

## **Request For Proposals (RFP) for YouTube and social video content, supporting Wellcome Collection's upcoming exhibition: The Cult of Beauty.**

**RFP date:** 15 June 2023

**RFP contacts:** Siukei Cheung and Michelle Doyle, Wellcome Collection.

### **RFP Project overview:**

We want to appoint a creative agency to work with us on a series of **4-5 YouTube films** (approx. 3-5 mins each) and **multiple 60-second social-first cuts of each YouTube film for our social channels** (Instagram, Facebook, Twitter and TikTok).

These videos will support Wellcome Collection's upcoming exhibition **The Cult of Beauty** (opening October 2023) and should encourage deeper engagement with the exhibition's themes and ideas across all our channels. They will also support our ambition to **overhaul our YouTube channel** in the next 12 months and **build a broad, international audience** interested in health and human experience.

**The proposed production budget is £20,000-25,000 with staggered deadlines between October 2023 – February 2024.** Additional fees (such as paying presenters, renting or buying props or licensing images or footage displayed in the exhibition) are part of a separate budget and should not be factored into your proposal. However, if you expect any of the above to incur significant costs to the overall production budget, please do highlight this in your proposal.

### **If you would like to be considered, then you must:**

- Review our content plan (page 3-8), sharing your initial ideas on the overall narrative, visual treatment of the films (mock-ups are very welcome) and ways you might improve upon or change our suggestions.
- If you are shortlisted, we will ask you to deliver a presentation between 21-26 July 2023.
- A summary of how you would approach this project with a budget of £20,000 and £25,000.
- Any relevant examples of your previous work that might help illustrate your ideas.
- Quote of costs, broken down by deliverables.
- Demonstrate how you have encompassed diversity and inclusivity considerations into your plans.

### **RFP Background & Objectives**

#### **About Wellcome Collection:**

[Wellcome Collection](#) is a free museum exploring health and human experience. We want to challenge how everyone thinks and feels about health by connecting science, medicine, life, and art. Wellcome Collection is part of [Wellcome Trust](#), which supports science to solve the urgent health challenges facing everyone.

#### **Exhibition outline:**

The Cult of Beauty is a key exhibition for Wellcome Collection. It will explore the cultural and historical themes that have shaped our ideals of beauty as well as the ways that the beauty industry has contributed to our perceptions of what we consider beautiful.

Through new artist commissions, contemporary artworks, and historical and modern material the exhibition will invite visitors to question established norms and challenge preconceived notions of beauty, while encouraging dialogue, understanding, reflection and inclusivity. *The*

*Cult of Beauty* will foster a deeper appreciation and celebration of the diverse manifestations of beauty.

Coinciding with the exhibition launch, we will also be publishing two books on the same themes: [Disobedient Bodies, by Emma Dabiri](#) and [How to Be a Renaissance Woman by Jill Burke](#). The two authors will also be contributing to the exhibition.

### **Exhibition Objectives**

- As a museum where everyone's experiences of health matters, this free exhibition will explore the complexities of beauty and the impact of the beauty industry on wellbeing and mental health through art, historical objects and new commissions.
- In a digital world where unobtainable beauty is normalised, this will be a timely exhibition that will invite visitors to reconsider the social constructs that reinforce Western beauty standards.
- The Cult of Beauty will interrogate the standards around youthfulness, ableism, gender and race as upheld by the beauty industry.
- Bringing a range of voices and perspectives, The Cult of Beauty will draw from lived experiences to highlight how beauty is used as a tool to subvert social constructs.

Through a transhistorical lens, The Cult of Beauty will examine how the idea of beauty continues to evolve across time and culture and how these ideals are reflected in popular culture, medicine and technology.

### **Social Media and YouTube Objectives**

- Explore diverse perspectives on beauty through relatable case studies and engaging storytelling.
- Create platform-optimised content to explore different aspects of and perspectives on beauty.
- Create a positive, empowering conversation around beauty ideals.
- Give minoritized voices a platform.
- Increase awareness of the exhibition.
- Help us grow a broad, engaged and international audience interested in health and human experience.

