



# Request for Proposal

2019 Annual Report

## 1. Overview

The Medicines Patent Pool (MPP) is accepting proposals for the creation of its 2019 Annual Report. The selected provider will work closely with MPP's Communications Team to produce the 2019 Annual 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 31 March 2020 and a digital interactive version for MPP's website by 6 April 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](http://www.medicinespatentpool.org)

### 2.2 Major 2019 highlights:

- In 2019, MPP published a [prioritisation framework](#) that outlines a precise methodology for assessing candidate medicines that could play a major role in MPP's expanded mandate.
- MPP and ViiV-Healthcare celebrated the [5-Year Anniversary of signing their first DTG licensing agreements](#), enabling millions of people living with HIV to access the preferred first-line regimen recommended by the World Health Organization.

- As a *success story* of these licence agreements, MPP gathered testimonials on how [DTG made a difference to people's lives](#).
- MPP and Pfizer [signed a licence agreement](#) for access to key data on investigational tuberculosis treatment sutezolid.
- MedsPaL, the Medicines Patents and Licences Database, [expanded](#) to include patent status on essential medicines and announced a new collaboration with the Egyptian Patent Office.
- MPP went on a field trip to India to collect impact stories on how its work is helping people in developing countries get the medicines they need.

## 3. Deliverables

### 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: ***Supporting Universal Health Coverage through affordable medicines***
- 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 (summary page and general page) 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.
- Three to five infographics to be created by the selected provider.
- One map per product will be created (8 maps in total) by the supplier: maps will have to be created using the borders defined by the United Nations. Outstanding attention to details is required for this task as the supplier will be given lists of countries in Excel format.
- 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 30 pages, composed of approximately 24 pages of operations report and 6 pages of financial report (and 2 pages of cover).

NB: 1 page = 1 recto/verso

See our [2018 Annual Report](#) and [2017 Annual Report](#) for reference.

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

As for previous versions, MPP wants to develop a digital version of its annual 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 MPP's website, etc.

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 15,000. 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](mailto:bzago@medicinespatentpool.org) with the subject "RFP – Annual Report" with your proposal and quote **by Thursday 5 December, COB.**

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

Bétina Zago | Communications Officer | Medicines Patent Pool  
Rue de Varembé 7, 1202 Geneva, Switzerland  
Tel: +41 22 533 50 51 | Mob: +41 79 100 94 68  
E-mail: [bzago@medicinespatentpool.org](mailto:bzago@medicinespatentpool.org)