

Request for Proposals: Government relations and communications support for Wellcome Trust in Brussels and France

1. RFP Background & Objectives

Wellcome, a global charitable foundation focused on climate and health, infectious disease, mental health and discovery research is looking for agency support to build the foundations for and reinforce its government relations and communications work in Brussels, Germany, Italy and France. We are open to proposals to cover single or all markets.

2. About Wellcome Trust

Wellcome is a global charitable foundation established in 1936. Through our work we support science to solve the urgent health challenges facing everyone.

We support [curiosity-driven research](#), and we're taking on three of the biggest health challenges facing humanity – [climate change](#), [infectious disease](#) and [mental health](#).

With a [£38.2 billion investment portfolio](#), we give researchers the time and resources they need to make breakthroughs.

We also work with policy makers, run advocacy campaigns, and form partnerships with other organisations to ensure everyone, everywhere benefits from advances in health science.

The Government Relations and Strategic Partnerships (GRSP) team

Wellcome's GRSP team is a new function within Wellcome, centralising the management of our relationships with governments in Europe and globally as well as with partner/prospective partner organisations. The European government relations team is a sub team within GRSP, which coordinates Wellcome's relationships with the EU institutions, and the governments of France, Germany, Italy and Norway. In some instances, such as Germany, our relationships are well established; in other markets such as Norway and Italy we are in a nascent phase of our engagement. Each market has its own objectives and level of ambition, but the team work to ensure join up and synergy across the Europe function as a whole.

As an organisation, we are committed to embedding diversity and inclusion principles into how we work.

Wellcome's work in Brussels

Wellcome has had a presence in Brussels for some time and has established relationships across the EU institutions. Brussels is now a priority market for Wellcome's government relations work; the EU institutions will be a crucial lever for delivering on Wellcome's ambition across climate and health and infectious disease in particular. We are keen to ensure we are capitalising on the EU's role both within global fora such as the G7, and as driver of policy/legislative change across its member states.

In the mid-term, our ambition for Brussels as a market is to be a recognisable and sought-after policy brand for global health, with enduring relationships across the institutions.

The short-term, the focus of our work in Brussels is the following:

- Repositioning our organisation around Wellcome's challenge areas, in particular climate and health and infectious disease. This involves establishing new /consolidating existing relationships across all levels in relevant European Commission DGs and the European Parliament, as well as broader policy profile building, like work with media and parliamentary briefings, for example.
- Working to ensure the EU institutions consolidate their role as champions for global health, by informing their work on issues we care about with evidence based, actionable policy calls. Recent examples include the EU's global health strategy, the EU's position to the Financial Intermediary Fund, and the UK's ongoing association to Horizon Europe.
- Seeking to understand and inform the EU's presence at global events such as the United Nations General Assembly, Gastein Health Forum, World Health Summit, COP, Davos.

We have recently commissioned a perception audit of Wellcome in Brussels and are expecting the results of this to be delivered in September. We will use these insights to grow our presence and adjust our approach as needed.

Wellcome's work in Germany

Wellcome has opened its first overseas office in Berlin in 2018 and established very strong working relationships with a broad range of stakeholders from government and parliament to think tanks, academic institutions, international organizations with a presence in Berlin as well as other philanthropic organizations. Germany is one of Wellcome's key partners across our three challenge areas, infectious diseases, climate and health, and mental health and we have established ourselves as a key thought partner and broker in the German global health community. While Germany remains a priority market for Wellcome's government relations capacity constraints will mean we reduce the breadth of our engagement in favour of other European markets. It will thus be crucial we identify and leverage key opportunities in our future engagement.

The short-term, the focus of our work in Germany is the following:

- Repositioning our organisation around Wellcome's challenge areas, in particular climate and health. This involves establishing new /consolidating existing relationships across key ministries and within the German government, as well as broader policy profile building, like work with media and parliamentary briefings, for example.
- Working to ensure Global Health remains high on Germany's agenda across all ministries in a post-pandemic world and Germany continues to play a leadership role in global health, contributing to and shaping key global health initiatives.

