

## RfP | Copywriting | Anniversary report

March 2023

Health Care Without Harm (HCWH) Europe is seeking fixed-price proposals to create a new, annual 'state of the art' report on sustainable healthcare in Europe. The chosen vendor will draft and write the first of these new reports, to be released towards the end of 2023. HCWH Europe has been leading the sustainable healthcare movement in Europe since 2003 and this report will therefore also mark our 20<sup>th</sup> anniversary.

In addition to copywriting, we are seeking strategic and creative guidance on the best format to deliver an exciting, engaging, and impactful report. We also invite candidates to optionally include proposals for typesetting and/or design services.

### Who we are

HCWH Europe exists 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. From individuals championing sustainability in their workplaces to large hospitals pushing for sustainable practices, we stand side-by-side, sharing insights, inspiration and innovation, and transforming how our healthcare systems work. 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](http://www.noharm-europe.org)

### Project brief

In place of an annual report this year, HCWH Europe would like to deliver a comprehensive '*state of the art*' in sustainable healthcare report, defining and celebrating best practice in sustainable healthcare practice drawn from across our European network. This will be the first in an annual series of reports, tracking the progress of sustainable healthcare as the agenda and our movement grows.

This first report will double as a celebration of HCWH Europe's 20<sup>th</sup> anniversary, highlighting the achievements of the organisation over the past two decades as a leading organisation in the sustainable healthcare space. The report will chart the wider, historic development of the sustainable healthcare movement in Europe and provide an overview of where we currently stand and where we will go from here. We want to be ahead of the curve in sustainable healthcare innovation and practice and we will define what we think that looks like in this series of reports.

With this report we want to build a collective sense of shared goals and action, to keep [our members](#) (old and new) excited about being a part of a more cohesive and growing movement. This report will inspire hospitals and health systems in Europe, lifting up the excellent sustainability achievements in European healthcare.

This report will demonstrate why our work matters and show that we deliver results, cementing our position as a leading sustainable healthcare organisation and promoting HCWH Europe to funders and policy-makers. By sharing our achievements and our history, we want to show that we are impactful, reliable, and a strong partner for collaboration.

Key components of the report will include:

1. A retrospective covering the past 20 years, including major milestones and achievements
2. A summary of the *state of the art* in sustainable healthcare - how we define this within HCWH Europe, demonstrating why it is important, and showcasing exemplary best practice case studies
3. A special showcase of our 2023 Sustainable Healthcare Project of the Year award winner
4. A forward view, incorporating a range of perspectives on what sustainable healthcare will look like in 20 years' time from thought-leaders in the field

Vendors are welcome to suggest additional components and we seek creative and strategic guidance on how to format and deliver an impactful and engaging report to our readers, e.g. page count, imagery, tone, print/online.

The successful vendor will be provided access to HCWH Europe's archival materials and interviews can be arranged with staff, member organisations, partners, and board members (past and present) to help write the report. HCWH Europe's leadership team and communications department will provide strategic direction and consultation during the process.

The final deliverable will comprise a word doc following an agreed number of revisions. Optionally, the chosen vendor can also propose typesetting services for the final designed report – either using an existing HCWH Europe template or conceiving a new external design, TBD.

## Budget

Budget TBC – please contact [levans@hcwh.org](mailto:levans@hcwh.org) for specific enquiries.

## Provisional timeline

- Deadline for proposals: Friday 28 April 2023
- Notification of selected vendor: Tuesday 9 May 2023
- Kick off meeting: w/c 15 May 2023
  - Goals & objectives defined
  - Parameters defined, e.g. page count, format.
- Report outline presented: w/c 5 June 2023
  - Feedback & revisions
  - Approval>Writing
- First draft under review: September 2023
- Final copy: October 2023
- Final designed report: w/c 6 November 2023

## Expected outputs

- Research summary
- Report outline + key messages [word doc]
- Full report copy [word doc]
  - With X rounds of revisions TBC
- Designed report [PDF + InDesign files] (optional)

## Submit a proposal

Please submit your proposals via email to Lloyd Evans [levans@hcwh.org](mailto:levans@hcwh.org) no later than **17:00 CEST Friday 28 April 2023**.

Proposals should include:

- A suggested detailed timeline for the project
- A breakdown of staff and their roles in the project
- An itemised quote in euro (including VAT if applicable)
- A portfolio of previous related work

Please feel free to contact Lloyd via email should you have questions concerning this RFP.