



Request For Proposal

Communications support for GARDP

September 2022

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1. Project overview

The Global Antibiotic Research and Development Partnership (GARDP) is a not-for-profit organization developing new treatments for drug-resistant infections that pose the greatest threat to health, including neonatal sepsis, serious bacterial infections and sexually transmitted infections.

Working together with governments, the private sector, academic institutions, and civil society, we drive the development of innovative solutions to tackle antibiotic resistance.

Founded in 2016 by the WHO and the Drugs for Neglected Diseases initiative, GARDP brings a unique and comprehensive approach to this global health threat:

- Development: a portfolio of new and repurposed antibiotic treatments
- Access: driving access to antibiotics for appropriate use around the world
- Partnerships: a global network of 70 public and private partners that come together to tackle antibiotic resistance

GARDP's communications objectives for 2023-2025 are to:

1. Build GARDP's profile as a leader in the antimicrobial resistance (AMR) response who can deliver results
2. Promote our R&D milestones & access strategy
3. Promote our social mission & business model
4. Help the organization to raise EUR 100M by 2027

GARDP is looking to hire a communications agency to help us meet our communications objectives over the next three years. External communications support will be needed, focusing on the following services:

1. Graphic design and layout of corporate materials in various languages (including printing), including an interactive digital Activity Report (and Executive Summary), GARDP Business Plan, 1-2 policy reports and a brochure
2. Digital awareness-raising campaign in key markets, including the US, UK and Switzerland
3. Management of Google Ad Grant campaign

2. RFP Instructions

2.1 General Information

- a) GARDP invites you as a Service Provider to submit a proposal in regards of this Request For Proposal (RFP).
- b) The issuance of this RFP in no way commits GARDP to make an award. GARDP is under no obligation to justify the reasons of its Service Provider's choice following the competitive bidding. GARDP could choose not to justify its business decision to the participants of the RFP.
- c) GARDP reserves the right to:
 - Reject any proposal without any obligation or liability to the potential Service Provider,

- Withdraw this RFP at any time before or after the submission of bids without any advance notice, explanation or reasons,
 - Modify the evaluation procedure described in this RFP,
 - Accept other proposal than the one with the lowest value,
 - Award a contract on the basis of initial proposals received without discussions for best and final offers,
 - Award all services to only one supplier or allocate them to different suppliers according to what GARDP will consider necessary.
- d) Late submission proposals, i.e., later than Closure of Business of the Service Provider, are subject to rejection (see timelines in section 2.2).
- e) GARDP reserves the right to request additional data, information, discussions, or presentations to support their proposal. All bidders must be available to discuss about details of their proposal during the RFP process.
- f) All offers should be submitted in an electronic format and responses to this RFP must be in English and budgets in EUR or USD.
- g) A proposed timeline set out below (section 2.2) indicates the process GARDP intends to follow. If there are changes to these timelines, GARDP will notify you in writing.

2.2 Timelines of the RFP

Procurement Steps	Responsible Party	Timelines (By Closure of Business of the Service Provider)
Launch RFP	GARDP	6 September 2022
Questions sent to GARDP	Service Provider	13 September 2022
GARDP responses to Q&A	GARDP	19 September 2022
Submission of proposals	Service Provider	7 October 2022
Bidder preselection notification	GARDP	21 October 2022
Bid defence meetings	GARDP & Service Provider(s)	8 November 2022
Project award	GARDP	18 November 2022

2.3 RFP Processes and Contact Information

2.3.1 Instructions

All bidders may request further clarifications in regards of this RFP, by addressing its questions in writing to the dedicated key contacts identified below.

These questions should be submitted to GARDP at the date mentioned in the section 2.2 Timelines of the RFP.

In order to keep a fair bidding process, questions on the substance will only be answered in a document shared with all the bidders on the date indicated in section 2.2 Timelines of the RFP.

To submit your questions, please use the form attached as Annex 1.

2.3.2 Contact Details

Each bidder is required to submit questions and proposals to Christophine Marty-Moreau via email by the date indicated in the section 2.2. Please find contacts details below.