We have recently commissioned a perception audit of Wellcome in Germany and are expecting the results of this to be delivered in September. We will use these insights to grow our presence and adjust our approach as needed.

Wellcome's work in France

Wellcome has had ad hoc engagement in France over the last 18 months. Like Brussels, France, and Germany has been identified as a key market for delivering on Wellcome's ambition across climate and health and infectious disease in particular. We are keen to capitalise on France's role as a champion for global health both within global fora and domestically.

In the mid-term, our ambition for France is to have an established set of salient partners within government and across the policy/global health ecosystem, and in particular global health research

and development, and to be seen as an important/relevant player by our key audiences on the issues we care about.

In the short term, the focus of our work in France is the following:

- Understanding the agenda of the new government and its ambitions around global health, in particular research & development.
- Consolidating and growing our relationships with key targets in government and within the administration.
- Continuing to understand the landscape, build relationships and grow partnerships across the French global health/policy ecosystem, in particular global health research & development.
- Grow our understanding of the media landscape in France, in the understanding that the media is an important tool for policy influencing.

Wellcome's work in Italy

Wellcome has had very limited engagement in Italy over the past years. However, as one of Wellcome's key markets, we are keen to develop our engagement with key stakeholders to support our work across the challenge areas climate and health and infectious disease in particular. We are keen to build on our good working relationship during the G20 and engage more broadly during the upcoming Italy's upcoming G7 presidency in 2024.

In the mid-term, our ambition for Italy is to have an established set of salient partners within government and across the policy/global health ecosystem and to be seen as an important/relevant player by our key audiences on the issues we care about.

In the short term, the focus of our work in Italy is the following:

- Understanding the agenda of the new government and its ambitions around global health, in particular research & development.
- Consolidating and growing our relationships with key targets in government and within the administration
- Continuing to understand the landscape, build relationships and grow partnerships across the Italian global health/policy ecosystem, in particular global health research & development.
- Grow our understanding of the media landscape in Italy, in the understanding that the media is an important tool for policy influencing.

3. RFP Specification requirements

This section sets out the specification of services for this RFP exercise. Suppliers should use this section to fully understand Wellcome's requirements and to inform their response.

We are looking for a supplier/suppliers who can support us as we deliver both our short-term objectives and mid-term ambition, as outlined above. We have extensive experience of working with agencies in Brussels and Germany and have had some ad hoc support for our work in France and Italy.

Although we are interested in proposals covering all markets, it is important to note that our agency requirements for each of these markets are different.

Our starting assumption is that for Brussels our agency would help in the delivery of the following:

- Targeted updates:
 - Monitoring of relevant political developments and media articles that are relevant to our challenge area ie. a weekly monitoring report.
- Support for coalition building:
 - Support for bringing together relevant global health voices to help position Wellcome as a leading voice for global health in Brussels ie. organising meetings, circulating agendas, ensuring follow up notes are circulated, strategic advice and steer.
- Support for positioning/profile raising:
 - Support in the delivery of public facing activity ie. parliamentary events, work with media to position Wellcome around its challenge areas ie. liaising with parliamentary offices, drafting invite lists and invitations, support in development of collateral

Our starting assumption is that for Germany our agency would help in the delivery of the following:

- Targeted updates:
 - Monitoring of relevant political developments and of the media that are relevant to our challenge areas and strategic advice on key engagement opportunities and risk mitigation to our existing role in Germany ie. a weekly monitoring report.
- Support for coalition building:
 - Support Germany team in preparing outreach activities to our existing and new stakeholder groups ensuring we stay engaged with key partners despite reduced capacity ie. managing stakeholder lists, preparing briefings.
 - Attend events and build relationships that will support Wellcome's mission and government relation objectives ie. by drafting notes
- Support for positioning/profile raising on climate and health:
 - Support in the delivery of public facing activity ie. parliamentary events, work with media to position Wellcome around this challenge area to broaden our profile beyond infectious diseases this will largely include logistical support ie drafting stakeholder lists etc

