

# REQUEST FOR PROPOSALS

## 1. General objective

To support the Decade of Vaccines (DoV) Secretariat with the design and layout of the 2017 Global Vaccine Action Plan (GVAP) reports and the Immunization Coverage Score Cards.

## 2. The specific project components includes five components

### 1) Design and layout of the GVAP Secretariat Report 2017:

- The global design will follow the line of previous GVAP reports available on our website: [http://www.who.int/immunization/global\\_vaccine\\_action\\_plan/en/](http://www.who.int/immunization/global_vaccine_action_plan/en/)
- Three design mockups to be presented.
- The report will contain one cover and two inside pages. One to be finalized as template for layout.
- Layout in A4 format (estimated number of pages based on 2016 report: 268 pages).
- 3 steps fair steps of corrections (all corrections sent using annotation in PDFs).
- Design of 95 tables.
- Design of 45 graphs.
- Update of the color and insert of 23 maps.
- Basic retouching (color, contrast...) and insert of 45 photos.

The GVAP Secretariat team at WHO will provide the pictures in jpg or tiff, final texts in word, graphs in excel, maps in eps.

### 2) Layout of Country Reports:

- Following the design proposal for (1), the country reports include the layout of 152 pages in A4 format.
- 3 steps fair steps of corrections.
- Design of 24 tables.
- Update of the color and insert of 76 maps and graphs.

### 3) Layout of Regional Report:

- Layout of 62 pages in A4 format.
- 3 steps fair steps of corrections (all corrections sent using annotation in PDFs).
- Insert of 46 pages of pdfs.
- Design of 4 tables.
- Update of the color and insert of 13 maps and graphs.

### 4) Immunization Coverage Score Card Report:

- Design of 1 visual concepts based on the look of the documents available here: [http://www.who.int/immunization/global\\_vaccine\\_action\\_plan/WHA\\_Scorecards\\_2015.pdf?ua=1](http://www.who.int/immunization/global_vaccine_action_plan/WHA_Scorecards_2015.pdf?ua=1)
- The concept will contain a cover + 2 inside pages.
- Layout of 20 pages.
- 3 steps fair steps of corrections (all corrections sent using annotation in PDFs).
- Design of about 15 graphs and 7 tables.
- Basic retouching (color, contrast...) and insert of about 10 photos.

### 5) GVAP Assessment Report

- Design proposal: three design mockups to be presented.
- Layout of 36 pages in A4 format.

- 3 fair steps of corrections (all corrections sent using annotation in PDFs).
- Design of 3 infographics.
- Design of 10 graphs/figures.
- English, French, Russian and Spanish versions (please refer to SAGE assessment report 2016 available on our website:  
[http://www.who.int/immunization/global\\_vaccine\\_action\\_plan/en/](http://www.who.int/immunization/global_vaccine_action_plan/en/))

### 3. Deliverables

1. Immunization Coverage Score Card Report final version, including transfer of files (web PDF, pre-press PDF, InDesign, links and fonts) **by 11 August 2017**.
2. GVAP Secretariat Report 2017 in English (components 1, 2 and 3): PDF versions for print, PDF versions for the web, InDesign native files and links for archives **by 26 September 2017**.
3. Final English version of the GVAP Assessment Report in pdf, **by 26 September 2017**.
4. Final version of the GVAP Assessment Report in four languages (English, French, Russian and Spanish), including transfer of files (web PDF, pre-press PDF, InDesign, links and fonts) by **1 November 2017**.

### 4. Contract Duration

Contract start date: 15 July 2017

Contract end date: 1 November 2017

### 5. Payment terms

- 25% of contractual amount, upon receipt of deliverable (1) on 11 August 2017.
- 50% of contractual amount, upon receipt of deliverables (2) and (3) on 26 September 2017.
- 25% of contractual amount, upon receipt of deliverable (4) on 1 November 2017.

### 6. Evaluation criteria

The successful proposal will be selected on the basis of:

- Demonstrated experience in the field of graphic design.
- Presentation of a solid portfolio of clients.
- Experience with graphic design of similar reports in the public health area.
- Completion of work based on our proposed timelines and likelihood to meet deadlines.
- Complete offer: proposed budget/overall value of the project.
- Availability and interactivity to discuss our project by phone or face-to-face on a regular basis.

### 7. Submission of proposal

The electronic submission must be received by 15 May 2017, 12 pm CET, and should include "Design of the GVAP Secretariat Report 2017" in the subject line.

Qualified applicants should submit their offer along with a cover letter, in English to the following email address: [urferd@who.int](mailto:urferd@who.int).

Applications that do not follow these guidelines may not be accepted. Only successful candidates will be contacted. Applications from this posting may be considered for other current and future similar projects.