### **RFP specification:**

#### **Total content deliverables:**

4-5 x 16:9 video for our website and YouTube

5-10 x 9:16 video for Instagram (as post and IG Reel), Facebook, TikTok and Twitter

#### **As part of this delivery package, we want you to:**

1. **Develop a cohesive overarching narrative for this video series**, which will be released to audiences over the course of the exhibition run (Oct-April). We're very open to (and would encourage) any suggested changes, improvements or additions to the content plan we've outlined below. How could we make this series even better?
2. **Work with the writers / curators / presenters** to develop YouTube-optimised, evergreen titles, scripts and angles that encourage deeper engagement. We are currently looking to overhaul our video strategy so we encourage you to suggest ideas and formats that are not in line with what you

currently see on our channel.

3. **Design a compelling and coherent look and feel for these films**, considering animation, music, etc. You'll need to work within the general feel of our brand and use our fonts (see deliverables below). We'd like your ideas on how to give these videos a slick and exciting finish, that also ties them together as a series.

4. **Create 4 – 5 short films for our YouTube channel, and a series of social media-first short edits**. It should be clear that all the deliverables, including the social media cuts, are part of the same video series. We've included 6 titles in this brief (to account for presenters who may not be available to shoot) but we'd be open to dropping some of these ideas if your pitch is a better fit.

**Not in the scope of this brief:**

- Rights clearance of suggested visual or written content
- Promotion or dissemination of the content
- Paying contributors (paid from a separate budget)

**Proposed content ideas:**

**1. What does [history / a historical object] tell us about present-day beauty standards? (title TBD)**

We want to bring a different perspective to a very relatable subject in people's lives – namely, beauty. We'd like to explore racialised or minoritised beauty with a well-known contributor who brings lived experience to the conversation.

An example of who we might like to work with is author [Emma Dabiri](#), who is helping to curate a section of the exhibition on racialised beauty. Emma is publishing a book which will coincide with the exhibition launch and she has lots of experience presenting artworks on social media. However, she will only be available later on in the exhibition run (from around December – January).

Alternatively, we could also reach out to individuals and art historians involved in the exhibition, who could talk about several specific objects. We are also open to your suggestions on influencers, personalities or experts you feel might be a good fit. Some of the objects you might want to consider are:

- [The Black Madonna](#)
- Plaster copy of bust of Nefertiti
- Historical portraits of Josephine Baker

The video should be in tune with the themes of the exhibition. Audiences should come away feeling like they've learned something new about a ubiquitous topic that affects all our lives.

**Available assets:**

A selection of images of certain objects on display in the exhibition (subject to copyright clearance) as well as interpretations of the work(s). Latest object list and permissions available upon request.

**Deliverables:**

- 1 narrative video, approx 3-5 mins. 16:9.
- 1 - 2 shorter social-first cuts for Facebook & Instagram. 9:16 either Reel or Story treatment – we'd like your recommendation.

**Delivery timeline (with flexibility depending on Emma / David's availability):**

**DRAFT** for revisions w/c 29 Jan; feedback collated and changes sent by 5 Feb  
**FINAL** films delivered for publication w/c 12 Feb.

**2. A 5-step skincare routine from the Renaissance era (which you should not try at home). (title TBD)**

In The Cult of Beauty, there will be an art installation called "Beauty Sensorium" which will show some of the ingredients and apparatus historically used to create Renaissance beauty products. There will be 5 cosmetic samples (made from things like lamb fat, dried lavender, etc.) as well as a video featuring author and professor Jill Burke within the installation.

Jill Burke is a professor and historian of the body and its visual representation. She will also be publishing a book called "How to Be a Renaissance Woman" in early August 2023 that explores themes in the exhibition.

