



**World Health
Organization**

Request for Proposals (RFP)

Bid Reference

ivb/gvap/graphic_designer/18.

Unit Name

IVB/DO

Purpose of the RFP:

Competitive bidding process for Graphic Designer to support the World Health Organization (WHO), Department of Immunization, Vaccines and Biologicals (IVB) with the graphic design and layout of the annual reports of the Global Vaccine Action Plan between 2018-2021

Closing Date:

[6/03/2018]



The World Health Organization (WHO) is seeking offers for a Graphic Designer. Your Company Institution is invited to submit a proposal for the services in response to this Request for Proposals (RFP).

WHO is a public international organization, consisting of 194 Member States, and a Specialized Agency of the United Nations with the mandate to act as the directing and coordinating authority on international health work. As such, WHO is dependent on the budgetary and extra-budgetary contributions it receives for the implementation of its activities. Bidders are, therefore, requested to propose the best and most cost-effective solution to meet WHO requirements, while ensuring a high level of service.

1. Requirements

WHO requires the successful bidder, to carry out the graphic design and layout of the annual reports of the Global Vaccine Action Plan (GVAP), from 2018 to 2021. .

See attached detailed Terms of Reference for complete information.

The successful bidder shall be a for profit / not for profit institution operating in the field of graphic design with proven expertise in graphic design of similar reports in the public health area.

Bidders should follow the instructions set forth below in the submission of their proposal to WHO.

2. Proposal

The proposal and all correspondence and documents relating thereto shall be prepared and submitted in the English language.

The proposal should be concisely presented and structured to include the following information:

The mission of the Department of Immunization, Vaccines and Biologicals (IVB) is to work towards a world in which all people are vaccinated against vaccine preventable diseases. The overall work of the department is distributed in three main areas:

1. Initiative Vaccine Research Team (IVR) that provides leadership on the research activities to develop new or improve vaccines against diseases of public health importance and to facilitate their introduction and use.
2. Immunization policy that provides guidance and norms for vaccine roll-out.
3. The Expanded Programme on Immunization Team (EPI) aimed at maximizing access to high quality immunization services, strengthen surveillance systems, and establishes links to other interventions.

Proposed Approach/Methodology

The graphic designer is expected to familiarize with the work of the IVB department, review all reports from the previous years provided by the Secretariat. A full set of reference documents and appropriate orientation and guidance during the process will be provided by the WHO Secretariat during face to face meetings and through regular calls, as needed.

Contractual time frame

This is an Agreement for Performance of Work (APW) between WHO/IVB and the successful supplier. The agreement will be renewed on a yearly basis, based on satisfactory completion and delivery of service. For this, the WHO Secretariat will conduct a supplier evaluation report at the end of each contract. The time frame is 15 July to 15 November, for the following four years: 2018-2021.

Financial proposal – only offers meeting the RFP submission deadline and including a financial proposal will be retained. Please note that the financial proposal should be made in US\$, for a yearly contractual agreement.

Information which the bidder considers confidential, if any, should be clearly marked as such.



3. Instructions to Bidders

Bidders should follow the instructions set forth below in the submission of their proposal to WHO: WHO will not be responsible for any proposal which does not follow the instructions in this RFP, including this Section 3, and may, at its discretion, reject any such non-complaint proposal.

The bidder shall bear all costs associated with the preparation and submission of the proposal, including but not limited to the possible cost of discussing the proposal with WHO, making a presentation, negotiating a contract and any related travel.

WHO will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.

A bidder requiring any clarification on technical, contractual or commercial matters may notify WHO via email at the following address no later than five working days prior to the closing date for the submission of offers:

Email for submissions of all queries: steffenc@who.int
(use Bid reference in subject line)

WHO will respond in writing (via email only) to any request for clarification of the RFP that it receives by the deadline indicated above. A consolidated document of WHO's responses to all questions (including an explanation of the query but without identifying the source of enquiry) will be shared with all Bidders.

There shall be no individual presentation by or meeting with bidders until after the closing date for submission of proposals. From the date of issue of this RFP to the final selection, contact with WHO officials concerning the RFP process shall not be permitted, other than through the submission of queries and/or through a possible presentation or meeting called for by WHO, in accordance with the terms of this RFP.

The bidder shall submit the complete proposal to WHO ,in writing, no later than **06.03.2018 at 23:59 hours Geneva time** ("the closing date"), by email at the following email address:

ivb/gvap/graphic_designer/18.
(use Bid reference in subject line)

Each proposal shall be marked Ref: ivb/gvap/graphic_designer/18. and be signed by a person or persons duly authorized to represent the bidder, to submit a proposal and to bind the bidder to the terms of this RFP.

WHO may, at its own discretion, extend the closing date for the submission of proposals by notifying all bidders thereof in writing before the above closing date and time.

WHO may, at its discretion, reject late bids. Bidders are therefore advised to ensure that they have taken all steps to submit their proposals in advance of the above closing date and time.

The offer outlined in the proposal must be valid for a minimum period of 90 calendar days after the closing date. A proposal valid for a shorter period may be rejected by WHO. In exceptional circumstances, WHO may solicit the bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. Any bidder granting such an extension will not, however, be permitted to otherwise modify its proposal.

