



QUESTIONS AND ANSWERS

Request for Proposal (RFP): Snakebite beyond 2026 sustainable impact

#	Supplier Question	Wellcome response
1.	<p>Eligibility:</p> <ul style="list-style-type: none"> a. Will there be partner matching between suppliers who can provide only part of the RFP scope of work? b. Will you accept a submission that answers only the partnership building, communications and PR portion of the brief? c. Are you accepting proposals submitted from a partnership of more than one agency? For example, where one agency / individual can provide resource mobilisation expertise and another agency / individual provides communications and PR expertise. d. Your proposal sets out that you are seeking dual expertise in resource mobilisation and partnership building and in communications and public relations – are you open to a consortium being built to respond to these distinct tasks? 	<p>Responses (in order):</p> <ul style="list-style-type: none"> a. Yes. We strongly encourage prospective suppliers to collaborate with others - individuals, teams, or organisations - before submitting a full proposal. Alternatively, Wellcome may opt to propose a new partnership among selected suppliers with complementary strengths to successfully deliver the work. If a supplier is unwilling to work within a new partnership proposed by Wellcome, this should be flagged in the proposal. b. Yes. However, all proposals must showcase how the various work components will be integrated, even in cases where only a partial response to the scope of work is provided. It is important to clearly identify the areas that are covered by the supplier and those that are not, with a plan for how these gaps will be addressed or aligned with other parts of the project. c. Yes. d. Yes. We strongly encourage prospective suppliers to collaborate with others - individuals, teams, or organisations - before submitting a full proposal. Alternatively, Wellcome may opt to propose a new partnership among selected suppliers with complementary strengths to successfully deliver the work. If a supplier is unwilling to work within a new partnership proposed by Wellcome, this should be flagged in the proposal.



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2.	<p>Timeframe & milestones:</p> <ul style="list-style-type: none"> a. What is the exact end date of the project? b. What is the timeline for deliverables? This is required for the budget estimation. c. Please can you set out the budget for this work and the timeframe? d. Will Wellcome remain involved in the programme post 2026? e. What is the estimated project duration? For clarification, does existing funding to grantees/partners expire in December 2025, or end 2026? f. How long do you expect the programme to run for? Over 18 months from later 2024 until 2026 or are you looking for something more immediate? Are there specific milestones you have already identified we should be aware of? g. Are there any specific milestones, events, data/evidence, or partnership announcement moments that you want to coordinate specific activities around? Please can you share these if so. h. Are there any milestones we can use in 2024/2025 as hooks for engagement, such as new reports or potential data publications? i. Can you confirm if there are any interim milestones before the 2026 conclusion that we should plan for in the proposal? j. Has Wellcome determined where the program will live after 2026? Is there a model they are considering or relevant 'spin-offs' they have undertaken? k. Is there a target time frame or fundraising goal for the project? 	<p>Responses (in order):</p> <ul style="list-style-type: none"> a. The estimated end date for this project is May 2026, coinciding with the end of Wellcome's Snakebite programme. b. The projected timeline for this project is two years, roughly from September 2024 to May 2026. Interested suppliers are encouraged to propose a variety of activities that will effectively meet the objectives of this initiative, including a plan for milestones and deliverables throughout its duration. c. We don't want your proposal to be restricted in scope or ambition, so please budget for the full cost required to complete the activity on time and comprehensively. Interested suppliers are encouraged to propose an ambitious package of activities (optimal scenario) that will be meaningful and impactful in line with the goal of this project. However, as a charity, we will consider value for money as part of our evaluation criteria. d. Our Snakebite programme is a seven-year funding commitment until mid-2026. Even so, we will continue to support projects that extend beyond this final funding date. e. The duration for this project is two years, from approximately September 2024 to May 2026. Our Snakebite programme is a seven-year funding commitment ending in mid-2026, though we may support projects that continue past that point. f. Our Snakebite programme is a seven-year funding commitment until mid-2026. The timeframe for this project is approximately two years, from September 2024 to May 2026. No specific milestones have been pre-defined; these can be proposed by interested suppliers or refined during planning.



