

Call for tender: Consultant services –Communications

20/07/2018



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1. EPF General Information

The **European Patients' Forum (EPF)** was founded in 2003 to ensure that the patients' community drives policies and programmes that affect patients' lives to bring changes empowering them to be equal citizens in the EU.

EPF currently represents 73 members, which are national coalitions of patient organisations and disease-specific patient organisations working at European level. EPF reflects the voice of an estimated 150 million patients affected by various chronic diseases throughout Europe.

Our Vision is that all patients with chronic conditions in Europe have access to high-quality, patient-centred health and related care.

2. Purpose of the tender

The purpose of this tender is to select a professional consultant to undertake preliminary communications work related to **EPF's campaign for the 2019 European elections**, and a **Congress on patient involvement to be held in 2019**, for the European Patients' Forum, hereafter referred to as "EPF". These activities arise from the EPF 2018 Work Programme. Please see further details of the above activities in annexes.

3. Description of services

The Consultant will provide the following services relating to the above initiatives, working closely with the EPF Policy Director and Events Coordinator. Certain technical tasks may be subcontracted by the Consultant. The Consultant is responsible for any subcontracting and should present their proposal as part of the overall tender bid. The successful Consultant will be comprehensively briefed by the EPF team in an initial meeting where the various elements of the different tasks will be agreed and the definitive timetable will be set.

EPF elections campaign

1. Preparation of a Communications Plan, which should include at least:

- Mapping of stakeholders, with focus on the European Parliament
- Communication channels and tools (some tools already defined, see next point)
- Strategies to influence our target groups, e.g. political groups
- Strategies to ensure maximum visibility
- Strategies to maximise the impact of the campaign as per its stated objectives
- Evaluation approach

2. Development of campaign materials

- Production of 5 patient testimonial videos, including post-production, subtitling etc.

- Campaign web-page/mini-site including an option to ‘sign up’ as a supporter, in close liaison with EPF’s IT manager
 - Linked to the web-page, a visual identity/branding for the campaign, including a banner ad and PowerPoint template. (Other elements may be proposed as part of the offer.)
- 3. Launch event of the “What matters to patients” campaign – date 1 October**
 - Event Plan to ensure optimal execution and maximum impact
 - Communications, including social media, press release, before, during and after
 - 4. Support in executing the campaign, pending recruitment of a Communications Manager**
 - Interviewing supporters (e.g. MEPs) for EPF’s newsletter, blog etc.
 - Outreach to key targets in liaison with the EPF Policy team
 - Marketing of the launch the event

EPF 2019 Congress

- 1. Campaign web-page/mini-site, in close liaison with EPF’s IT manager**
 - Including a visual identity/branding and initial messaging
- 2. Preliminary communications and outreach, including save-the-date, social media.**

4. Time frame

The timings below are indicative. Final time lines for the different tasks relating to the Congress will be agreed during an initial meeting with EPF.

EPF Elections Campaign

Task	Description	Timing
1	Communications plan for campaign	10 September
2	Event plan for launch event	10 September
3	Campaign videos	30 September
4	Campaign web-page/mini site	30 septembre
3	Launch event	1 October
4	Support for the execution of the campaign	September-October

EPF 2019 Congress

Task	Description	Timing
1	Support for conference website, branding and initial messaging, including save the date and social media coverage	September-October

5. Participation in the tendering procedure

The maximum contract price is EUR 22,500 including fees, subcontracting, administrative overheads and VAT.

The duration of the assignment is approximately 2 months, to commence late August.

The work (some of the video interviews) will involve travel to locations outside Belgium. The tenderer should indicate in the bid that they/their subcontractor agree to undertake such travel. Travel and subsistence, as agreed in further discussions, will be booked and covered by EPF.

6.1. TENDER SUBMISSION

Tenderers should submit the following documents:

- The completed submission form;
- CV(s) of people involved in implementing the tasks;
- A list of references;
- Examples of previous work;

The offer should be submitted to Kaisa Immonen, EPF Director of Policy (kaisa.immonen@eu-patient.eu) with copy to Nicola Bedlington (nicola.bedlington@eu-patient.eu).

