Request for proposals
Branding & Communications review

Project overview

Health Care Without Harm (HCWH) Europe is seeking fixed-price proposals to conduct a review and refresh of the organisation’s current brand identity and personality, in order to inform our external communications strategies.

The organisation is in the process of producing a new strategic plan to establish and clarify our goals and a trajectory for our activities over the next five years. This will identify key stakeholder groups, including members (and potential new members), policy makers, funders, and strategic partners, and how we need to engage with them to deliver our goals. We intend that this review will help us develop a clear understanding of how our brand and communications can best support the delivery of our strategy and growth as an organisation and maximise our programmatic reach and impact.

Objectives

- **Brand identity**: Develop a consistent and unique visual identity across our communications output in order to bring a fresh, vibrant, and innovative personality to HCWH Europe’s work moving forward.
- **Language and tone**: Develop an authoritative, respected, and powerful ‘voice’ and personality for the organisation that resonates with and appeals to our target audiences.
- **Strategic communications**: Develop a clear understanding of how the HCWH Europe brand and communications can support the delivery of the organisation’s strategic plan, including how our visual identity, language and tone can best be adapted to suit different audiences and how to choose the most appropriate communications medium.

Required deliverables

- Carry out a consultation with HCWH Europe’s key stakeholders on the organisation’s brand personality, purpose and impact
- Carry out a review of the organisation’s existing communications output and channels (print, digital, and social media), as well as its internal brand and style guidelines, brand book, and templates
- Produce recommendations and present brand refresh concept to team
Considerations
As part of a larger organisation – the Health Care Without Harm name, logo, and mission/vision cannot be considered in this project - this brand and communications review is intended solely for HCWH Europe.

N.B. Alongside this project, the organisation’s website will be redeveloped in 2020 – this will not be in the remit of this project however, as it will be developed by a global steering group comprising all HCWH teams. Though there may only be limited opportunities to provide input into this process - your final recommendations will be incorporated into the new HCWH Europe website.

About Health Care Without Harm Europe
HCWH Europe is a non-profit membership organisation that works to transform healthcare worldwide so that it reduces its environmental footprint, becomes a community anchor for sustainability and a leader in the global movement for environmental health and justice. HCWH Europe works closely with health professionals, hospitals, healthcare systems, NGOs, local governments, ministries of health, and international organisations. www.noharm-europe.org

Contractor requirements
The ideal contractor will have proven experience working with small, non-profit organisations – especially in the fields of sustainability and/or healthcare.

Whilst the majority of project meetings/discussion can be conducted via email and/or video conferencing, a minimum of one face-to-face meeting at the HCWH Europe office in Brussels is anticipated and would prove beneficial; travel and subsistence costs related to visiting the office should be included in the overall proposal.

This work will be carried out in English, it is therefore essential that the contractor has experience in English-speaking environments.

Timeline

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<tr>
<th>Event</th>
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<tr>
<td>Project duration</td>
<td>6 months (flexible)</td>
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<tr>
<td>Briefing and selection of partner</td>
<td>April – June 2020</td>
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<td>Project start</td>
<td>July-September</td>
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<td>Proposals deadline</td>
<td>17:00 CET, March 31 2020</td>
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Submitting proposals
Your proposal should contain:
- A list of suggested activities and materials (including flexible options)
- A suggested timeline of activities
- A full breakdown of all costs including VAT
- A list of personnel you would commit to this project
  - Their role in the project and time spent
- Recent examples of similar work
  - Preferably within sustainability or health setting and showing experience with non-profit organisations

Send your proposal, supporting materials, and any queries to europe@hcwh.org

Selection criteria
Proposals will be selected on the bases of value for money, previous relevant experience, and alignment with HCWH Europe’s core mission and vision.