Request for Proposals

Graphic design and layout of the WHO Centre for Health Development Research Plan & Quality Assurance Plan for Research

The WHO Centre for Health Development (WHO Kobe Centre, WKC) seeks proposals from qualified firms for the graphic design and layout of two official WHO publications in English and Japanese.

Deadline for submissions: 15 March 2019

1. Background

The WHO Centre for Health Development (WHO Kobe Center—WKC) was established in 1995 with the endorsement by the WHO Executive Board and the generous financial and material support of the Kobe Group. While physically located in Kobe, Japan, it is a department within the UHC and Health Systems Cluster of WHO global Headquarters (HQ) in Geneva. As such, WKC follows the institutional mandate of WHO’s General Program of Work with a global geographic scope of work. Its current research strategy for 2016 -26 is to conduct research and synthesize evidence about health systems and innovations, particularly in light of population ageing, to accelerate progress towards UHC. Under the current research plan, WKC focuses on several research themes related to UHC, encompassing service delivery, sustainable financing, metrics and measurement, innovations, and health emergencies.

WKC has produced two publications titled, “Research Plan (2018 – 2026)” and “Quality Assurance Plan for Research”. These documents will cater to current and future partners and donors, academic institutions and the general public interested in understanding WKC’s programme of work and research ethics. Some of the documents are already published on WKC’s website, however we are seeking an original design for these publications.

The publications were originally developed in English (and then translated into Japanese). All versions of the publication will be provided both as web-publications for online viewing. Print-ready version may be used for Ad-hoc hard copy print dissemination.

2. Scope of work

The contractor is required to perform the following tasks:

1. Develop three distinct graphic design concepts and layout samples using the English version. The concepts must be substantially different. For example, different colour schemes or layouts of a similar design concept will not be accepted as distinct concepts.
2. Based on WKC’s feedback, further develop and refine the design concepts, including up to two rounds of design alterations per concept.

3. Upon sign-off from WKC on the final design concept, perform layout and typeset of the full reports in both English and Japanese. Perform up to three rounds of edit corrections.

4. Produce and submit print-ready .indd, .idml files, as well as high-resolution .pdf for print, and screen quality .pdf for online viewing. All completed data files should be submitted to WKC. Fonts must be outlined.

3. Specifications of the product

- Research Plan
  - 24 pages including front and back cover.
  - Main text: Approximately 7,500 English words, including all front matter.
  - Number of tables and figures: 8. These are actually labelled as ‘figures’ in the document. These will be provided in editable format so that they can be redesigned.
  - The final size of the document is to be in A4 size.
  - Final product is for 4-colour printing and web-publication.

- Quality Assurance for Research Plan
  - 26 pages including front and back cover (15 pages for the main document and 11 pages for the annexes).
  - Main text: Approximately 8,500 English words (5,000 for the main document, and 3,500 for the annexes) including all front matter.
  - The final size of the document is to be in A4 size.
  - Final product is for 4-colour printing and web-publication.

4. Expected deliverables

The expected deliverables are as follow:
1. Submit three design concepts and layout samples (including front and back covers)
2. Complete up to two design alterations
3. Layout editorial content for both English and Japanese versions
4. Complete up to three rounds of editorial corrections for English and Japanese versions
5. Submit final files as indicated in scope of work.

5. Copyright

WHO will retain copyright to the final products.
6. Guideline for proposal submission

The proposal and all correspondence and documents relating thereto shall be submitted in English. The proposal should be a concise response to this Request for Proposals, and must include a proposed approach, a proposed timeline and quotation for the work required. Examples of previous work are also welcome. Any information which the bidder considers confidential, if any, should be clearly marked as such.

The bidder shall submit the complete proposal in writing no later than 15 March 2019, 9:00 AM [Japan Standard Time], by e-mail at the following address: wkc-adm@who.int

Please indicate on the subject line: RFP Design Research Plan WKC.

Please note that the total attachment size cannot exceed 9MB. If it exceeds this limit, your e-mail submission may be rejected. To send large files, please use available file-sharing software (e.g. WeTransfer, DropBox, etc.) instead.