

Request for Proposal

Creation of a graphic charter and branding assets for MPP internal and external communication

1. Overview

The Medicines Patent Pool (MPP) is seeking to partner with a communications company or companies that will help enhance MPP's external communications through development of 1) graphic design and user guide related to branding, 2) graphic design related to marketing material (brochures, leaflets, 4-pagers etc) 3) data visualisations (videos and/or short animations), 4) Storing system for branding identity and marketing materials.

The overall aim is to reinforce MPP's branding identity through 1) expanding our library of templates and visuals, 2) keeping our marketing material up to date and available, 3) storing our branding information in one place easy to share with colleagues, and stakeholders.

2. Organisation description

2.1 About the Medicines Patent Pool:

[The Medicines Patent Pool](#) (MPP) 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 22 patent holders for 13 HIV antiretrovirals, one HIV technology platform, three hepatitis C direct-acting antivirals, a tuberculosis treatment, a cancer treatment, four long-acting technologies, a post-partum haemorrhage medicine, three oral antiviral treatments for COVID-19 and 16 COVID-19 technologies. MPP was founded by Unitaid, which continues to be MPP's main funder. MPP's work on access to essential medicines is also funded by the Swiss Agency for Development and Cooperation (SDC), the Government of Canada and the World Intellectual Property Organization (WIPO). MPP's activities in COVID-19 are undertaken with the financial support of the Japanese Government, the French Ministry for Europe and Foreign Affairs, the German Agency for International Cooperation, and SDC.

2.2 About MPP's existing branding:

MPP has a style guide, a logo, some templates for staff to use (PPT, letters, reports etc). See in annexes or [HERE](#). We would like to expand our library of templates, store our branding information and marketing material in one place easy to share with colleagues, and stakeholders.

2.3 Audience

- MPP staff, Board Members and advisory groups.
- [Current](#) and potential donors (decision makers; ministries of health, foreign affairs, development)

- Partners (originators, generic manufacturers, public health organisations)
- Journalists
- Civil Society and Community partners
- Country governments

3. Work to be performed

The scope of work in this RFP can cover any or all of the below activities. Potential contractors can submit for one of the below activities; a combination of any of the below activities; or all of the below activities:

3.1 Graphic design related to branding (on-demand, ongoing services) including but not limited to:

Development and rollout of comprehensive branding and communication materials that align with our existing MPP style guide. The purpose of this project is to ensure that all external communications tools and materials consistently reflect the brand identity and that MPP staff and stakeholders are fully equipped to use the branding guidelines effectively in their daily communications.

The aim is to enhance the accessibility of our current style guide by creating practical tools and resources for staff and stakeholders. These should simplify the process of applying branding guidelines, ensuring an updated and consistent use across various communication channels, including emails, presentations, reports, and social media.

The items required are but may not be limited to:

- Templates and user guide for Presentations – this will include corporate slides that will be updated on a regular basis
- Templates and user guide for Reports
- A diverse range of outreach materials (e.g., including press and information kits, seasonal greeting cards, roll-ups, backdrops, etc.)
- MPP logo use and how to use guide with other logos
- Advocacy documents (e.g., posters, flyers, fact sheets, four-pagers, brochures/leaflets, etc.)
- Stationary items (e.g., business cards, envelopes, letterheads, etc.)
- Promotional materials (e.g., pens, lanyards, mugs, water bottles, stickers, bookmarks, notebooks, etc.)
- Develop designs and templates in all forms for social media and web platforms, which may include (but is not limited to) social media cards, slideshows, headers, banners, animations, public health- themed illustrations and icons, etc.
- Photo and video section

Scope of work

1. **Audit of Current Branding Materials:** Conduct a review of the current MPP style guide and any existing communication tools and suggest areas for enhancement.
2. **Update the style guide** in line with best practices
3. **Resource Development:** Create easy-to-use templates, guides, or toolkits that simplify the application of brand guidelines for non-design staff and stakeholders.

Please note that for design work, the selected Contractor/s will apply or use the available/existing MPP's style guide (See Annexes p.7)

Please also note that we are looking to update the look, not change the logo or main set of colours.

3.2 Graphic design related to marketing material and reports

MPP collaborates with design agencies for ongoing design projects. To comply with our policies, we need to competitively select one or more agencies for a long-term partnership.

