



Request for Proposal

10-Year Anniversary Special Report

1. Overview

The Medicines Patent Pool (MPP) is accepting proposals for the creation of its 10-Year Anniversary Special Report. The selected provider will work closely with the MPP's Communications Team to produce its 10-Year Anniversary Special Report, with activities beginning after selection in mid-December 2019, with a mandatory project kick-off on 15 January 2020. The selected provider will follow a deadline for production culminating in a print-ready product by 10 March 2020 and a digital interactive version for the MPP's website by 16 March 2020.

2. Organisation description

2.1 About the Medicines Patent Pool:

The Medicines Patent Pool is a United Nations-backed public health organisation working to increase access to, and facilitate the development of, life-saving medicines for low- and middle-income countries. Through its innovative business model, MPP partners with civil society, governments, international organisations, industry, patient groups and other stakeholders, to prioritise and license needed medicines and pool intellectual property to encourage generic manufacture and the development of new formulations. To date, MPP has signed agreements with ten patent holders for thirteen HIV antiretrovirals, one HIV technology platform, three hepatitis C direct-acting antivirals and a tuberculosis treatment. MPP was founded by Unitaid, which serves as sole funder for MPP's activities in HIV, hepatitis C and tuberculosis.

More information about the Medicines Patent Pool, its public health mission and impact: www.medicinespatentpool.org

2.2 Why a Special Report to celebrate MPP's 10-year anniversary?

The goal of this special report is to tell the MPP story, showcasing its success as a model and as a partnership, and demonstrating its impact and contribution to Universal Health Coverage. The report will include interviews of key players who contributed to the creation and setting up of MPP and major partners, case studies of MPP success stories on daclatasvir and dolutegravir, patients testimonials etc.

The report should be seen as a promotional material, short, top-level, visually impactful, and easy to read.

The report will primarily be distributed at an event celebrating MPP's 10-year anniversary on Tuesday 19 May 2020 during the World Health Assembly in Geneva.

3. Deliverables

The selected provider will be responsible for:

3.1 Graphic design

- The selected provider is expected to give strategic and creative advice on how to present and organise content, following the agreed theme: ***10 billion doses of treatment have been delivered in 10 years to the world's most vulnerable through the Medicines Patent Pool***. Initial ideas on the format are to articulate the report around 10 testimonials/stories and use the figure ten to present additional features if required.
- The selected provider is expected to provide creative direction on photographs, as some photos might have to be sourced and bought by the selected provider.
- Three variations of a cover design and interior spread shall be delivered for MPP's review.
- The annual report page mock-ups, drafts, and finals shall be delivered in a timely manner.
- Narrative will be provided.
- Five to seven visuals/infographics/maps will be created by the selected provider.
- Proofreading will be done by MPP and corrections are expected from the selected provider.

3.2 Length

The annual report is expected to be of approximately 8 pages, composed of approximately 6 pages of operations report and 2 pages of cover.

NB: 1 page = 1 recto/verso

It is expected that the selected provider delivers the print-ready source files (InDesign file, fonts, photographs, illustrations) and reference PDF for print.

3.3 Digital version

MPP wants to create a digital version of its Special Report, making the content available online in an interactive and dynamic way, such as infographics, maps and pictures available as dynamic content with clickable links, pop-up windows appearing for more information, links to other parts of the MPP website.

The selected provider is expected to provide creation and strategic advice on identifying the best possible solutions for the above.

It is expected that the digital design be responsive for desktop, mobile and tablet use.

4. Funding available

Submitted proposals shall not exceed CHF 10,000. All proposals must include a budget and budget justification for all costs associated with this project. Costs must detail all components of this project.

5. Criteria

The proposal will be assessed according to the following criteria:

- Demonstrable clear understanding of the brief
- Provision of clear timeline
- Creative interpretation of the key elements of the brief
- Technical expertise
- Excellent command of English
- Outstanding attention to details
- Value for money
- Good project management skills

6. How to submit proposal

Please send an email to bzago@medicinespatentpool.org with the subject “RFP – 10 years Special Report” with your proposal and quote **by Thursday 5 December, COB**.

Feel free to contact Bétina Zago if you require additional information:

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