

Rebrand | CleanMed Europe conference

Project brief

We are seeking fixed fee proposals to rebrand our annual European healthcare sustainability conference: CleanMed Europe. The rebrand will include both the conference name and the visual identity of the conference and will be implemented in the 2024 edition of the conference.

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.

We pursue our mission through three interconnected [programme areas](#) that focus our efforts:

- Circular Healthcare
- Climate-smart Healthcare
- Safer Pharma

We work with members, partners, and stakeholders to pilot and innovate sustainable healthcare solutions which can be scaled up globally. Health Care Without Harm is a global organisation with offices in Europe, the US, South East Asia, staff in Latin America, and a partner network across the rest of the world.

CleanMed Europe

We host [CleanMed Europe](#), Europe's leading conference on sustainable healthcare. The purpose of the conference is to bring together healthcare leaders across all levels, as well as champions of sustainability from related sectors. The conference promotes findings from HCWH Europe's projects and networks and invites industry experts to present on relevant topics and best practices. The conference aims to engage delegates and promote networking widely amongst attendees to share ideas, challenges, and build lasting collaborations. CleanMed Europe has been running since 2004 and has been virtual since 2020. HCWH US also runs an annual conference branded CleanMed, however, the two conferences are not related and this rebrand project will be independent from the US conference.

Rebrand motivation

The need to rebrand CleanMed Europe was identified during a recent evaluation of the conference, completed earlier this year. This process highlighted the opportunity for the conference to be reframed and relaunched post COVID as a 100% virtual experience with a minimal carbon footprint that is fully accessible and innovative. The conference's USP is building networks to achieve best practice in sustainable healthcare.

We also wish to align the new conference branding with the cultures and existing brand identities of HCWH Europe. This includes the overarching HCWH Europe brand and individual sub-brands, such as the [Global Green and Healthy Hospitals](#), [Nurses Climate Challenge](#), and [Doctors for Greener Healthcare networks](#).

We will provide the chosen vendor with the HCWH Europe brand guidelines and CleanMed Europe conference evaluation report to support an aligned rebrand.

Specific deliverables

- Provide options for a change of name for the conference.
- Create a new logo for the renamed conference
- Create new brand guidelines for the conference, aligned with our parent HCWH Europe brand and associated network brands
 - The brand guidelines will be used to develop all conference collateral, including marketing materials, web elements, and general conference branding

Timeline

Deadline for proposals: **Friday 30 September 2022 | 17:00 CEST**

Selection of supplier: **14 October 2022**

Proposed project start date: **31 October 2022**

The rebranded will first be used in 2024, but we aim to preview the rebrand at next CleanMed Europe conference, scheduled for 5-9 June 2023. The rebrand project will therefore need to be completed no later than **May 2023**.

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 sbishop@hcwh.org with the subject *CleanMed Europe Rebrand*.