The bidder may withdraw its proposal any time after the proposal's submission and before the above mentioned closing date, provided that written notice of the withdrawal is received by WHO at the email address indicated above, before the closing date for submission of proposals.



No proposal may be modified after its submission, unless WHO has issued an amendment to the RFP Requirements therefore - resulting in potential modifications.

No proposal may be withdrawn in the interval between the closing date and the expiration of the period of proposal validity specified by the bidder in the proposal (subject always to the minimum period of validity referred to above).

WHO may, at any time before the closing date, for any reason, whether on its own initiative or in response to a clarification requested by a (prospective) bidder, modify the RFP by written amendment. Amendments could, *inter alia*, include modification of the project scope or requirements, the project timeline expectations and/or extension of the closing date for submission.

All prospective bidders that have received the RFP will be notified in writing of all amendments to the RFP and will, where applicable, be invited to amend their proposal accordingly.

All bidders must adhere to the UN Supplier Code of Conduct, which is available at the following link: https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/2014/February%202014/conduct_english.pdf , and should submit a signed Self-Declaration Form (see attached Annex 3).

4. Evaluation

Before conducting the technical and financial evaluation of the proposals received, WHO will perform a preliminary examination of these proposals to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the proposals are generally in order. Proposals which are not in order as aforesaid may be rejected.

Please note that WHO is not bound to select any bidder and may reject all proposals. Furthermore, since a contract would be awarded in respect of the proposal which is considered most responsive to the needs of the project concerned, due consideration being given to WHO's general principles, including Best Value for Money, WHO does not bind itself in any way to select the bidder offering the lowest price.

WHO may, at its discretion, ask any bidder for clarification of any part of its proposal. The request for clarification and the response shall be in writing. No change in price or substance of the proposal shall be sought, offered or permitted during this exchange.

WHO may, during the evaluation period, at its discretion, invite selected bidders to supply additional information on the contents of their proposal (at such bidders' own cost). Such bidders will be asked to give a presentation of their proposal (possibly with an emphasis on a topic of WHO's choice) followed by a question and answer session. If required, the presentation will be held at WHO or by tele/videoconference.

NOTE: Other presentations and any other individual contact between WHO and bidders is expressly prohibited both before and after the closing date for submission of proposals.

5. Award

WHO reserves the right to:

- a) Award the contract to a bidder of its choice, even if its bid is not the lowest;
- b) Award separate contracts for parts of the work, components or items, to one or more bidders of its choice, even if their bids are not the lowest;



- c) Accept or reject any proposal, and to annul the solicitation process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders and without any obligation to inform the affected bidder or bidders of the grounds for WHO's action;
- d) Award the contract on the basis of the Organization's particular objectives to a bidder whose proposal is considered to be the most responsive to the needs of the Organization and the activity concerned;
- e) Not award any contract at all.

WHO has the right to eliminate bids for technical or other reasons throughout the evaluation/selection process. WHO shall not in any way be obliged to reveal, or discuss with any bidder, how a proposal was assessed, or to provide any other information relating to the evaluation/selection process or to state the reasons for elimination to any bidder.

NOTE: WHO is acting in good faith by issuing this RFP. However, this document does not oblige WHO to contract for the performance of any work, nor for the supply of any products or services.

At any time during the evaluation/selection process, WHO reserves the right to modify the scope of the work, services and/or goods called for under this RFP. WHO shall notify the change to only those bidders who have not been officially eliminated due to technical reasons at that point in time.

WHO reserves the right at the time of award of contract to extend, reduce or otherwise revise the scope of the work, services and/or goods called for under this RFP without any change in the base price or other terms and conditions offered by the selected bidder.

WHO also reserves the right to enter into negotiations with one or more bidders of its choice, including but not limited to negotiation of the terms of the proposal(s), the price quoted in such proposal(s) and/or the deletion of certain parts of the work, components or items called for under this RFP.

Within 30 days of receipt of the contract, the successful bidder shall sign and date the contract provided to it by WHO, and return it to WHO according to the instructions provided at that time. If the bidder does not accept the contract terms without changes, then WHO has the right not to proceed with the selected bidder and instead contract with another bidder of its choice.

WHO reserves the right to publish (e.g. on the procurement page of its internet site) or otherwise make public the contractor's name and address, information regarding the contract, including a description of the goods or services provided under the contract and the contract value.

Any and all of the contractor's (general and/or special) conditions of contract are hereby explicitly excluded from the contract, i.e., regardless of whether such conditions are included in the contractor's offer, or printed or referred to on the contractor's letterhead, invoices and/or other material, documentation or communications.

We look forward to receiving your response to this RFP.

Yours sincerely,
Dr Christoph Steffen.

Annexes



1. Detailed Terms of Reference
2. Vendor Information Form
3. Self-Declaration Form



Annex 1: Detailed Terms of Reference

Background

1. General objective

To support the Decade of Vaccines (DoV) Secretariat with the design and layout of the 2018 Global Vaccine Action Plan (GVAP) reports and the Immunization Coverage Score Cards.