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		<ul style="list-style-type: none"> g. The primary goal of this initiative is to build on the momentum in the snakebite field. Interested suppliers are encouraged to propose activities that will be meaningful and impactful in line with the areas of work outlined. No specific milestones have been pre-defined; these can be proposed by interested suppliers or refined at the planning stage. h. Our programme has supported a variety of initiatives since 2019, which can be leveraged as potential points of engagement. We are also continuing to support new and ongoing projects with outputs that can be publicised, providing opportunities for broader engagement until the end of the programme. Further information is available on our website: Wellcome Snakebite Programme. i. No interim milestones have been pre-defined; interested suppliers may propose them or collaborate with us to define and refine them at the planning stage. j. Our programme represents a seven-year funding commitment until mid-2026. The focus of this project is primarily external, aimed at informing and shaping the broader field. However, we expect to glean valuable insights for Wellcome's internal programme during this period. Various sustainability models will be considered during the course of this project. k. The estimated start date is September 2024, with an anticipated end in May 2026, when our programme concludes. No specific resource mobilisation targets have been set yet; these will be collaboratively defined and refined during the planning stage.
3.	Geographical distribution: <ul style="list-style-type: none"> a. Are the expected resource mobilization strategy and advocacy and stakeholder engagement plan global, or are 	Responses (in order):



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	<p>they limited to the 30 countries where the project is already in place?</p> <p>b. Are any geographic regions higher priority than others?</p> <p>c. Are there specific countries/geographies we are to focus on, and if so, which ones?</p> <p>d. Does Wellcome want legacy strategy to encompass all 30 countries in which it has been active? Does it have a preference for furtherance of projects under a particular ambition?</p> <p>e. Are there particular counties you would like to focus your resource mobilisation and communications activities on?</p> <p>f. Are you looking to implement resources mobilisation and communications in multiple languages through translations?</p>	<p>a. The geographic scope of this project is global and extends beyond the 30-plus countries in Wellcome's Snakebite portfolio.</p> <p>b. The geographic scope of this project is global and extends beyond the 30-plus countries in Wellcome's Snakebite portfolio.</p> <p>c. The geographic scope of this project is global and extends beyond the 30-plus countries in Wellcome's Snakebite portfolio.</p> <p>d. The primary goal of this initiative is to build on the momentum in the snakebite field, across all our ambitions and beyond. The geographic scope of this project is global and extends beyond the 30-plus countries in Wellcome's Snakebite portfolio.</p> <p>e. The geographic scope of this project is global and extends beyond the 30-plus countries in Wellcome's Snakebite portfolio.</p> <p>f. The decision on if and which materials to translate will be guided by the priorities outlined in the resource mobilisation and communication strategies, which will be collaboratively developed and implemented by the supplier and Wellcome.</p>
4.	<p>Budget :</p> <p>a. Do you have a sense of the expected budget / team size for this work? As it seems to leave open the possibility of an individual or team/s working on it.</p> <p>b. Is there a budget ceiling for this RFP?</p> <p>c. Does the budget include promotional materials, i.e. will the vendor have to shoulder most of the task of creating communications</p> <p>d. What are your budget expectations, and the ratio of that budget expected to be needed for delivering resource mobilisation versus communications and PR?</p>	<p>Responses (in order):</p> <p>a. We don't want your proposal to be restricted in scope or ambition, so please budget for the full cost required to complete the activity on time and comprehensively. While we are seeking suppliers with expertise in different areas, we also welcome proposals from partnerships or suppliers that cover only part of the scope of work, provided they can demonstrate how other areas can be integrated.</p>



