

Reputation Management – CEPI UK

Background

CEPI is an international alliance that finances and coordinates the development of new vaccines to prevent and contain infectious disease epidemics.

CEPI was founded in Davos by the governments of Norway and India, the Bill & Melinda Gates Foundation, the Wellcome Trust, and the World Economic Forum. CEPI has secured \$750 million toward its \$1 billion funding target, with multi-year funding from Norway, Germany, Japan, Canada, Australia, the Bill & Melinda Gates Foundation, and Wellcome. CEPI has also received single-year investments from the governments of Belgium and the UK. The European Commission foresees substantial financial contributions to support relevant projects through its mechanisms.

Emerging infectious diseases pose a growing threat to global health security in a world of higher population density, increased mobility, and ecological change. But they are costly and complex to develop.

Close collaboration with global partners is also crucial to the success of our work to develop vaccines against emerging infectious diseases. That's why work with industry, regulators, and other bodies to ensure that any vaccines we develop get licensed and can reach the people who need them.

Please see www.cepi.net for further information about the organization and mission.

Scope of Request for Proposal

A strong reputation is key to the success of any organisation, and this is particularly the case in a new organisation such as CEPI. As CEPI moves from start up to operational phase, we want to reflect on our positioning, how we are viewed in the wider landscape, and how we can best position ourselves for success. A wide stakeholder consultation process was used in the development of CEPI, and we depend on close collaboration to succeed, working with partners across civil society, industry, government, philanthropies, and beyond. Furthermore, our reputation is critical to our investors.

CEPI would like to build a reputation management strategy built on internal and external insights, to facilitate course correction, enhanced collaborations and to plan for success.

Our expectation is that to do this we need to conduct a piece of work which examines key audiences, conducts stakeholder interviews with 20-40 partners, and working closely with the Secretariat develops an analysis and strategy.

We believe the best fitted supplier will have strong experience and understanding of the characteristics of an organisation as ours being;

- An actor in the Global Health community
- Both a coalition with a multi-stakeholder governance structure and a Secretariat managing the operation of the coalition
- A partnership between public, private, philanthropic, and civil organisations
- A young organisation, being in a right-sizing phase, and
- in the context above provide expert advice and support to our strategies for communication, crisis communication, public relations and collaboration with others in the global health community – by understanding our opportunities and identify potential issues

Specific knowledge and working experience with CEPI, and on reputation will be an advantage.

Engagement

The successful provider will be engaged through a framework agreement. The framework agreement will have an initial duration of 3 years with the option to extend by a year at a time up to a maximum of 4 years.

The initial call off / assignment will cover the items detailed in the scope above.

The number of subsequent assignments given to the provider may vary according to CEPI's needs throughout the period of the agreement.

Whilst most of the assignments will be in relation to Communications and Reputation Management other related assignments or briefs may be offered from time to time.

Tentative Schedule

The following is the expected time scale for the procurement process. However, CEPI reserves the right to change the time schedule at any time.

Activity	Date
Request for proposals advertised	29 May 2019
Deadline for submission of written proposal	14 June 2019
Selection process completed	19 June 2019
Contract initiation and agreement	22 June 2019

Proposal Instructions

Providers are asked to submit an electronic copy of the proposal by no later than **23:59:59 BST on Friday 14 June 2019**.

To be considered the submission must:

- Be no more than **5 pages in length** (you can include annexes but the total document must not exceed 15 pages)
- Be in English and in an electronic PDF format
- Provide full details (name, registered address, company registration etc.) of your organisation
- Demonstrate a proven ability to carry out this kind of work across a range of sectors and in particular the challenge for CEPI
- Demonstrate insight into CEPI's complex range of stakeholders and the potentially high profile nature and complex nature of our work
- Include a copy of the completed [Tenderer Declaration form](#) – downloadable from cepi.net/tenders (these pages are not included in the maximum document length noted above)
- Include a copy of the completed [Tenderer Information Sheet](#) – downloadable from cepi.net/tenders (these pages are not included in the maximum document length noted above)
- Be sent to tenders@cepi.net no later than the time and date stated above.

Please note that as part of our assessment we may ask for references from clients you have worked with to validate your experience in similar work.

Please note:

- Proposals received after the deadline will not be considered.
- Costs for the preparation of proposals will not be refunded.

Evaluation Criteria

We will assess the proposals against the information provided in the proposal.

Framework Agreements will be awarded to the tenderer(s) who have demonstrated that they successfully deliver against the scope. All proposals will be assessed based upon the following criteria:

Competence, Experience and the ability to deliver (70% weighting)

- Able to clearly demonstrate that they can deliver against the scope

Price (30% weighting)

- Provide a competitive price proposal for their work (all quoted costs should exclude VAT)

Confidentiality

By accepting to take part in this RFP process, your firm agrees to keep in confidence all information imparted to you by CEPI during the period of consultancy, not to disclose it to third parties, and not to use it for any other purpose than for participation in the RFP process.

Cancellation

CEPI reserves the right to change the time plan or cancel the competition without any obligation to cover any cost associated with the tender process.

Additional Information

If you have any questions, please contact glenn.foster@cepi.net.