Question types	Contact person	Title	Contact Information
Contractual	Christophine Marty-Moreau	Senior Procurement Manager	Phone: +41 22 906 92 61 Email: cmarty@dndi.org
Content/Methodology	Dominique De Santis	Head of Communications	Phone: +41 22 555 19 80 Email: ddesantis@gardp.org

2.4 Format and Content of the Proposal

Following the issuance of the RFP, all interested bidders are invited to submit a proposal with the following elements:

- **A cover letter** giving general information on the company, including:
 - Name and address of the Service Provider
 - Name, title, phone number and email address of the person authorized to commit contractually the Service Provider
 - Name, title, phone number and email address of the person to be contacted in regards of the content of the proposal, if different from above
 - Signature of this letter done by a duly authorized representative of the company
 - Acceptance of the RFP Instructions as outlined in section 2
- **The methodology** that details:
 - What your company will do and how to deliver on the scope of work and meet the requirements detailed in section 4.
 - Capabilities of your company to answer to the requirements, in terms of:
 - Graphic design expertise and production of digital reports in various languages, including English, French and German
 - Expertise with digital awareness-raising & fundraising campaigns
 - Production of multimedia content
- **A financial proposal** that details the cost basis structure and fee.
- **Administrative information:** Business Company information, general services provided, customer's reference, pricing strategy for not-for-profit organizations, etc.
- **Any other relevant information** enabling GARDP to assess the opportunity of contracting with your company. The Service Provider shall disclose any actual or potential conflicts of interest.

3. GARDP Overview: Mission & Objectives

GARDP Foundation (“GARDP”) is a not-for-profit organization developing new treatments for drug-resistant infections that pose the greatest threat to health. GARDP was created by the World Health Organization (WHO) and the Drugs for Neglected Diseases initiative (DNDi) in 2016 and legally founded in 2018 to ensure that everyone who needs antibiotics receives effective and affordable treatment. GARDP works with over 70 public and private partners to develop new treatments for the deadliest bacterial infections, including neonatal sepsis, serious bacterial infections in adults and children and sexually transmitted infections. GARDP is funded by the governments of Australia, Germany, Japan, Luxembourg, Monaco, Netherlands, South Africa, Switzerland, United Kingdom, the Canton of Geneva, as well as Médecins Sans Frontières and private foundations.

For more information, please visit GARDP website: <https://www.gardp.org>

4. Scope of Work

Graphic design and layout of corporate materials

- Design GARDP’s corporate materials (web and print-ready files), including our annual Activity Report in English and French, our Activity Report Executive Summary in English and German, a corporate brochure in English and French, GARDP’s Business Plan in English, and 1-2 policy reports in English per year
- Produce an interactive digital Activity Report in English
- Print corporate materials as needed (eg. Activity Report in English and French, Executive Summary in English and German, corporate brochure and Business Plan)

Digital awareness-raising campaign

- In addition to raising awareness about AMR and GARDP, the campaign will aim to raise funds from the public and private sector, including foundations, philanthropic organizations, high-net-worth individuals/philanthropists and impact investing companies.
- Develop creative concept for a digital awareness-raising/fundraising campaign and roll it out across key markets, including the US, UK and Switzerland (for 2023; other markets might be added the following years).
- Develop a donor journey for funders interested in supporting GARDP.
- GARDP, with support from its regional offices, will generate a range of content, including videos, interviews, blogs, photo stories, and social media tiles, in line with the creative concept.

Google Ad Grant campaign

- Project management of Google Ad Grant campaign for GARDP (ongoing)

The work will be done in the context of GARDP’s communications plan for 2023-25 and managed by the Head of Communications at GARDP.

Deliverables

1. Outline of creative concept for digital campaign – sample ideas

2. Proposal for how to roll out the campaign on various digital platforms, including social media
3. Examples of corporate materials produced, including activity reports and brochures, as well as interactive annual reports
4. Proposed budget per year (2023-2025)

All slides must be prepared using Microsoft PowerPoint and must be delivered to GARDP no less than 2 working days prior to the oral debriefing

5. Responses and proposal format

The proposal should contain information according to the following outline:

- Communications objectives
- Outline of creative concept for digital campaign
- Deliverables (including but not limited to those stated in Section 4 above)
- Timeline for Project Activities and Deliverables
- Curriculum Vitae of all Key Agency Personnel Responsible for Project. Please state the local agencies you would use, if applicable
- Proposed budget

5. Criteria for Selecting Service Provider

The decision to award any contract as a result of this RFP process will be based on Service Providers' responses and any subsequent negotiations or discussions. The decision-making process will consider the ability of each Service Provider to fulfil GARDP's requirements as outlined within this RFP and the cost of the offer. Proposals will be assessed against the criteria described in this RFP and related annexes, as summarized below:

- **Expertise / experience**
 - Graphic design expertise
 - Digital marketing and fundraising expertise – creation of donor journey
 - Web design expertise
 - Production of multimedia content
- **Project management**
 - Experienced Project Manager to serve as a point of contact for GARDP
 - Regular (e.g., biweekly/monthly) teleconferences to review progress, discuss issues, solve problems with input from other team members
 - Reasonable timelines to meet project goals
 - Track record in delivery and project management criteria
- **Financial criteria**
 - Cost estimates should be expressed in EURO or USD
 - Realistic costing of the proposal with not-for-profit organization rates
 - Payment terms aligned with deliverables for not-for-profit organizations

6. Annexes

Annex 1: Q&A