6.2. TENDER PROCESS

EPF reserves the right to conduct the tender process and select the successful tender. EPF is not bound contractually or in any way to a bidder to this request for tender until EPF and the successful winner have entered into a written contract.

6.3. TENDER EVALUATION

Participation in this tendering procedure is open on equal terms to all natural and legal persons fulfilling the abovementioned eligibility criteria and language requirements. EPF may, in its discretion, extend the closing date and time of the tender.

The selection procedure will be based on the principles of equal treatment, fairness and transparency and on expertise (80%) and price (20%).

All applicants will receive acknowledgement of receipt of their tender and will be informed of the outcomes of the selection process within one week following the deadline date. EPF is not obliged to provide reasons for its decision to shortlist; accept or reject any particular tender.

Offers to the tender will be evaluated based on the following criteria:

Qualitative award criteria	Points
Qualitative criteria 1: A cost proposal. Most economically advantageous tender for a maximum budget of €22,500	20
Qualitative criteria 2: Demonstrated quality of the technical and professional capacity proposed by the tenderer. The tenderer is requested to provide at least two examples of previous work as well as a list of references.	30
Qualitative criteria 3: Demonstrated knowledge of European (health) policy and political environment. Experience of working with European Institutions, in particular the European Parliament, is considered an advantage.	25
Qualitative criteria 4: Congruence of proposal with the timeline. Measures in place to ensure timely delivery of the services concerned.	25

Applicants must have excellent knowledge of the English language and understanding of EU public health policy and/or patient advocacy.

6.4. EXCLUSION CRITERIA

Candidates or tenderers shall be excluded from participation in this procurement procedure if:

- a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- c) they have been guilty of grave professional misconduct proven by any means which the EPF can justify;
- d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the EPF or those of the country where the contract is to be performed;
- e) they have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Union's financial interests;
- f) following another procurement procedure or grant award procedure financed by the Union's budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

6.5. SCHEDULE

The tender is open **from 25 July to 16 August 2018**.

Tender submission and schedule of the work are as follows:

Launch Tender	25 July 2018
Close of the Tender	16 August 2018
Selection of the tenderer	20 August 2018
Signature of the Contract / Briefing session with EPF to agree on the objectives, the methodology, and the process	By 27 August 2018
Start of the assignment	1 September 2018
End of the assignment	31 October 2018

6. Terms of payment

Prices must be fixed amounts in Euro and will not be subject to revision. The amount of VAT should be shown separately on the price offer and invoice. Costs incurred in preparing and submitting tenders are borne by the tenderers and cannot be reimbursed.

7. Quality issues

In delivering the service the tenderer shall ensure the highest quality standards of which EPF shall be the sole judge.

8. Confidentiality and conflict of interest

The Tenderer undertakes that they will not at any time, either before or after the termination of this service, use or disclose or communicate to any person confidential information relating to the affairs of EPF. This restriction shall continue to apply after the termination of the service without limit in point of time.

To ensure the independence of terms of their contract, the winning tenderer will sign a declaration certifying that they have no conflict of interests in relation to the tasks to be undertaken and undertake to inform EPF should this status change.

9. Terms and conditions

EPF reserve the right to reject any and all proposals, in whole or in part, to advertise for new proposals, to abandon the need for services, and to cancel or amend this call for tender at any time prior to the execution of the written contract. EPF reserves the right to waive any formalities in the call for tender process. EPF may respond to questions or provide information from tenderers, and is under no obligation to provide such responses or information to all other tenderers.

By submitting a proposal, the tenderer agrees that:

- EPF may copy the proposal for purposes of facilitating the evaluation of the proposal and agrees that such copying will not violate the rights of any third party.
- It will not bring any claim or have any cause of action against EPF based in any misunderstanding concerning the information provided or concerning EPF's failure, neglect or otherwise, to provide the bidder with pertinent information as intended by this call for tender.

