



Request for Quotes for: Review of creative advocacy in global health

1. Background and objectives

Wellcome's Cultural Partnerships team is looking to commission a review of how cultural and creative initiatives have been used to drive engagement and advocacy in diplomatic and policy spaces, specifically in the context of multilateral summits, regional organisations, city networks and major global events.

This work will be used to inform Wellcome's future cultural partnerships and thinking in different international contexts.

[Wellcome](#) is a politically and financially independent global charitable foundation. We improve health for everyone by funding research, leading policy and advocacy campaigns, and building global partnerships. Under our new strategy we will be supporting [discovery research](#) into life, health and wellbeing, alongside taking on three worldwide health challenges: [mental health](#), [infectious disease](#) and [climate and health](#).

The new strategy also has an increased international ambition and interest in diplomacy and international relations.

The Cultural Partnerships team manages Wellcome's relationships with cultural partners and leads on [International Cultural Programmes](#) and [Hub residencies](#). Our work links Wellcome's scientific approaches to society's health challenges by co-producing imaginative and inclusive cultural programmes, and by hosting experimental transdisciplinary research. We extend Wellcome's reach by understanding the experiences of people beyond existing networks and strengthen it through the insights of locally grounded conversations in international settings. We operate at the intersections of culture, research, policy & advocacy and are part of Wellcome's Government Relations and Strategic Partnership (GRSP) team. GRSP's stakeholders include Governments and public bodies, multilateral organisations, universities, cultural and heritage organisations, community-led organisations, the private sector and philanthropies.

2. Scope of the work

The purpose of the review is to help the Cultural Partnerships team have a better understanding of:

- How cultural voices can effectively engage and influence researchers, policy and decision makers
- What the opportunities and risks of cultural advocacy are
- What the scope, scale, budget and timeframe of previous creative advocacy initiatives has been

- Who the key players (individuals, agencies, institutions, alliances) in the creative advocacy space are
- What platforms (physical and digital) already exist for this work
- International best practice of cultural work which prioritises Equity, Diversity and Inclusion (EDI) and takes EDI to diplomacy and policy spaces
- How cultural work can be emotionally engaging and with both local and international relevance
- The impact of cultural initiatives and transdisciplinary research in influencing the political agenda
- The kind of cultural assets and advocacy resources that have been used during major global events and what their impact was to drive engagement
- How major global events are positioned within the wider cultural landscape of the geographies where they take place

The research must help answer the following questions:

- How and where are cultural voices engaging with major global events in influential ways?
- How can cultural work affect narrative change?
- How can cultural work address the inequities of global health?
- How are local communities engaging (if at all) with major global events?
- What role does the digital space play in cultural advocacy?
- What's the impact of major global events in the geographies and cultural sector of their location?
- How can creative advocacy be responsive to world news and changes in political leadership?

We're particularly interested in innovative transdisciplinary cultural work resonating with [our vision and strategy](#) and would like the review to include case studies addressing three key health 'challenges': mental health, infectious disease and climate and health.

We welcome examples both/either in the English language and/or in other languages.

Moreover, these are the major global events we'd like the review to consider:

- UN General Assembly
- World Health Summit
- Conference of the Parties (COP)
- World Economic Forum
- World Health Assembly
- G7 summit
- G20 summit

Suppliers are encouraged to suggest additional global events to include to meet the objectives of the review.



3. Expected output

The Supplier will supply the services as detailed below to support the delivery of the objectives of the project by meeting the following requirements:

- Deliver an in-depth analysis of the role played by cultural voices in each of the events listed above
- An analysis of the impact of the events listed above in the specific cultural landscapes of the different geographies of where they have been taking place
- Include up to three case studies of cultural projects/activity/transdisciplinary research engaging with diplomacy and policy makers for each of the health challenges, prioritising them in the following order: Climate and Health, Infectious Disease, Mental Health
- Suggest opportunities for Wellcome's future engagement by listing potential partners and collaborators.
- Give recommendations about how this review could be used as a landscaping baseline for cultural partnerships and transdisciplinary practice

We envisage the deliverables being:

- a) Initial clear and concise document describing the methodology for the review including a description on the approach for the case studies
- b) Mid-point presentation to share progress
- c) One final clear, concise summary report or slide deck
- d) One final comprehensive, detailed report
- e) One final presentation to share and discuss the findings.

