Agreement for Performance of Work
Services

Terms of Reference

This Agreement for Performance of Work (APW) is requested by:

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<tr>
<th>Initiator:</th>
<th>Dr Ana Maria Henao-Restrepo</th>
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<td>Unit:</td>
<td>WHE</td>
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1. *Purpose of the APW*
To provide senior expert oversight and input to the development and refinement of communications plan and strategy to guide and shape the WHO R&D Blueprint public communications activities and its public profile for 2019.

2. *Background*
The R&D Blueprint is a global strategy and preparedness plan that allows the rapid activation of R&D activities during epidemics. Its aim is to fast-track the availability of effective tests, vaccines and medicines that can be used to save lives and avert large scale crisis. It was conceived towards the end of the West Africa Ebola outbreak when it became clear that both an R&D preparedness plan and a coordination mechanism were needed if the world were to effectively respond to epidemics in the future. The Blueprint has now entered a new phase where greater visibility and advocacy efforts are needed. The R&D Blueprint requires dedicated and continuous advocacy efforts to communicate the impact of the programme and to aid in resource mobilisation and fundraising. An evolving communications plan that reflects the fast-paced growth and dynamism of the project and that can guide and shape the Blueprint public communications activities and its public profile is therefore critical.

3. *Planned timelines* (subject to confirmation)
Start date: 01/05/2019
End date: 31/12/2019
Total duration: 8 months

4. *Requirements - Work to be performed*
Objective 1: Support the creation and delivery of a strong communications strategy/plan for the R&D Blueprint and overall communication counsel;
Output 1.1: Deliver new communication content (publications and assets) to engage with researchers, academics and developers (this includes editorial, review paper, scientific publications); and media (this includes: media releases, media kits for distributions at events; online; etc. This include editing and designing of the R&D Blueprint Plan of Action (PoA) and brochure, digital bulletins and website content.
Output 1.2: Support the WHO R&D Blueprint in maximising on key events (e.g. the WHA). This include branded assets, targeted media work and media relations.
Output 1.3: Ensure, across all activity, that communications work is aligned with the new WHO Transformation for Impact transition (as well as the WHO strategic framework for communications)
Output 1.4: Deliver on the overall R&D Blueprint objective of communicating the priorities, products and success of the R&D Blueprint to all key audiences.
5. **Requirements - Planning**

Project timeline is 8 months: 1 May to 31 December 2019.
Output 1.1: by end of May 2019 (indicative), and as needed afterwards.
Output 1.2: by 20 May 2019 (indicative) for the WHA. Other deadlines may vary depending on the events.
Output 1.3: by June 2019 (indicative)
Output 1.4.: by end of December 2019 (indicative)
Final report by end of December 2019 (indicative)

6. **Inputs**

The contractual partner will deliver the outputs as outlined above, with the final report to take into account the review by the Responsible Officer/technical unit.

7. **Activity Coordination & Reporting**

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<tr>
<th>Technical Officer:</th>
<th>Ana Maria Henao-Restrepo, WHE</th>
<th>Email: <a href="mailto:henaorestrepoa@who.int">henaorestrepoa@who.int</a></th>
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<td>For the purpose of:</td>
<td>Technical supervision and instructions - Reporting</td>
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<tr>
<th>Administrative Officer:</th>
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<td>For the purpose of:</td>
<td>Contractual and financial management of the contract</td>
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8. **Characteristics of the Provider**

- Senior communications consultant specializing in global health and international development.
- Proven experience in communicating complex health topics to an advocacy and media audience.
- Proven experience in producing high quality policy/advocacy and communications materials in a timely manner.
- Previous experience working with the World Health Organization.
- Desirable: familiarity with the WHO R&D Blueprint and its mission.

9. **Place of assignment**

The work is to be done remotely.