Our starting assumption is that for France, Italy our agency would help in the delivery of the following:

- Targeted updates:
 - Monitoring of relevant domestic and international political developments as well as the media that are relevant to our challenge areas. ie weekly monitoring report
- Strategic analysis and advice:
 - Build our understanding of French/Italian policy and architecture with ad hoc advice on what developments mean for global health/our priorities
 - Advise on opportunities/blockers for France/Italy to deliver on global health priorities ie. analysis of broader political /economic context
 - Relationship building ie managing stakeholder list and suggesting key contacts to meet

- Engagement support:
 - Support in the development and delivery of ad hoc parliamentary events: Preparing briefings, drafting follow up notes

As an organisation, we are committed to embedding diversity and inclusion principles into how we work and we are looking for an agency/ies that share these values and can help us deliver on them.

4. RFP Timetable

#	Activity	Responsibility	Date
1	RFP issue to Suppliers	WT	10 th October 2022
2	Submission of expression of interest to RFP and Submission of Supplier Q&A to Wellcome Contact	Supplier	4 th November 2022
3	Return of Supplier Q&A to Suppliers	WT	w/c 10 th October 2022[
5	Submission of RFP Response	Supplier	11 th November 2022
6	RFP Evaluation Period	WT	[11.11] to [2.12]
7	[Supplier Presentations]	[WT] or [Supplier]	[12.12] to [15.12]
9	Notification of Contract Award	WT	[[6.1.2023 – 13.1.2023]
10	Contract Negotiation	WT & Supplier	[13.1.2023] to [27.2.2023]
11	Contract Start Date	WT & Supplier	[28.2.23] to [6.3.24]

5. Response Format

The following headers support the timetable by providing further detail of the key steps.

Expression of Interest

Suppliers are asked to submit a short expression of interest by e-mail in accordance with the RFP timetable, which should contain the following information.

- Confirming whether you are a company or individual, if company please provide Full company name, address, and company registration number.

- A non-binding cost estimate as a single figure in GBP

Supplier Q&A

Prior to the submission of your RFP response, Suppliers are provided the opportunity to submit any questions they have about the exercise and the activity. All questions will be collated, anonymised, answered and returned to all Suppliers who have submitted an expression of interest in the RFP process. Please make sure you ask all questions at this stage. Once Wellcome have responded to all questions if you have any additional questions after this deadline these will not be answered to ensure that this is a fair and equitable process.

RFP Proposal

Suppliers are required to submit proposals which respond to the following sections;

- Brussels: Targeted updates, coalition building – approach, ongoing support, positioning – strategic approach, case studies, team information and how the team will be structured, detailed budget per deliverable
- France, Italy: Targeted updates, strategic advice and analysis, engagement support, case studies, team information and how the team will be structured, detailed budget per deliverable
- Germany: Targeted updates, coalition building – approach, ongoing support, positioning on climate and health, case studies, team information and how the team will be structured, detailed budget per deliverable

#	Question	Max
	Describe how you measure success and build in quality assurance in delivering your work	2000 words
	Describe anticipated risks and challenges and ways to mitigate them	500 words
	Outline your experience in the area	500 words
	Provide an overview of how your team will be structured to deliver the work	300 words
	Provide a detailed budget including all costs and expenses, specifying all day rates of individuals involved, the allocation of days between members of the team, and the cost of activities	300 words

Proposals will be assessed against the following criteria:

Methodology 10%	<p><i>Coverage:</i> How well are the desired focus areas (as outlined in the specification) covered in the proposed methodology address?</p> <p><i>Quality:</i> Is the proposed methodology aligned with Wellcome’s needs?</p>
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	<i>Utility:</i> Will the proposed methodology deliver the desired, credible, and useful results?
Experience 20%	<i>Skills and Experience:</i> Does the supplier have the relevant skills, experience, and contextual understanding to deliver this work?
Delivery & Outputs 50%	<i>Communication:</i> Is there a good plan for communicating with the Wellcome team? <i>Delivery plan:</i> Is the proposed delivery plan appropriate and achievable? <i>Feasibility:</i> How feasible is the delivery plan? Are there significant risks associated with the proposed timelines, and how well are they mitigated?
Budget 20%	<i>Value for Money:</i> Is the proposed work within budget and good value for money?