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	<ul style="list-style-type: none"> e. What is the available budget for this RFP? Would you prefer a scalable programme with gold, silver, bronze options or a recommended core programme of work? f. A programme of this nature is very scalable - is there a budget threshold you would like us to work within? g. The consultancy work includes the development AND implementation of a stakeholder management plan. Which weight to give to the development of the plan vs its implementation, as this would impact the budget for the overall contract? h. Is there a range for the budget to be spent for the contract work? i. Do you have a budget in mind? Are there any budget limitation or consideration we need to be aware of? 	<ul style="list-style-type: none"> b. We don't want your proposal to be restricted in scope or ambition, so please budget for the full cost required to complete the activity on time and comprehensively. Interested suppliers are encouraged to propose an ambitious package of activities (optimal scenario) that will be meaningful and impactful in line with the goal of this project. However, as a charity, we will consider value for money as part of our evaluation criteria. c. Interested suppliers are encouraged to propose activities that will be meaningful and impactful in line with the areas of work outlined. The proposal should include the full estimate of all costs necessary for these activities, including communication services and materials where appropriate. Suppliers should also consider that they will be responsible for leading communications efforts in this project, so their team composition and timelines for deliverables should reflect this responsibility. d. We don't want your proposal to be restricted in scope or ambition, so please budget for the full cost required to complete the activity on time and comprehensively. No ratio between resource mobilisation and communications/PR has been defined. e. We don't want your proposal to be restricted in scope or ambition, so please budget for the full cost required to complete the activity on time and comprehensively. Interested suppliers are encouraged to propose an ambitious package of activities (optimal scenario) that will be meaningful and impactful in line with the goal of this project.



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		<ul style="list-style-type: none"> <li data-bbox="1184 444 1906 630">f. We don't want your proposal to be restricted in scope or ambition, so please budget for the full cost required to complete the activity on time and comprehensively. Interested suppliers are encouraged to propose activities that will be meaningful and impactful in line with the areas of work outlined. <li data-bbox="1184 638 1906 948">g. We do not have predetermined answers for this. The weight given to planning versus implementation should align with the project's scope and stakeholder engagement needs. As a general guideline, consider allocating approximately 20-30% of the effort to plan development and 70-80% to its implementation. The proportion of time and resources will vary, but interested suppliers should ensure their approach is flexible enough to adapt as needed, with a realistic budget reflecting this balance. <li data-bbox="1184 956 1906 1203">h. No. Wellcome will be guided by the supplier with regard to the budget to fulfil the proposal. We don't want your proposal to be restricted in scope or ambition, so please budget for the full cost required to complete the activity on time and comprehensively. Proposals are judged in part on the budget and value for money so it is helpful if you can ensure you have a detailed breakdown of the budget. <li data-bbox="1184 1211 1906 1364">i. We don't want your proposal to be restricted in scope or ambition, so please budget for the full cost required to complete the activity on time and comprehensively. However, as a charity, we will consider value for money as part of our evaluation criteria.
5.	Target investments /(ongoing) Funding:	<i>Wellcome does <u>not</u> share information relating to past or present partnerships.</i>



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	<ul style="list-style-type: none"> a. on resource mobilisation "to secure funding for the Snakebite programme beyond 2026" - does this mean to fund it in Wellcome, as a coalition or how exactly? As this would affect the strategy and tactics. b. What is Wellcome's role in post-2026 snakebite work: Is it still ongoing, or are you passing on the work to another organization? c. Is there a specific funding amount that Wellcome Trust hopes to secure through its resource mobilisation efforts? d. Should the contractor look equally at all the components of Wellcome snakebite programme for follow-on investors and partners? e. What is the estimated level of funding needed post-2026? What does Wellcome consider sufficient impact planning? f. Are there industries/sources from which legacy funding should not be sought (e.g Tobacco, palm oil/logging, pharma)? Are there other funding sources that should be avoided, or which Wellcome has already approached without success? g. Have you already got a target for the funding you would like to secure? h. Are there any particular investment areas that the proposal should be tailored to? (e.g. biomedical R&D (biologics, drugs, diagnostics), implementation research, health system and policy research, operational research) i. Which are the primary sources of funding / resources that you would like to target to strengthen the snakebite program: e.g., global health institutions, domestic (i.e. country level) public investment, private sector? j. Who are the current, ongoing partners Wellcome has in the snakebite field? k. Does the Snakebite program have existing funders or is it funded entirely by Wellcome Trust at this time? 	<p>Responses (in order):</p> <ul style="list-style-type: none"> a. The focus of this project is primarily external, aimed at informing and shaping the broader field. However, we expect to glean valuable insights for Wellcome's internal programme during its period. Various sustainability models will be considered during the course of this project. b. Our Snakebite programme is a seven-year funding commitment ending in mid-2026, though we may support projects that continue past that point. Various sustainability models will be considered during the course of this project. c. No specific resource mobilisation targets have been set yet; these will be collaboratively defined and refined during the planning stage. d. Yes. e. No specific resource mobilisation targets have been set yet; these will be collaboratively defined and refined during the planning stage. Wellcome considers sufficient impact planning to be a comprehensive approach that ensures a project achieves significant and measurable outcomes. This includes a balanced allocation of resources, with approximately 20-30% devoted to planning and 70-80% to implementation, adjusted according to the project's scope and needs. Effective planning defines clear objectives, incorporates success metrics, and ensures flexibility to adapt as needed, leading to sustained impact that aligns with Wellcome's broader mission.



