclassifying disease taxonomy due to an improved biological understanding of the mechanisms leading to infectious diseases.
- Operates with high scientific integrity and state-of-the-art quality through longstanding partnerships with international leaders in the medical and public health fields that share our vision.
- Communicates universally to ensure that the results generated by our research projects inform both clinical practice and policy and guideline development.

Further information can be found on the CHIP [website](http://www.chip.dk) (Centre of Excellence for Health, Immunity, and Infections; <http://www.chip.dk>)