



Request for Proposal # 2022-021

Advocacy, Communications, and Engagement Campaign for Health Equity

I. Summary of Deadlines

Release of Request for Proposal	4/8/2022
Confirmation of interest due	4/15/2022
Fact-finding questions received by	4/15/2022
Response to fact-finding questions	4/19/2022
Proposals due	5/10/2022
Selection of short-listed suppliers	5/31/2022
Interviews with short-listed suppliers	6/6-10/2022
Bidders notified of decision	6/20/2022

Note that PATH reserves the right to modify this schedule as needed. All parties will be notified simultaneously by email of any changes.

II. PATH Statement of Business

PATH is the leader in global health innovation. An international nonprofit organization, we save lives and improve health, especially among women and children. We accelerate innovation across five platforms—vaccines, drugs, diagnostics, devices, and system and service innovations—that harness our entrepreneurial insight, scientific and public health expertise, and passion for health equity. By mobilizing partners around the world, we take innovation to scale, working alongside countries primarily in Africa and Asia to tackle their greatest health needs. Together, we deliver measurable results that disrupt the cycle of poor health. Learn more at www.path.org.

III. Project Background

Advocacy, Communications, and Engagement Campaign for Health Equity

A. Project Background:

In support of PATH 2025, our institutional strategy launched in 2021, we have established a cross-PATH advocacy, communications, and engagement (ACE) strategy. This strategy is led by the External Affairs Division but includes advocacy and communications experts across the organization as well as internal stakeholders with subject matter expertise.

This strategy includes four impact objectives, goals that reflect the highest impact opportunities for our function to support the goals of the PATH strategy. These objectives are:

- Promote solutions to provide more equitable access to essential medicines and devices.
- Shape and support an agenda to build resiliency across health systems.
- Advocate for global health finance and architecture improvements.

To achieve concrete outcomes related to these objectives, we held internal workshops to determine--within this broad range of objectives--where we should focus our resources and capabilities. We identified the following critical strategies:

- Develop and promote a model for innovation and manufacturing that creates sustainable access to health tools and products in low and middle-income countries
- Gather evidence and develop principles/framework to evaluate global health aid instruments and provide critical insights to funders and partners
- Develop and promote a model to support government accountability in public health to communities
- Establish and promote PATH's cross-cutting capabilities that are essential to achieving universal health coverage

For each issue we must surface evidence and expertise within and outside of PATH, shape a point of view, and use that point of view to develop messaging and activities that meaningfully contribute to the sector conversation and influence key decision-makers and stakeholders.

We are seeking a consultant to support this process end-to-end, building our knowledge bank on key global health and development sector issues, facilitating discussions to shape perspectives and create alignment at PATH, and then to elevate that point of view via multi-channel campaigns, media relations strategies, network mapping and engagement strategies.

In this RFP we are giving preference to consultants based in the Africa region with networks beyond the continent.

IV. Scope of Work and Deliverables

Intelligence and briefing

Research & Intelligence: Respond to known and ad-hoc requests to gather intelligence on public health, global health, and development issues in the Africa region and worldwide.

Inform positions: Quickly produce intelligence briefs that summarize an issue, perspectives on the issue, and provide supporting evidence from primary sources. Make recommendations for PATH's institutional point of view based on this evidence and upon PATH's mission, current strategy, and most important stakeholders.

Define positions: Write position papers that define PATH's institutional point of view.

Define influencers: Identify key global and regional stakeholders for public health/global health/development issues and how to influence them.

Public health and sector intelligence deliverables:

- Briefs on key public health issues identified by client
- Position papers
- Messaging to support position

Strategic, audience-based messaging

Messaging to support positions: Develop audience-based messaging to support PATH's perspective on specific public health/global health/development issues.

Communications strategy to support positions: Develop communications, advocacy, and engagements strategies to influence identified global and regional stakeholders.

Training on messaging to support positions: Train key PATH leaders on messaging.

Issues and advocacy campaign

Build campaign to support key positions: Based on messaging and advocacy goals, develop and support a multi-channel advocacy, communications, and engagement campaign that drives change in the global health sector. Determine priority audiences and stakeholders, and define strategies to reach them. Audiences may include major global health donors and financiers, private sector partners in innovation, government leadership and decision-makers, and other NGOs.

Campaign strategy: Leverage local and global media, social media networks, owned and paid content, etc., to create awareness of the issue, build collective approval and investment in the issue, and affect change.

Develop calendar of major moments and events that will support the campaign strategy, advise on strategy and execution.

Advise on high-impact creative assets to support campaign strategy.

Advise on creative direction of campaign.

Provide ongoing technical assistance through the duration of the campaign.

Campaign reporting: Develop a campaign performance plan and help track against it.

Deliverables to support theories of influence

- Developing and mapping audiences needed to advance PATH's position and advocacy, communications, and engagement strategies to influence them.