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	<ul style="list-style-type: none"> <li data-bbox="331 448 1100 500">l. Where would donor funds be directed for the Snakebite program? Is there a public charity that will steward the funds? <li data-bbox="331 505 1100 557">m. What interest / commitment have you had from stakeholders to progress this programme of work beyond 2026? <li data-bbox="331 561 1100 613">n. What interest is there from the pharmaceutical industry in supporting research into snakebite treatments? <li data-bbox="331 618 1100 735">o. Which partners are currently supporting this programme in 2024 and do you have partners in mind to build relationships or are you looking for us to recommend these? Can you share details of this? <li data-bbox="331 740 1100 824">p. While we understand mapping will form part of the programme, do you have any key targets in mind for future funding? Are there any priority markets for engagement? 	<ul style="list-style-type: none"> <li data-bbox="1186 448 1885 695">f. Wellcome is committed to maintaining the highest ethical standards in all its activities, including resource mobilisation. Legacy funding should not be sought from industries or sources that contradict Wellcome's ethical policies or broader vision and mission. Industries such as tobacco, palm oil/logging, and others known for environmental harm or public health risks must be avoided. <li data-bbox="1186 699 1885 784">g. No specific resource mobilisation targets have been set yet; these will be collaboratively defined and refined during the planning stage. <li data-bbox="1186 789 1885 987">h. The focus of this project is primarily external, aimed at informing and shaping the broader field. Our programme has supported a variety of initiatives since 2019, across the full spectrum of research, from biomedical to implementation. All these can be leveraged as potential points of engagement. <li data-bbox="1186 992 1885 1304">i. The main sources of funding and resources to strengthen the snakebite landscape should come from a mix of diverse and strategic partners. This could involve global health institutions, domestic public investment, and private sector collaborations - those best placed to help maintain momentum for snakebite. The aspired composition of these sources for sustainable impact is something we expect the supplier to be able to advise us on, taking into account their expertise and insights into the broader funding landscape. <li data-bbox="1186 1308 1885 1393">j. Information about our programme, including a global map of our portfolio, can be found on our website: Wellcome Snakebite Programme.



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		<ul style="list-style-type: none">k. The Snakebite programme is a seven-year, £80 million programme launched by Wellcome, funded from our investments' portfolio. For information about how Wellcome is funded: https://wellcome.org/who-we-are/investments#l. We do not have predetermined answers for this. This project aims to uncover the most effective methods for maintaining long-term interest in snakebite. However, the specific mechanisms and processes to achieve this objective have not yet been defined.m. Our programme represents a seven-year funding commitment until mid-2026. The focus of this project is primarily external, aimed at informing and shaping the broader field. However, we expect to glean valuable insights for Wellcome's internal programme during this period. Our programme has supported a variety of initiatives since 2019, across the full spectrum of research. All these can be leveraged as potential points of engagement.n. The pharmaceutical industry has shown a general interest in supporting research into snakebite treatments, but further efforts are needed to establish a clear plan for moving forward.o. Information about our programme, including a global map of our portfolio, can be found on our website: Wellcome Snakebite Programme.p. No specific resource mobilisation targets have been set yet; these will be collaboratively defined and refined during the planning stage. The geographic scope of this