Contract Feedback

This section allows Suppliers to provide specific feedback to the contractual agreement which will be used should their proposal be successful. Contract feedback is to be incorporated into your proposal as an annex and in the following format;

Clause #	Issue	Proposed Solution/Comment

Suppliers submitting proposals as a registered company should review Wellcome’s Terms and Conditions which can be found [here](#).

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 (see point 7 below).

Wellcome Data Protection Compliance

Under [GDPR/Data Protection law](#), Wellcome must keep a record of all personal information it is processing (i.e., collecting, using, and sharing). This record will be made available to the Information Commissioner’s Office upon request.

[This is Wellcome's record of data processing activities which meets GDPR article 30 requirements.](#)

Suppliers are asked to complete the [TPSRA2](#) assessment before the RFP submission deadline for Wellcome to assess how you handle data.

Supplier Presentations

Following a submission of the proposal successful proposals will invited to a virtual meeting which will last 50 minutes in total and will be a PowerPoint presentation followed by questions and answers session.

6. About Wellcome

Wellcome supports science to solve the urgent health challenges facing everyone. We support discovery research into life, health and wellbeing, and we're taking on three worldwide health challenges: mental health, global heating and infectious diseases. Find out more about Wellcome and our work at: [wellcome.org](https://www.wellcome.org).

7. 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 document or subsequently made available to prospective suppliers is deemed confidential and must not be disclosed without the prior written consent of Wellcome unless required by law.

8. Prospective Suppliers Personnel - IR35 and Off Payroll Working Rules

Before the RFP response deadline, Prospective Suppliers must make the Wellcome Contact aware if they are intending to submit a proposal where the services will be provided by any individuals who are engaged by the Prospective Supplier via an intermediary i.e.

- Where the Prospective Supplier is an individual contracting through their own personal services company; or
- The Prospective Supplier is providing individuals engaged through intermediaries, for the purposes of the IR35 off-payroll working rules.

9. Independent Proposal

By submission of a proposal, prospective Suppliers warrant that the prices in the proposal have been arrived at independently, without consultation, communication, agreement or understanding for the purpose of restricting competition, as to any matter relating to such prices, with any other potential supplier or with any competitor.

10. Funding

For the avoidance of doubt, the output of this RFP exercise will be funded as a **Contract** and not as a Grant.

11. Costs Incurred by Prospective Suppliers

It should be noted that this document relates to a Request for Proposal only and not a firm commitment from Wellcome to enter into a contractual agreement. In addition, Wellcome will not be held responsible for any costs associated with the production of a response to this Request for Proposal.

12. 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.

13. Disability Confident

The Wellcome Trust is proud to be a Disability Confident Employer (DC Level 2) and we encourage all our partners and suppliers to do the same. More information about this can be found on the government website [Disability Confident employer scheme and guidance - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/guidance/disability-confident-employer-scheme). Disability Confident is creating a movement of change, encouraging employers to think differently about disability and take action to improve how they recruit, retain and develop disabled people.

14. Accessibility

Wellcome is committed to ensuring that our RFP exercises are accessible to everyone. 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 RFP exercise, contact the Wellcome Contact.

If, within the proposed outputs of this RFP 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.

15. Diversity & 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.

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 RFP processes.

16. Wellcome Contact Details

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

Name: Catherine Guinard
Role: Europe Lead
Telephone no.: 0044 7715939217
Email: c.guinard@wellcome.org