We're open to discuss other formats which may be suitable for sharing final findings.

4. Budget

A budget of £75K (VAT included if applicable, if not UK-based please allow 20% for reverse VAT charges that Wellcome will have to self-account for) is available for this review.

As a charity, value is very important to us. Suppliers who share our values and are able to provide demonstrably exceptional value for money will be at an advantage.

5. Preferred timelines

#	Activity	Responsibility	Date
1	Quotes submission deadline	Supplier	5PM BST 22 August 2022
2	Shortlisted Supplier Interviews	WT & Supplier	w/c 22 August 2022



3	Notification of Contract Award	WT	By 26 August 2022
4	Contract Start Date	WT & Supplier	w/c 12 September 2022
5	Delivery of final report	Supplier	Between November 2022 and January 2023 (exact dates are negotiable)

6. Detail requested in the quote

Potential bidders will need to provide the following by email to Anthea Longo (a.longo@wellcome.org) by **5PM BST 22 August 2022**:

- 1-page proposal outlining how you would approach this piece of work and proposed methodology
- An up-to-date CV outlining relevant evaluations or research undertaken
- A breakdown of costs, including a daily rate and the estimated number of days required to complete the deliverables

OR

A short video of the same

We accept joint applications submitted by two or more eligible applicants who would deliver the review as a team and within budget. We also accept applications from candidates who are not based in the UK.

Please also see attached [Wellcome's standard T&Cs](#) which we would contract this work under

Suppliers submitting proposals as a registered company should review this [document](#). Individuals submitting proposals as a sole trader (not registered) should review this [document](#). Individuals submitting proposals through their own personal services company please highlight this to the Wellcome contact immediately

Non-Disclosure and Confidentiality - Prospective Suppliers should be aware that inappropriate publicity could have a serious effect upon Wellcome's business. The information contained within this email is deemed confidential and must not be disclosed without the prior written consent of Wellcome unless required by law.

Sustainability - Wellcome is committed to procuring sustainable, ethical and responsibly sourced materials, goods and services. This means Wellcome seeks to purchase goods and services that minimise negative and enhance positive impacts on the environment and society locally, regionally and globally. To ensure Wellcome's business is conducted ethically and sustainably, we expect our suppliers, and their supply chains, to adhere to these principles in a responsible manner.



Access, Diversity and Inclusion - Embracing [diversity and inclusion](#) is fundamental to delivering our mission to improve health, and we are committed to cultivating a fair and healthy environment for the people who work here and those we work with. As we learn more about barriers that disadvantage certain groups from progressing in our workplace, we will remove them. If you have a disability or a chronic health condition, we can offer adjustments to the response format e.g. submitting your response in an alternate format. For support during the RFQ exercise, contact the Wellcome Contact. If, within the proposed outputs of this RFQ exercise, specific adjustments are required by you or your team which incur additional cost then outline them clearly within your commercial response. Wellcome is committed to evaluating all proposals fairly and will ensure any proposed adjustment costs sit outside the commercial evaluation.

Wellcome takes diversity and inclusion seriously, and we want to partner with suppliers who share our commitment. We may ask you questions related to D&I as part of our procurement processes.

We are happy to have a short virtual meeting to answer any questions prior to submitting your quote.

The single point of contact within this RFQ exercise for all communications is as indicated below:

Name: Anthea Longo
Role: Project Support Officer
Telephone no.: +44 20 7611 2273
Email: a.longo@wellcome.org