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		<p>project is global and extends beyond the 30-plus countries in Wellcome's Snakebite portfolio.</p>
6.	<p>Scope:</p> <ul style="list-style-type: none"> a. What is the frequency/ quantity of communications materials to be produced during the project timeframe (including expectations of video content, case studies, and social media content)? b. Are there already top line targets identified by the Wellcome Trust for resource mobilization and communications? c. Are bidders expected to play a role in the roll-out/ implementation of these strategies? d. Could we have more details on the scope of the project, especially anticipated deliverables. What is the final product for 2026 supposed to look like? A roadmap, report? e. In a nutshell, what's the problem that we are solving with this RFP? f. Will the chosen supplier directly engage/build connections with potential partners for Wellcome, or would it just involve identifying? g. Does Wellcome envision full divestment by 2026, or will it plan to fund a smaller and narrower set of activities? Are there priority elements of programme for which it seeks pre-2026 co-funding? h. will there be more information available related to the M&E component, in terms of expected scope (width and depth)? i. Please can you let us know the weighting and emphasis between 1) resource mobilisation and partnership building 2) communications and public relations j. When it comes to the legacy and culmination of the programme beyond 2026, do you foresee that Wellcome will be involved at an overarching level in continuing oversee and steer partner work, or will your work in effect be complete? 	<p>Responses (in order):</p> <ul style="list-style-type: none"> a. We do not have predetermined answers for this. Interested suppliers are encouraged to create a proposal outlining the activities and communication strategies they believe will best achieve the project's objectives. b. No specific resource mobilisation targets have been set yet; these will be collaboratively defined and refined during the planning stage. c. Yes. This project includes both planning and implementing resource mobilisation and communication strategies. d. We expect a roadmap of activities and deliverables to be proposed and implemented with the Wellcome team until 2026 to achieve the goal of sustaining momentum beyond 2026. This roadmap should outline key steps, timelines, and the processes required to ensure ongoing engagement and progress in the field. The focus is on establishing a clear pathway to maintain momentum after the programme's conclusion in 2026. e. This RfP addresses the lack of a sustainable global funding landscape for snakebite. Although there have been positive developments in recent years, especially with Wellcome's Snakebite programme launched in 2019, the overall funding for snakebite research and treatment remains uncertain and inconsistent. As our programme is set to conclude in 2026, this project seeks to establish a more stable and cohesive



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		<p>partnership approach to ensure that the progress made in snakebite can be sustained well into the future.</p> <ul style="list-style-type: none"><li data-bbox="1184 508 1908 662">f. Yes. This project encompasses both planning and implementing resource mobilisation and communication strategies. This involves identifying and engaging with potential partners to secure support for ongoing snakebite work beyond 2026.<li data-bbox="1184 670 1908 857">g. Our programme represents a seven-year funding commitment until mid-2026. The focus of this project is primarily external, aimed at informing and shaping the broader field. However, we expect to glean valuable insights for Wellcome's internal programme, across all our ambitions, during this period.<li data-bbox="1184 865 1908 1141">h. The chosen supplier will be tasked with developing and implementing a thorough metrics and evaluation plan to measure the impact of the Snakebite programme. This will involve utilising existing plans or core initiatives within the portfolio, in collaboration with the Wellcome team, as outlined in the RfP. More details regarding the scope, including the breadth and depth of the Monitoring & Evaluation (M&E) component, will be provided in the project documentation.<li data-bbox="1184 1149 1908 1369">i. No specific ratio has been defined between resource mobilisation and communications/public relations. However, interested suppliers should focus on developing a proposal that clearly outlines their approach to achieving the intended outcome of this project. It's essential to demonstrate how resource mobilisation, partnership building, and effective



