

Request for proposals

Logo design | European Sustainable Healthcare Awards

Project brief

We are seeking fixed fee proposals to design a logo for our new awards programme for Global Green and Healthy Hospital (GGHH) members in Europe: the European Sustainable Healthcare Awards.

Background

We are Health Care Without Harm (HCWH) Europe. We exist to create a sustainable healthcare sector that helps people to live more healthily on a healthier planet. We are a network of thousands of hospitals, healthcare leaders and healthcare professionals, with members across Europe and partners across the globe. Together we prove that it's possible to deliver the highest quality of care in a way that's sustainable environmentally and financially.

www.noharm-europe.org

Our members are part of the Global Green and Healthy Hospitals (GGHH) network. GGHH is the largest sustainable healthcare network in the world, focused on the interests and needs of healthcare sustainability practitioners. In Europe, we currently have 132 GGHH members in 21 countries.

www.greenhospitals.net

GGHH members are organisations that deliver healthcare and social care services in Europe, including:

- Hospitals, health centres, and other healthcare facilities
- Health systems
- Government/Regional health service providers

Awards concept

The European Sustainable Healthcare Awards will shortlist four finalists and grant the European Sustainable Healthcare Project of the Year to one winning organisation. The adjudication committee will consider qualitative or quantitative information about sustainability projects submitted by GGHH members in Europe.

These projects must be related to one of HCWH Europe's programme areas:

- Climate-smart Healthcare, e.g. mitigation, adaptation, resilience, and leadership in low-carbon healthcare projects
- Circular Healthcare, e.g. projects leveraging healthcare procurement to promote circularity and non-toxic sustainable product design, substituting hazardous substances, best practice in waste prevention or management
- Safer Pharma, e.g. projects to reduce pharmaceuticals in the environment, antimicrobial resistance, or pharmaceutical waste. Projects on antimicrobial stewardship, greening pharmaceutical packaging, greener pharmaceuticals, or solutions to prevent and remove pharmaceuticals in wastewater

Projects that combine different aspects of the above themes are particularly welcome.

Deliverables

The new logo will need to work alongside the existing HCWH Europe and GGHH brands. Existing brand guidelines will be provided to the chosen vendor to support a design that is aligned and complementary.

- A standalone logo for the European Sustainable Healthcare Awards.
 - Variations of the logo that include the year and can accommodate a strapline for potential sponsors, e.g. 'Sponsored by:' with space for a sponsor logo.
- Full-colour, white, and monochrome versions of each logo variation
- A short brand book with guidelines on how to use the logo
- Editable logo resource files, e.g. Adobe Illustrator
- Formats for use in print and digital (vector and raster), e.g. AI, ESP, PNG, and JPG.

Expected process

- At least three initial logo concepts presented as mockups on relevant applications, e.g. a social media post, webpage, or printed flyer
- Three rounds of feedback for corrections
 - Final delivery of the logo artwork and brand book.

Timeline

- Deadline for proposals: Friday 30 September 2022 | 17:00 CEST
- Selection of supplier: 6 October 2022
- Proposed project start date: 17 October 2022
- Expected project end date: 1 December 2022

Budget

The estimated budget for this project is €1,500, including VAT if applicable.

Contact

We invite vendors to submit fixed fee proposals that include lead times for each stage of the proposed process and a portfolio of previous, related work. Please submit proposals to yasmim.pessoa@hcwh.org with the subject *European Sustainable Healthcare Awards logo*.