The idea behind this video is to highlight the (sometimes horrifying) substances that were used to make beauty products during the Renaissance era. **This video should be fun, light and shareable.**

For this idea, it might be worth referencing a format that people will recognise like unwrapping a Birch Box of Renaissance beauty products. Or featuring a well-known presenter delving into some of the themes of Renaissance beauty, like in [this video](#).

**Available assets:**

- A video being featured in the art installation which features Jill talking about the beauty products / creams / etc used in the Renaissance era.
- A proof of her book for research.

**Deliverables:**

- 1 x list-style video for YouTube, approx 3-5 mins. 16:9
- 1 - 2 shorter social-first cuts for Facebook & Instagram. 9:16 either Reel or Story treatment – we'd like your recommendation.

**Delivery timeline:**

DRAFTS by 30 Oct. Feedback collated and changes sent by 13 Nov.

**FINAL delivery of main films and social cuts by 20 Nov.**

**3. Trans Beauty (titles TBD)**

We would like to explore a few possible avenues for this project:

**A) The evolving history of trans beauty with items from the Museum of Transology**

We are suggesting filming [E-J Scott](#) (founder of the Museum of Transology) describing the significance of five objects in the collection displayed in The Cult of Beauty (some of the items are featured in [this article](#)) *AND / OR* filming the individuals who gave those items to the Museum and describing the object's significance.

Some of the objects displayed in our exhibition include:

- A can of Lynx deodorant
- Packaging for progynova pills (oestrogen supplement)

- A wig
- Lipstick
- Concealer
- Prosthetic breasts

### **B) Victoria Canton's work (Title TBD)**

– Exploring Victoria Cantons' work, [Unwrapping \(Hope springs eternal\)](#), which will be displayed in The Cult of Beauty and explores debates and opinions that exist in trans communities.

### **C) Your pitches – along with any presenters who you think would be a good fit.**

**Please note:** we must take the utmost care in this video to not sensationalise the objects featured or narratives told and ensure that the video is carefully thought through. **Due to the sensitivities around the items listed in A and B, we would not consider alternative presenters.**

#### **Available assets:**

Photographs of all the items in the exhibition.

#### **Deliverables:**

- 1 x 16:9 short film for YouTube, approx. 3-5 mins
- 1 x 9:16 cut of above film for Instagram (either Reel or Story treatment – we'd like your recommendation).

#### **Delivery timeline:**

We would like to give **two rounds of feedback** on this video.

DRAFT 1 for revisions w/c 2 Oct; feedback collated and shared by 13 Oct.

DRAFT 2 by 23 Oct. Feedback collated and changes sent by 30 Oct.

FINAL delivery of main films and social cuts by 6 Nov.

### **4. How to groom your moustache like a Victorian gentleman (title TBD)**

We'd like this to be a show-and-tell type video, with a male contributor teasing out interesting details or historical tidbits from the objects, rather than a deep dive into any one thing. The contributor will **not** be allowed handle any of the objects, but some of the pieces on display will include:

- A video about [fake beards](#)
- A sculpture depicting a shaving scene made from porcelain
- A beard bandage + instructions on how to use it
- Beard tonic from the early 1900s
- Teacup with a moustache guard
- We've also got tons of images of moustached men in our collection

We'd appreciate your suggestions as to who we might work with as a presenter.

#### **Deliverables:**

- 1 x 16:9 short film for YouTube approx. 5 mins
- 1-2 x 9:16 cut for Instagram, Facebook and Twitter (either Reel or Story treatment – we'd like your recommendation).

#### **Delivery timeline:**

DRAFTS by 13 Oct. Feedback collated and changes sent by 20 Oct.  
**FINAL delivery of main films and social cuts by 27 Oct. Ideally to be published in time with Movember.**

### **5. Why looking beautiful matters (title TBD)**

We'd like to explore how makeup and beauty can be empowering rather than frivolous, and we're keen to work with a disabled influencer like [Lucy Edwards](#), who is blind and whose makeup is always immaculate.

We're interested in producing a beautifully shot makeup tutorial with a voiceover from the presenter who shows how they do their makeup, and why makeup is an essential part of their self-care routine and how it positively impacts their mental health.

Depending on who the contributor is, perhaps they will show us tips and tricks to achieve their impressive look, or it might be a reflective piece of content about their life and journey towards looking and feeling beautiful.

#### **Deliverables:**

- 1 x 16:9 short film for YouTube approx. 5 mins
- 1-2 x 9:16 cut for Instagram, Facebook and Twitter (either Reel or Story treatment – we'd like your recommendation).

#### **Delivery timeline:**

Draft by 30 Oct. Feedback collated and changes sent by 13 Nov.

**Final delivery of main films and social cuts by 20 Nov.**

### **6. Collaborative video with Lisa Eldridge (title TBD)**

We have an existing relationship with [Lisa Eldridge](#), who is a professional makeup artist with a wide following on YouTube and Instagram. She will be loaning a few items from her personal collection to the exhibition:

- A compact designed by Salvador Dali
- A Pygmalion globe compact
- A Josephine Baker / Flamand Art Deco Bangle-Compact

**The video idea with Lisa will likely be a more collaborative process.** As a starting point, it would be good to have some ideas at the ready to develop / build upon. It is worth noting that these ideas do not need to reflect the loaned objects. However, it will be subject to approval from Lisa Eldridge's team.

#### **Topics we might want to consider in collaboration with Lisa:**

1. Lisa could discuss the Josephine Baker bangle she's loaned (alongside images of Baker in the exhibition), or she might want to refer to the Fenty foundation set from her perspective as a professional makeup artist.
2. Alternatively, in the past people applied radium to their skin to make themselves glowy. Perhaps Lisa could offer up alternative way to glow that won't make your face melt off – again, perhaps refer to the Fenty foundation line.

#### **Deliverables:**

- 1 x 16:9 short film for YouTube approx. 5 mins
- 1-2 x 9:16 cut for Instagram, Facebook and Twitter (either Reel or Story treatment – we'd like your recommendation).

**Delivery timeline** (with flexibility depending on Lisa's availability):

**Draft** for revisions w/c 29 Jan; feedback collated and shared by 5 Feb.  
**FINAL** films delivered for publication w/c 12 Feb.

### **Requirements for all above films**

- Please note that although strong sound design and music is important, the videos should also work without sound – particularly the social media edits.
- We would prefer burned-in captions for the social-first content.
- Please use our house fonts, which we can provide: Wellcome and Helvetica
- All films must end with a Wellcome Collection end slide, which we will supply.
- The content of all films should be tailored to our target audiences (more information below), brand values and content strategy.

### **Technical requirements**

- Videos to be delivered as mp4 or .mov files
- Ideally, edits for social media use to be max 5mbps
- For 16:9 landscape films: 1920 x 1080 px
- For 9:16 vertical films: 1080 x 1920 (with no critical details or text at the very top or bottom, to accommodate Instagram logos etc)

### **Content requirements / guidelines**

Content should reflect Wellcome Collection's vision and mission:

- Our vision is a world where everyone's experience of health matters
- We seek out opportunities for everyone to contribute different forms of knowledge and understanding towards a healthier and more equitable future.
- We give voice to a radical imagination of what health is and what it could be.
- We make meaningful connections between different perspectives and stories of health past, present and future, with our collections at the heart.

### **General requirements:**

All videos should:

- Focus on the experience of the user, and feel valuable, authentic and editorial (rather than promotional or self-serving).
- Be relevant, accessible and interesting both for those who have visited or will visit the exhibition, and those who haven't or aren't able to.
- Present the content and themes of the exhibition in an accessible way that avoids "artspeak" and / or "sciencespeak".
- Have an editorial, storytelling or journalistic feel, not a promotional one; any promotion of Wellcome Collection should be as a result of the content's relevance and value to the user.
- Encompass diversity and inclusivity considerations.
- Sit comfortably alongside our exhibition campaign and existing assets.

### **Reference material:**

In this section, we're including links to other channels in the history / museum / art space that are doing content video well. We don't suggest that you look at videos from our existing channel as an indication of our future direction as we are currently trying to overhaul our YouTube strategy.

**Atlas Obscura – [Objects of Intrigue series](#)**

While we wish to move away from the “Victorian collection of medical curios” angle, this channel does a really good job at constructing a compelling narrative through eye-catching titles and interesting hooks.

**Southbank Centre – [Hayward Gallery](#)**

We particularly like (in the Louise Bourgeois series) how they invite other artists to talk about the work.

**Tate - [Magdalena Abakanowicz](#) and [Cezanne for kids](#)**

We particularly like these two examples from Tate. Both films are accessible and avoid ‘art speak’. The Abakanowicz film situates the exhibition in Tate’s galleries, telling an eye-catching story about a lesser-known artist using source photography while the Cezanne film takes a ubiquitous artist and offers a fresh perspective aimed at kids – but great for adults too.

<p><b>Target audiences:</b> the following audience groups are who we expect would be attracted to an exhibition about beauty. Broadly speaking, we are targeting a younger audience. More detailed information about our target audiences available upon request</p>
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<p><b><u>Primary: Immersive Explorers</u></b></p>
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<p>Immersive Explorers are particularly passionate about creative pastimes and have a stronger connection to human behaviour than the topics of Science or Health. They are enthusiastic and eclectic cultural consumers seeking deep, meaningful encounters in museums and galleries, and see visits as an opportunity to escape, relax and enjoy the beauty of the displays.</p>
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<p>Immersive Explorers don’t need a strong reason to visit Wellcome Collection – just being in a museum is enough for them. Show them that there are lots of opportunities to combine fun, learning and relaxation, as well as reassuring them that any access requirements they have will be accommodated.</p>
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<p><b><u>Secondary: Inquisitive Challengers</u></b></p>
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<p>Inquisitive Challengers want an experience which combines fun and challenge. This learning should come through active, multisensory engagement. An atmosphere of silent reflection would be more oppressive than relaxing and would leave them feeling out of place.</p>
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<p>They show some cynicism to both science and medicine and are more likely to say that their faith is important, but also feel some resistance to traditional culture, which doesn’t always resonate with them.</p>
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## RFP Timetable

#	Activity	Responsibility	Date
1	RFP issue to Suppliers	Wellcome	16/06/2023
2	Submission of Expression of Interest and Supplier Q&A	Supplier	30/06/2023
3	Return of Supplier Q&A to Suppliers and invitation to submit full proposal	Wellcome	07/07/2023
4	Submission of RFP Response	Supplier	14/07/2023
5	RFP Evaluation Period	Wellcome	14/07/2023 to 21/07/2023
6	Supplier Presentations	Supplier	21/07/2023 to 26/07/2023
7	Notification of Contract Award	Wellcome	End of July 2023
8	Contract Negotiation	Wellcome & Supplier	End of July 2023
9	Contract Start Date	Wellcome & Supplier	Early August 2023

### 1. Response Format

#### Expression of Interest and Supplier Q&A

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

- Outline your proposed approach to this work by reviewing our content plan sharing your initial ideas on the overall narrative we've suggested, visual treatment of the films (mock-ups are very welcome) and ways you might improve upon or change our suggestions.
- A summary of how you would approach this project with a budget of £20,000 and £25,000 (250 words)
- Any relevant examples of your previous work that might help illustrate your ideas.
- Quote of costs, broken down by deliverables.
- Demonstrate how you have encompassed diversity and inclusivity considerations into your plans.
- Any questions you have about the exercise and activity.
- Confirming whether you are a company or individual, if company please provide full company name, address, and company registration number.

Prior to the submission of your full proposal to the RFP, 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.