2. The specific project components includes four components

1) Design and layout of the **GVAP Secretariat Report 2018:**

- 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/
- 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 the **GVAP 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.

3) Immunization Coverage Score Card Report:

- Design of 1 visual concepts based on the look of the documents available here: http://www.who.int/entity/immunization/global_vaccine_action_plan/gvap_web_reduced_national_immunization_scorecards_2016.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.

4) GVAP SAGE 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, Arabic, French, Russian and Spanish versions (please refer to SAGE assessment reports available on our website: http://www.who.int/immunization/global_vaccine_action_plan/en/)

3. 2018 Deliverables

1. Immunization Coverage Score Card Report final version, including transfer of files (web PDF, pre-press PDF, InDesign, links and fonts) **by 10 August 2018**.
2. GVAP Regional Report 2018 in English (component 2): PDF versions for print, PDF versions for the web, InDesign native files and links for archives **by 27 August 2018**.
3. GVAP Secretariat Report 2018 in English (component 1): PDF versions for print, PDF versions for the web, InDesign native files and links for archives **by 27 August 2018**.
4. Final draft English version of the GVAP SAGE Assessment Report in pdf, **by 26 September 2018**.
5. Final version of the GVAP SAGE Assessment Report in five languages (English, Arabic, French, Russian and Spanish), including transfer of files (web PDF, pre-press PDF, InDesign, links and fonts) **by 15 November 2017**.

4. 2018 Contract Timelines

Contract start date: 15 July 2018

Contract end date: 15 November 2018

5. Payment terms

- 25% of contractual amount, upon receipt of deliverables (1) and (2) on 27 August 2018.
- 25% of contractual amount, upon receipt of deliverables (3) on 26 September 2018.
- 50% of contractual amount, upon receipt of deliverables (4) and (5) on 15 November 2018.

6. Reference materials

- SAGE Assessment Reports of the Global Vaccine Action Plan from the previous years:
http://www.who.int/immunization/global_vaccine_action_plan/sage_assessment_reports/en/
- Global Vaccine Action Plan Secretariat Report:
http://www.who.int/immunization/global_vaccine_action_plan/previous_secretariat_reports_immunization_scorecards/en/
- National Immunization Coverage Scorecards:
http://www.who.int/immunization/global_vaccine_action_plan/gvap_web_reduced_national_immunization_scorecards_2016.pdf?ua=1
- Global Vaccine Action Plan website: http://www.who.int/immunization/global_vaccine_action_plan/en/



Annex 2: Vendor Information Form

Company Information to be provided by the Vendor submitting the proposal			
UNGM Vendor ID Number: <i>If available – Refer to WHO website for registration process*</i>			
Legal Company Name: <i>(Not trade name or DBA name)</i>			
Company Contact:			
Address:			
City:		State:	
Country:			
Telephone Number:		Fax Number:	
Email Address:		Company Website:	
Corporate information:			
Company mission statement			
Service commitment to customers and measurements used <i>(if available)</i>			
Organization structure (include description of those parts of your organization that would be involved in the performance of the work)			
Relevant experience (how could your expertise contribute to WHO's needs for the purpose of this RFP) – <i>Please attach reference and contact details</i>			
Staffing information			

* <http://www.who.int/about/finances-accountability/procurement/en/>



Annex 3: Self Declaration Form

Applicable to private and public companies

<COMPANY> (the "Company") hereby declares to the World Health Organization (WHO) that:

- a. it is not bankrupt or being wound up, having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning the foregoing matters, and is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b. it is solvent and in a position to continue doing business for the period stipulated in the contract after contract signature, if awarded a contract by WHO;
- c. it or persons having powers of representation, decision making or control over the Company have not been convicted of an offence concerning their professional conduct by a final judgment;
- d. it or persons having powers of representation, decision making or control over the Company have not been the subject of a final judgment or of a final administrative decision for fraud, corruption, involvement in a criminal organization, money laundering, terrorist-related offences, child labour, human trafficking or any other illegal activity;
- e. it is in compliance with all its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the national legislation or regulations of the country in which the Company is established;
- f. it is not subject to an administrative penalty for misrepresenting any information required as a condition of participation in a procurement procedure or failing to supply such information;
- g. it has declared to WHO any circumstances that could give rise to a conflict of interest or potential conflict of interest in relation to the current procurement action;
- h. it has not granted and will not grant, has not sought and will not seek, has not attempted and will not attempt to obtain, and has not accepted and will not accept any direct or indirect benefit (financial or otherwise) arising from a procurement contract or the award thereof;
- i. it adheres to the UN Supplier Code of Conduct.

The Company understands that a false statement or failure to disclose any relevant information which may impact upon WHO's decision to award a contract may result in the disqualification of the Company from the bidding exercise and/or the withdrawal of any proposal of a contract with WHO. Furthermore, in case a contract has already been awarded, WHO shall be entitled to rescind the contract with immediate effect, in addition to any other remedies which WHO may have by contract or by law.

Entity Name:
Mailing Address:
Name and Title of duly authorized representative:
Signature:	
Date: