

CALL FOR PROPOSALS

Technical Assistance on Creative Event Management Healthy Pilipinas Fair



1. Summary

The World Health Organization – Country Office in the Philippines (WCO PHL) is seeking an institutional contractual partner to provide technical assistance for the DOH Healthy Pilipinas "Pista ng Kalusugan" Fair Barrio Bakuna Routine Immunization Booth. The partner will be engaged through an Agreement for Performance of Work (APW) contract.

The proposals are due by 8 April 2023.

2. Background

The Philippines is one of the top 10 countries where routine immunization coverage remains low. To address this, WHO is committed to supporting DOH activities, including the annual Healthy Pilipinas "Pista ng Kalusugan" Fair. The fair is a two-day event that promotes healthy lifestyles and disease prevention. Pista ng Kalusugan will include a "Barrio Bakuna" vaccination booth, where parents can get their children vaccinated with routine vaccines.

To ensure the success of the Barrio Bakuna booth, WHO is seeking a contractual partner to provide technical assistance on multimedia production and other communication-related activities. The partner will produce high-quality multimedia content that highlights the benefits of routine immunization and promotes the use of the Barrio Bakuna booth at the fair. By working together with the DOH and other partners, the contractual partner can help to ensure that the Barrio Bakuna booth is a key component of the Pista ng Kalusugan Fair and a successful platform for promoting routine immunization in the Philippines.

3. Timeline

The implementation timeline for the project is from 12 to 21 April 2023.

4. Place of Assignment

Manila, Philippines

5. Scope of Work

Under the overall supervision of the VDI Team Lead, the Contractual Partner shall perform the following activities and submit agreed deliverables in a timely manner:

Output 1: Produce one (1) puppet show promoting the importance of routine immunisation

Deliverable 1.1: Develop a script and storyboard for the puppet show that is appropriate for the target audience and effectively conveys the importance of routine immunization.

Deliverable 1.2: Provide two (2) puppeteers for the show who are experienced in engaging with children and their families.

Deliverable 1.3: Provide the necessary materials for the puppet show, including the puppets, sound system, stage, props, and any other materials required.

Deliverable 1.4: Conduct at least six (6) puppet shows per day during the fair. The partner must provide a schedule for the puppet show that is coordinated with the overall schedule of the Barrio Bakuna booth.

Deliverable 1.5: Provide a final report on the puppet show, including feedback from attendees, any issues encountered, and recommendations for future improvements.

Output 2: Provide and set up a branded photo booth that reinforces the importance of routine immunization

Deliverable 2.1: Provide a branded photo booth that is visually appealing, engaging, and reinforces the message of routine immunization. The booth should be designed to capture attention and draw in attendees.

Deliverable 2.2: Provide professional photography equipment and staff to operate the photo booth. The partner should ensure that the staff are knowledgeable about routine immunization and can engage with attendees in a friendly and informative manner.

Deliverable 2.3: Capture at least 200 high-quality digital photos of fairgoers at the booth, including both individuals and groups. The photos should be diverse and inclusive, featuring attendees of different ages, genders, and backgrounds.

Deliverable 2.4: Edit the photos to ensure they are of high quality and align with the branding and messaging of the routine immunization booth. Provide a final edited and branded video compilation of the photos for use on social media platforms.

Deliverable 2.5: Provide a report on the photo booth, including feedback from attendees and any issues encountered. The report should also include recommendations for future improvements to the photo booth.

Technical Supervision

The selected contractual partner will work with the supervision of:

Responsible Officer:	Dr Robert Kezaala Medical Officer, Vaccine Preventable Diseases and Immunisation	Email:	kezaalar@who.int
Manager:	Dr Graham Harrison OIC WHO Representative to the Philippines	Email:	harrisong@who.int

6. Qualifications

The Contractual Partner must fulfil the following qualifications:

Education and certifications

- The team lead must have a university degree in communications, public relations, marketing, journalism, health promotion, development studies, humanities, or a related field.

Work experience

- The team lead must have a proven track record in project management, preferably with international organizations or non-profit/development sectors.
- The team lead must have at least five (5) years of work experience in communications, advocacy, public relations, or marketing, and at least two (2) years' experience in a health-related or development organization.
- The partner must have demonstrated experience and knowledge of visibility communications, multimedia production, photography, videography, and digital management of advocacy materials.
- Team members must have relevant experience and training in photography, video and multimedia production, and/or visual design.
- Previous experience working with WHO, other United Nations Agencies, the Department of Health, non-governmental organizations, or other health organizations is desirable.

Technical skills and knowledge

- Demonstrates a good understanding of health communication, health promotion, and advocacy.
- Creative, resourceful, detail-oriented; with strong project management skills
- Able to adapt to relevant and reasonable project demands and submit deliverables within timelines.
- Results-oriented and collaborative attitude at work.
- Demonstrates exceptional ability to remain calm, in control, and with a positive attitude even under intense pressure and tight deadlines.

Language fluency

- Excellent verbal and written communication skills in English and Filipino.

In addition, the contractual partner must have no direct or indirect interest in the tobacco industry, alcohol industry, arms dealing or human trafficking.

7. Contract Time

The contract will be completed in not more than 2 months from the commencement of the Work, or otherwise as agreed in writing among the Owner and the Contractor. The work shall be done in strict compliance with the Contract, Specifications, Schedules, and all other Contract documents and all Instructions. Failure to do so shall be at the Contractor's risk and account. Submission of Bid by the Contractor shall constitute acknowledgement by the Contractor that it is aware of and concurs with all of the requirements or conditions incorporated in the Call for Proposal and the other documents.

As time is an essential element of this Contract, failure to complete all work within the stipulated implementation timeline, as set out in the Terms of Reference, the Owner shall charge the Contractor liquidated damages. This shall be in the amount the sum of 0.5% of the total contract amount per day (Saturdays, Sundays and holidays are included) but not to exceed on total 10% (ten percent) of the contract amount. These liquidated damages shall be for the added cost incurred by the Owner for such delay and also for the inconvenience caused to the users of the Work. It is understood that this is not a penalty but a fixed sum representing the liquidated damages for each calendar day of the delay. Delay shall be counted from the agreed completion date, considering further time extensions approved by the Owner, to the date of completion of work.

8. Submission Requirements

Interested individuals should submit electronic copies of the following:

- Cover letter
- Company profile and qualifications of team members
- Proposal with methodology, financial details and proposed timeline
- Link to a portfolio of previous work relevant to the TOR (uploaded on file-sharing services such as Dropbox or Google Drive)

Address all proposals to:

Officer-in-Charge

Office of the WHO Representative to the Philippines
Ground Floor, Building 3, Department of
Health San Lazaro Compound
Rizal Avenue, Sta Cruz, Manila

Please submit the electronic copy of the proposals with the title: **Technical Assistance on Creative Event Management Healthy Pilipinas Fair** to Mr Danilo Luzentales (luzentalesd@who.int) and wpplwr@who.int. Proposals submitted to the designated email addresses will be considered for shortlisting and will be contacted by the WHO Philippines.

The deadline for submission of proposals is on **8 April 2023**