The accomplishment of a tendering procedure imposes no obligation on the EPF to award the contract. Should the invitation to tender cover several items or lots, EPF reserves the right to award a contract for only some of them. EPF shall not be liable for any compensation with respect to tenderers whose tenders have not been accepted. Nor shall it be so liable if it decides not to award the contract.

10. Contact person

For more information, please contact:

Before 6 August:

Nicola Bedlington

EPF Secretary-General

nicola.bedlington@eu-patient.eu

After 6 August:

Kaisa Immonen

EPF Director of Policy

kaisa.immonen@eu-patient.eu

11. Contracting organisation

European Patients' Forum (EPF)

Chaussee d'Etterbeek 180

1040 Brussels

www.eu-patient.eu

Annex – EPF Campaign for the 2019 European elections

Since its foundation in 2003, EPF has grown in recognition and influence to become the voice of patients in Europe and a key stakeholder, providing the patients' perspective in EU health-related policy debates, projects and programmes. We represent the unique experience and expertise of patients across Europe through representative member organisations bringing together national, regional and local patient organisations in all EU Member States.

Chronic diseases are a recognised policy priority. Over one third of the European population aged 15 years old or above have a chronic disease and two out of three people at retirement age will have at least two chronic conditions. Chronic diseases account for up to 80% of healthcare costs in terms of premature deaths, healthy life years lost, and lost productivity. Half a million premature deaths could be avoided by better prevention and more timely and effective healthcare. Chronic illness impacts negatively on patients' quality of life, education and employment. Health at a Glance: Europe 2016 estimates that the premature deaths of 550,000 working-age people across the EU from chronic diseases cost the economy €115 billion (0.8% of GDP) each year.

Almost 50 million people live with multiple chronic conditions, and that figure is increasing. Multimorbidity poses specific challenges for patients and for healthcare systems, for example in terms of development of new person-centred care models, and shifting care towards the community. Patient advocacy in the European elections is crucial to drive positive change for patients. With 74 members, representing the interests of an estimated 150 million people with chronic diseases, EPF carries the voice of a high proportion of voters.

As in 2014, EPF will again launch a campaign for the patients' voice to be heard in the European Parliament elections in 2019. The main objectives of our campaign will be to focus policymakers' attention on what matters to patients and position the patient community as an important stakeholder in health political debates.

The successful tenderer will be comprehensively briefed on the rationale behind the campaign, the concept, objectives and key messages in an initial meeting with the EPF Team.

Annex – EPF 2019 Congress

To meet the challenges of chronic conditions, care models must urgently become more person-centred and co-ordinated, rather than fragmented and disease-focused. Meaningful patient involvement is an underused resource in the development of innovative, patient-centred healthcare design and delivery at all levels, and thus improving the effectiveness, efficiency and long-term sustainability of healthcare systems.

Patient-centredness and patient centricity are now very much in vogue. There are innumerable time-consuming, and resource intensive conferences talking about just that, without moving forward policies or practice- and without involving patients in a meaningful way.

EPF has identified an opportunity to hold a different sort of congress, driven by patients and the patient community themselves, that can help to bring about real and lasting change in attitudes, knowledge and resources for participants, and inter alia, the environments in which they work. The congress will result in tangible learning outcomes, supported by educational materials. It is built on the premise that the patient's own unique experiential knowledge is a hugely untapped resource in medicines discovery, advances in new technology, health systems strengthening, and the cultural shift towards patient and citizen's empowerment.

Congress date: November 2019

Venue: Central Brussels

Congress duration: three days (two half-days and one full day).

Number of participants: approximately 300

Target audiences: policymakers (European, national), industry (pharmaceutical, medtech, ICT), diverse healthcare professionals/practitioners, academic researchers, think tanks, other relevant stakeholders and patient organisations.

Objectives:

- To provide participants with insights and knowledge about how patient organisations function, thus enhancing trust and collaboration;
- To explore together the nexus between meaningful patient engagement in different areas of the health system;
- To explore opportunities and barriers for meaningful patient involvement, drawing lessons from areas where patient involvement is more established;
- To generate practical recommendations and guidance on meaningful patient involvement for policymakers and practitioners.