For illustration (and as a guide for the financial proposal), below are the typical examples of MPP's marketing material:

- Prioritisation report: <https://medicinespatentpool.org/uploads/2024/05/Prioritisation-report-May2024.pdf>
- MPP brochure: <https://medicinespatentpool.org/uploads/2024/03/Greater-access-.pdf>
- MPP briefing document in cancer: https://medicinespatentpool.org/uploads/2024/10/COPIE-MPP_1PAGER-CANCER_A4_EN-copy.pdf
- Four-pager on our report "Voluntary Licensing: Right for Health, Smart for Business": https://medicinespatentpool.org/uploads/2024/05/MPP_VALUE-Report_4PAGER_EN_Web.pdf

Scope of work:

- Refresh the design of MPP current brochures
- Create briefing documents, flyers, posters, report layout
- Carry out design work on a regular basis – level or work
- Provide source files to MPP

3.3 Data visualisation products (on-demand, ongoing services) including but not limited to:

Analyse data and develop and design data visualisation products (e.g., short, animated videos (e.g., GIFs and/or 1-2 minutes) for presentations or social media, still graphics for reports or online, infographics for reports or online) that show the impact of MPP's work overall or on a particular area.

Scope of work:

- Develop and design data visualisation products

3.4 Storing System for Branding Identity and Marketing Materials

Identify a tool and assist MPP in setting up, organizing, and storing all branding elements, visuals, templates, and marketing materials. This system should ensure that these resources are readily accessible online to MPP colleagues and stakeholders. Our funder and main founder, Unitaid, has chosen Brandpad: <https://brandpad.io/unitaid> for their needs. We are interested in exploring this solution or a similar one that provides comparable features and content.

4. Qualification and skills

The supplier/s is/are expected to assemble a team that can support the work described above, with sufficient project management oversight and seniority. The firm and the proposed team/s₃ shall have expertise in the following:

- Extensive demonstrated experience in producing the relevant activities described in the scope of works, in the field of one or more of the following areas – graphic design, data visualisation, and digital and interactive reports.
- Demonstrated expertise in developing communications products that will resonate with MPP target audiences and that are fit-for-purpose on MPP channels, including but not limited to its social media channels; its website; events such as booths at conferences and symposiums (mainly through banners, presentations, etc.); broadcast media; and traditional media.
- Demonstrated excellent organisational skills and project management experience.
- Excellent oral and written communication skills in English are required, with the ability to distil complex technical subjects in clear and accessible messages.
- The following would be desirable:
 - Demonstrated understanding of the global health sector in which MPP operates and/or understanding of global health or development issues.
 - Written skills in French

5. Confidentiality and MPP property

All material produced will remain the property of MPP. In addition, the selected Contractor shall treat all data and information to which it may gain access for or in the course of the services as confidential and proprietary to MPP.

6. Deliverables and indicative timeline

Successful contractor(s) may be added to MPP preferred suppliers list and will be contacted in advance for work on the relevant products.

Indicative timeline of work:

Deliverable	Date
1. Graphic design related to branding	March 2025 Then ongoing, on demand
2. Graphic design related to marketing material and reports	Ongoing, on demand
3. Data visualisations	Ongoing, on demand
4. Storing System for Branding Identity and Marketing Materials	May 2025

7. Guidance and coordination

Activities will be carried out under the guidance of the Senior Communications Manager, coordinated by the Communications Officer.

8. Financial compensation, payment terms and schedule

All bidders are expected to submit their proposed budget, broken down across any or all of the four areas. Bidders should provide daily rates and/or an estimated cost per product as an indication, such as, but not limited to the following:

- Fact sheet or briefing document (2-4 pages)
- Report – print-ready, light design (30, 50, 70 pages)
- Brochure (4-8 pages)
- Data visualisation video (1 or 2 minutes)
- Data visualisation for interactive report
- Physical banners (roll-up banners, backdrops)
- Web banners (for website or social media)
- Social media cards (set of 4, 8)
- Interactive, digital report (when provided print-ready report of 30, 50, 70 pages)
- Short, topic-specific, interactive, digital report

Needs may change over time and deliverables will be communicated by the Communication Unit on a per needs-basis.