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		<p>communications will work together to support the programme's success.</p> <p>j. Our programme represents a seven-year funding commitment until mid-2026. Even so, we will continue to support projects that extend beyond this final funding date. The focus of this project is primarily external, aimed at informing and shaping the broader field. However, we expect to glean valuable insights for Wellcome's internal programme, across all our ambitions, during this period.</p>
7.	<p>Request for shared Information & evaluation :</p> <ul style="list-style-type: none"> a. Besides Wellcome's snakebite website, are there additional materials on the Snakebite programme we can have access to? b. What have been the key challenges for the snakebite programme over the last seven years? c. How do you see the snakebite programme evolving in the future? Especially related to climate change and the impact on snake behaviour and population density. d. The programme launched in 2019, do you have impact metrics for success that you can share since then? What has worked well? What could be better? Is there a robust measurement already in place that you're looking to enhance? e. What are you most proud of from this programme to date? f. What are you most excited about for the future of the programme? g. What are you most worried about for this programme? 	<p>Responses (in order):</p> <ul style="list-style-type: none"> a. Beyond Wellcome's snakebite website, additional materials on the Snakebite programme will be made available once a supplier is chosen. b. This RfP addresses the lack of a sustainable global funding landscape for snakebite. Although there have been positive developments in recent years, especially with Wellcome's Snakebite programme launched in 2019, the overall funding for snakebite research and treatment remains uncertain and inconsistent. Other specific challenges will be discussed with the chosen supplier in more detail at the planning stage. c. We acknowledge the connection between climate change and its potential impact on snake behaviour and population density, and we recognise that it may play a role in the future evolution of the snakebite field. However, in-depth discussions on these aspects are expected to occur at a later stage, particularly if they are identified as critical to achieving the goals of this RfP.



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	<ul style="list-style-type: none"> h. Does the programme already have an initial resource mobilisation strategy, or would the chosen supplier be working from scratch? i. How are you currently measuring the impact of Ambition 3? j. Are you able to share any information about Wellcome's potential role post-2026? Primarily, whether there is likely to be a scaling back of resource. k. Existing Data and Material: Have assessments been conducted to analyze the challenges in resource mobilisation for the snakebite programme? If yes, could they be shared? l. Has there been any evaluation of the existing programme, and would it be possible to receive this to review if so? m. What does success look like to you? Where do you want to get to by 2026 and do you have a sense of what <i>beyond</i> 2026 tangibly looks like? n. Have you conducted any work to develop key messages and map on potential funders and advocacy partners that could be adapted for this project, or is this project starting from the beginning? o. Do you already have a metrics and evaluation framework for the Snakebite programme, or would this piece of work be starting from the beginning? 	<ul style="list-style-type: none"> d. The chosen supplier will be tasked with developing and implementing a thorough metrics and evaluation plan to measure the impact of the Snakebite programme. This will involve utilising existing plans or core initiatives within the portfolio, in collaboration with the Wellcome team, as outlined in the RfP. More details regarding the scope, including the breadth and depth of the Monitoring & Evaluation (M&E) component, will be provided in the project documentation. e. We're proud of the progress and impact the programme has achieved so far, especially in raising awareness and fostering new collaborations within the field. We've seen positive steps towards our goals and have laid a strong foundation for further advancements. We have built a global portfolio, supporting research projects that take place in, and involve partners from over 30 countries. While there's still work to be done, we're encouraged by the dedication and commitment of our recipients and partners. f. We're excited about the potential for the programme to make a lasting impact and drive significant change in the field. The collaborations and partnerships we've established offer promising opportunities for innovation and growth. We're eager to see how these efforts can lead to new solutions and improved outcomes in the future. g. One of our primary concerns for the programme is ensuring sustainable funding and long-term support, given the unpredictable nature of resource mobilisation. We're also mindful of the potential challenges posed by changing circumstances, such as evolving stakeholder priorities or global events that could impact our