We will review expressions of interest to ensure that proposals fit within the scope of the RFP. Where we are satisfied of this, we will invite organisations to submit a full proposal to the RFP in accordance with the RFP timetable. Please note that you should only submit a full proposal to the RFP if you have been invited to do so.

Submitting an EOI is not a binding commitment to submit a full proposal should your organisational priorities change, you will not then be penalised for future opportunities

## RFP Response

Suppliers submitting a full proposal should cover the following areas in your response:

#	Question	Max
1	Outline your proposed approach to this work by reviewing our content plan, sharing your initial ideas on the overall narrative we've suggested, visual treatment of the films (mock-ups are very welcome) and ways you might improve upon or change our suggestions.	800 words OR a PowerPoint presentation
2	A summary of how you would approach this project with a budget of £20,000 and £25,000	250 words / 1 page
3	Provide 3 relevant examples or case studies of your previous work that might help illustrate your ideas and / or experience.	400 words OR a PowerPoint presentation
4	Quote of costs, broken down by deliverables.	250 words / 1 page
5	Demonstrate how you have encompassed diversity and inclusivity considerations into your plans.	400 words OR a PowerPoint presentation
6	Highlight any risks you may foresee with meeting our requirements and explain your approach to mitigating them	250 words / 1 page

### Evaluation Criteria

Criteria	Detail	%
Methodology	<i>Coverage:</i> How well are the desired focus areas (as outlined in the specification) covered in the proposed methodology address? <i>Quality:</i> Is the proposed methodology aligned with our needs? <i>Utility:</i> Will the proposed methodology deliver the desired, credible, and useful results?	25%
Experience	<i>Skills and Experience:</i> Does the supplier have the relevant skills, experience, and contextual understanding to deliver this work?	25%
Delivery & Outputs	<i>Communication:</i> Is there a good plan for communicating with the Wellcome team and contributors? <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?	25%
EDI	<i>Do they have EDI policies and are these being put into practice in the proposal?</i>	25%
<b>Total:</b>		<b>100%</b>

## Contract Feedback

This section allows Suppliers to provide specific feedback to the contractual agreement which will be used should their proposal be successful. This is the suppliers' opportunity to provide negotiation points on Wellcome's terms and conditions, we will not consider negotiations that are only raised after the contract has been awarded so as not to delay the contracting process. Please ensure you engage with a relevant legal contact if applicable. 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 Standard terms and Conditions [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 (see point 3 below).

## Information Governance

Wellcome is committed to upholding data protection principles and protecting your information. The [Wellcome-Privacy-Statement-2023.pdf](#) explains how, and on what legal basis, we collect, store, and use personal information about you. This includes any information you provide in relation to this proposal.

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 will be asked to complete the [TPSRA2](#) assessment before presentation stage to assess how you handle data.

## **2. About Wellcome**

Wellcome improves health for everyone by funding research, leading policy and advocacy campaigns, and building global partnerships. Collaborative research that involves a diverse range of people from different fields of interest is key to progress in health science – and to achieving our aim of fostering a healthier, happier, world. We're taking on the biggest health challenges facing humanity – climate and health, infectious disease, and mental health – to find urgent solutions and accelerate preventions. Find out more about Wellcome and our work at: [wellcome.org](#).

## **3. 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.

#### **4. Equity 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. We want to cultivate an inclusive and diverse culture, and 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.

#### **5. 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 \(www.gov.uk\)](http://www.gov.uk). 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.

#### **6. 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.

#### **7. 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.

#### **8. Funding**

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

#### **9. 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.

## 10. 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.

## 11. Wellcome Contact Details

The point of contacts within this RFP exercise for all communications is as indicated below;

Name: Michelle Doyle  
Pronouns: She/her  
Role: Senior Content Producer  
Email: [m.doyle@wellcome.org](mailto:m.doyle@wellcome.org)

Name: Siukei Cheung  
Pronouns: She/her  
Role: Social Media Content Producer  
Email: [si.cheung@wellcome.org](mailto:si.cheung@wellcome.org)