Please note that MPP is a not-for-profit organisation that is dependent on the contributions it receives for the implementation of its activities. Bidders are, therefore, requested to propose the best and most cost-effective solution to meet MPP requirements, while ensuring a high level of service.

For professional fees, progress payments will be made based on satisfactory completion of each engagement in accordance with the agreed TOR, submission of satisfactory deliverables, and the submission of corresponding detailed invoices indicating number of days worked per team member and deliverables, along with necessary supporting documents.

8.1 Payment schedule

For areas of work 1, 2 and 3:

Regarding areas of work 1, 2 and 3 (on-demand, “pay-as-you-go” services), all requested work will need to be confirmed via email by MPP. Only work that has been confirmed by MPP shall be invoiced and shall only reflect previously approved cost estimates confirmed via email by MPP, based on the schedule of daily rates submitted in the tender.

Invoices need to include Financial Statement or summary detailing the actual level of effort incurred and the following details, based on the rates agreed in the contract:

- Name of the MPP staff member who requested the work
- Date of the request
- Name of the MPP staff member who approved the work
- Date of the approval
- Precise description of the work that was requested
- Time needed to do the work (in hours or days)
- Level of effort incurred (number of days x consultant rate)
- Link to the completed work
- For reference: Copy of the request email and the approval email
- Any other element the Communications Team deems relevant

Note: For contract monitoring and MPP’s financial reporting and audit purposes, the Contractor is requested to maintain a log/report of the above to document all requests from MPP and details of actual level of effort and costs incurred. The updated log/report must be submitted on a monthly basis to MPP.

For area of work 1 (Graphic design related to branding) and 4 (Storing System for Branding Identity and Marketing Materials):

Payment Schedule for work area 1 and 4:

Payment #	Schedule	Payment %
1. Delivery of initial plan: -Audit of Current Branding Materials: Conduct a review of the current MPP style guide and any existing communication tools and suggest areas for enhancement. -Update the style guide in line with best practices -Options on platforms we could use, pros/cons, -Timeline and budget implication	Upon satisfactory delivery of the initial plan, and production plan and acceptance by MPP	30%
2. Delivery of agreed outstanding design pieces (some missing pieces might be produced by other Contractors)	Upon satisfactory delivery of the design pieces, and acceptance by MPP	30%
3. All Branding and Marketing Material of MPP are stored on the agreed platform and can be shared in a convenient manner.	Upon satisfactory delivery of the final product, and acceptance by MPP	40%

9. Proposal content/structure

Prospective service providers are asked to submit proposals for some, or all the work areas included in the RFP.

9.1 Technical

- Brief on experience in supporting clients with graphic design, and branding
- Samples of recent projects
- Any awards or recognitions
- Staff dedicated to the project, with lead identified
- Expertise of staff involved
- CV of the staff
- Expertise of the bidder with regards to the objectives of the terms of reference
- Quality assurance methodology

Please refer to **paragraph 4.**

9.2 Profile of the bidder

- Location

- Status (Public Institution, University, Private Company, Individual etc.)
- Company profile (main activities/services, areas of expertise)
- Excellent spoken and written English
- Statement of relevant experience (incl. key clients)
- Previous experience with global health organisation or international organisations

MPP reserves the right to contact key clients for reference.

9.3 Financial/cost

The bidder is asked to provide a comprehensive and detailed budget to be evaluated in CHF. Please refer to **paragraph 8** and provide requested information.

10. Process of Request for Proposal (RFP)

Please send an email to sthievenaz@medicinespatentpool.org with your proposal/quote by **31 January 2025, COB Geneva time**.

The proposal will be assessed according to the following criteria:

- Demonstrable clear understanding of the brief
- Flexibility around schedule and timing
- Ability to work in a changing and challenging environment
- Ability to work with people of diverse culture and backgrounds
- Demonstrated experience in branding, design, using branding storing solutions
- Ability to coordinate resources, equipment, and required staff for design and branding
- Original and creative vision
- Cost-effective approaches to design and branding

11. Annexes

11.1 Logo > accessible [here](#)

11.2 Style guide > accessible [here](#)

11.3 PPT template > accessible [here](#)

11.4 Report template > accessible [here](#)

11.5 Letterhead template > accessible [here](#)