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		<p>progress. Addressing these issues requires careful planning, adaptability and specific expertise, which is why we have opened this RfP.</p> <ul style="list-style-type: none"><li data-bbox="1184 532 1894 911">h. The programme has some preliminary concepts and directions for resource mobilisation, but it does not have a fully developed strategy. The chosen supplier would be expected to build on this initial groundwork and create a comprehensive resource mobilisation plan. The proposal at this stage should be designed to flexibly incorporate Wellcome's preliminary concepts and directions. We will work closely with the chosen supplier as they develop their plans, which will involve assessing potential funding sources, identifying key partners, and establishing a clear pathway to secure the necessary resources.<li data-bbox="1184 919 1894 1008">i. Further details on the existing Monitoring & Evaluation (M&E) strategy, covering all our ambitions, will be provided in the project documentation.<li data-bbox="1184 1016 1894 1170">j. Our Snakebite programme is a seven-year funding commitment ending in mid-2026, though we may support projects that continue past that point. Various sustainability models will be considered during the course of this project.<li data-bbox="1184 1179 1894 1203">k. Not that we are aware of.<li data-bbox="1184 1211 1894 1357">l. Most reviews have been internal, so there's nothing we can share at this point. However, we will work closely with the chosen supplier to ensure they have the necessary insights and information as they develop their plans.<li data-bbox="1184 1365 1894 1414">m. Success for us means creating a sustainable and impactful programme that advances the field of



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		<p>snakebite. By 2026, we aim to have established a robust network of partnerships, secured significant resources, and achieved measurable progress in reducing the impact of snakebites. Beyond 2026, success would be a landscape where key initiatives started by the programme continue to grow and evolve, with ongoing support from stakeholders and enduring benefits for affected communities.</p> <ul style="list-style-type: none"> n. We have a wealth of expertise and contacts built over the course of five years, but we're expecting the supplier to work with us on organising our insights into something strategic and operational. While we've developed some key messages and have a general sense of potential funders and advocacy partners, this project aims to refine and adapt those elements into a more cohesive strategy. It's not entirely starting from scratch, but there is significant work to be done to map out the best approach for resource mobilisation and advocacy. o. The chosen supplier will be tasked with developing and implementing a thorough metrics and evaluation plan to measure the impact of the Snakebite programme, as outlined in the RfP. This involves building on existing metrics and plans within the portfolio, in collaboration with the Wellcome team, so it's not entirely starting from scratch. Further details regarding the scope, including the breadth and depth of the Monitoring & Evaluation (M&E) component, will be provided in the project documentation.
8.	<p>Communication & PR:</p> <ul style="list-style-type: none"> a. For communications & PR support, do you have any support in-house to support activities such as journalist engagement, 	<p>Responses (in order):</p> <ul style="list-style-type: none"> a. For communications and PR support, any in-house assistance is limited to aligning with Wellcome's brand and providing minor guidance where possible. The



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	<p>or would the activation be the responsibility of the chosen supplier?</p> <p>b. Is there scope for running social media campaigns and is paid social media promotion an element that need to be integrated into the strategy?</p> <p>c. How have you typically coordinated communications and media relations for this programme, and do you believe it has supported your organisational goals? What could be improved/enhanced?</p> <p>d. Do you have any high-profile spokespeople involved with the programme?</p>	<p>primary responsibility for activities like journalist engagement and broader activation will rest with the chosen supplier. While we'll offer oversight and advice to ensure consistency with our brand, the supplier should be prepared to take full ownership of these tasks.</p> <p>b. Social media campaigns and promotion may be included if they are relevant to the resource mobilisation and communications strategies and are part of the critical path to achieving the project goals. If paid social media campaigns and promotion are part of the supplier's proposal, then the cost should be accounted for in their budget.</p> <p>c. Although we've received in-house support for communications and media relations in the past, we're now seeking tailored support to meet the specific goals of our programme and this project, with a strong focus on resource mobilisation.</p> <p>d. No, not yet. But this is something we're open to exploring if it aligns with the critical path to achieving the goals of this project.</p>