V. Proposal Requirements - Financial

Provide itemized costs for the total scope of this project, based on the scope of work and deliverables outlined in Section IV. The final scope of work may be subject to negotiation; however, bidder selection will be made against the original scope of work. Bids should include itemized costs for key elements of the scope of work, as follows:

- Percent participation in total level of effort according to key staff.
- Rates of key staff.
- Estimated total level of effort and associated costs.
- Itemization of all other costs, e.g., agency costs, agency fees, sub-contracted resources, administrative costs, supplies, tax, etc.

VI. Proposal Requirements – Technical

Provide a narrative on your technical approach to accomplish the Scope of Work and Deliverables per section IV, including:

- Approach to comprehensive public affairs campaign strategy.
- Discussion of project management and roles of project team.
- Timeline to meet the deliverables.
- Potential obstacles and plan to overcome them.
- Identification of major internal and external resources.

Provide information on your qualifications and experience, including:

- Profile of relevant corporate qualifications.
- Profile of relevant experience.
- Qualifications of key members of the proposed project team (attach CVs and provide details of back-up/standby teams). Examples of research, writing, and design (using the Adobe Creative Suite).
- Provide examples previously developed short videos and collateral based on existing brand guidance and standards.
- Number of years in business.
- Annual revenue.
- Provide at least three references.
- If your company has more than one location, please indicate these qualifications for the site that is responding.

VII. Proposal Evaluation Criteria

The following is a list of significant criteria against which proposals will be assessed.

- Technical approach and quality of samples provided.
- Experience with end-to-end global campaign strategy development, planning, and execution.
- Team proposed and public health credentials.
- Timeline to meet deliverables and proven ability to responsive to shifting priorities and opportunities and demonstrated flexibility to work with clients across many time zones.

Preferred experience producing short videos for digital distribution. Provide examples.

Experience designing collateral based on existing brand guidance and standards. Provide examples.

- Demonstrated experience supporting issues of diversity, equity, and inclusion.
- Global health sector knowledge and networks, including influencers and media contacts.
- Knowledge and experience working within Africa media landscape.
- Costs (as detailed in Section V)

Note: PATH reserves the right to include additional criteria.

VIII. Instructions and Deadlines for Responding

A. PATH contacts

Technical/Program Contact: Lindsay Bosslet, lbosslet@path.org

Procurement Contact: Teresa Gingras, tgingras@path.org

B. Confirmation of interest

Please send a statement acknowledging receipt of this solicitation and your intent to respond or not respond no later than 4/15/22. Send the confirmation to the contacts listed above.

C. Fact-finding questions

Questions on this solicitation will be accepted via email to the contacts listed above through 4/15/2022. Questions and answers to all questions will be provided on 4/19/2022 to all participants who confirmed interest. Please note that responses will not be confidential except in cases where proprietary information is involved. Inquiries after this date cannot be accommodated.

D. Proposals due: 5/10/2022

Completed proposals should be submitted by email to the contacts listed above. The subject line of the email should read: RFP # 2022-021 <Your Company Name>.

E. Selection of short-list

PATH reserves the right to select a short list from the bids received. PATH has the option to interview and discuss specific details with those candidates who are on the short-list.

F. Conclusion of process

Applicants will be notified of PATH's decision by 6/20/2022. Final award is subject to the terms and conditions included in this solicitation, as well as successful final negotiations of all applicable terms and conditions affecting this work.

IX. Terms and Conditions of the Solicitation

A. Notice of non-binding solicitation

PATH reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal.

B. Confidentiality

All information provided by PATH as part of this solicitation must be treated as confidential. In the event that any information is inappropriately released, PATH will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential, except as otherwise noted.

C. Conflict of interest disclosure

Suppliers bidding on PATH business must disclose, to the procurement contact listed in the RFP, any actual or potential conflicts of interest. Conflicts of interest could be present if there is a personal relationship with a PATH staff member that constitutes a significant financial interest, board memberships, other employment, and ownership or rights in intellectual property that may be in conflict with the supplier's obligations to PATH. Suppliers and PATH are protected when actual or perceived conflicts of interest are disclosed. When necessary, PATH will create a management plan that provides mitigation of potential risks presented by the disclosed conflict of interest.

D. Communication

All communications regarding this solicitation shall be directed to appropriate parties at PATH indicated in Section VIII. A. Contacting third parties involved in the project, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

E. Acceptance

Acceptance of a proposal does not imply acceptance of its terms and conditions. PATH reserves the option to negotiate on the final terms and conditions. We additionally reserve the right to negotiate the substance of the finalists' proposals, as well as the option of accepting partial components of a proposal if appropriate.

F. Right to final negotiations

PATH reserves the option to negotiate on the final costs and final scope of work and reserves the option to limit or include third parties at PATH's sole and full discretion in such negotiations.

G. Third-party limitations

PATH does not represent, warrant, or act as an agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit PATH in any way without our express written consent.

H. Proposal Validity

Proposals submitted under this request shall be valid for 90 days from the date the proposal is due. The validity period shall be stated in the proposal submitted to PATH.