

REQUEST FOR PROPOSALS

Issue Date: October 10, 2011

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Development of a “Private Sector Engagement Guide for Every Woman Every Child” to accelerate the implementation of the UN Secretary General’s Global Strategy for Women’s and Children’s Health

1. About PMNCH

The Partnership for Maternal, Newborn & Child Health (PMNCH, www.pmnch.org) is the leading independent global alliance of 400 + member-organizations dedicated to accelerate achievement of the Millennium Development Goals 4 and 5 relating to reproductive, maternal and child health. The Partnership’s members include: donors governments, partner countries, private foundations, NGOs, academia, health professionals, multilaterals and most recently, the private sector.

PMNCH’s vision is a world where all women and children receive the care they need to live healthy, productive lives. It has been instrumental in designing and supporting the implementation of the United Nations Secretary General’s *Global Strategy to Improve Women’s and Children’s Health* and *Every Woman Every Child* campaign through a partner centric approach to enhance members’ interactions and utilize their competitive advantages to improve women and children’s health. Its aim is to enhance members’ interactions and the use of their comparative advantages to achieve the following key objectives:

- **KNOWLEDGE** - Build consensus on, and promote evidence-based high-impact interventions and means to deliver them through harmonization;
- **ADVOCACY**- Contribute to raising the required financial and other resources to improve maternal, newborn and child health, and accelerate the achievement of MDG 4 and 5; and
- **ACCOUNTABILITY** -Track partners' commitments and measurement of progress for accountability.

PMNCH is hosted and administered by the World Organization Health in Geneva; it has an independent multi-stakeholder Board chaired by Dr. Julio Frenk, Dean of the Harvard School of Public Health.

2. Background

In 2010, with only 5 years left to achieve MDGs, the UN Secretary General Ban Ki-moon launched a joint effort, *The Global Strategy for Women and Children’s Health* and its supporting *Every Woman Every Child* (www.everywomaneverychild.org) campaign, to unite all stakeholders to work together and accelerate progress towards MDGs 4 and 5 and save 16 million lives by 2015. The Innovation Working Group (IWG) led by Norway and Johnson & Johnson, was established to catalyze cost-effective innovations and innovative public-private

partnerships to accelerate the implementation of the Global Strategy, working through key actors across the international community and the private sector. In 2010, global stakeholders, including several leading companies, committed a total of \$40 billion to the Global Strategy through financial means, other resources and programs. In 2011, many more businesses made new and expanded commitments. However, we are still far to tap into the potential of the private sector and sustainable public-private partnerships to drive change and significantly improve women's and children's lives.

In support of these efforts, PMNCH in collaboration with the IWG plans to commission the development of a **“Private Sector Engagement Guide for Every Woman Every Child.”** The Impact Guide will aim to outline specific and practical opportunities for private sector engagement through its core business, strategic CSR projects and existing partnerships to deliver the most impact in reproductive, maternal, newborn and child health (RMNCH). This will implement the Global Strategy and Every Woman Every Child campaign, based on identified public health needs and gaps (demand driven rather than supply driven). Initially, it will focus on five industry sectors:

- digital technologies (ICT/mobile)
- diagnostics/medical devices
- pharmaceuticals
- media/communication/entertainment (including social media)
- financial services (banking, insurance, microinsurance)

For this assignment, PMNCH is seeking a highly skilled, forward thinking consultancy with an exceptional track record working with business, technology and leading global health actors in areas of innovation, sustainable business models, social impact, shared value, public-private partnerships and Millennium Development Goals.

3. Tasks and Deliverables

The Private Sector Engagement Guide will serve as a practical “where, what, how to” guide in the ongoing commitment development process for the private sector and other partners. It will identify areas of contribution and innovation for the most impact, where sustainability and scalability are of critical importance for success. It will provide practical guidance across RMNCH “Continuum of Care”¹ and the Global Strategy on areas where digital technologies (ICT/mobile), diagnostics, pharmaceuticals, media/communication/entertainment (including social media) and financial services sectors have the potential to make the most impact on women's and children's health. The Engagement Guide will be an innovative visually attractive and practical guide, useful to businesses and their partners for business development and social impact strategies.

We envision a two-step process; this RFP covers the first step. The second step, anticipated in first half of 2012, will focus on the implementation of solutions in 5-7 select priority countries in collaboration with key global stakeholders.

¹ Integrated service delivery for mothers and children from pregnancy to delivery, the immediate postnatal period, and childhood. Such care is provided by families and communities, through outpatient services, clinics and other health facilities.

The Private Sector Engagement Guide will consider the following areas of contribution and innovation where the private sector can make the most impact: (1) R&D of products technologies and services, (2) delivery and access to RMNCH essential interventions (3) capacity building of skilled health workers (4) infrastructure development (5) financing and required policies/regulations. These guiding documents will consider factors of impact and sustainability (business models) and highlight best case examples with evidence.

The Private Sector Engagement Guide will include:

1. Introduction document – The Global Strategy for the private sector

- Summarize the Global Strategy in business terms and look at it through the lens of the private sector clearly outlining the Global Strategy priorities.
- Include a section on key RMNCH needs, related health systems bottlenecks and priority levels where the private sector can deliver the most impact at global, regional and local levels.
- Clarify, from the private sector perspective requirements for businesses to effectively engage in implementing the Global Strategy.²³

2. Industry specific documents

Stand alone short guiding documents for each of the five business sectors clearly identifying priority areas and overlaps of possible practical contributions and innovations⁴ by the industry to implement the Global Strategy and address key health needs and challenges⁵. This can be delivered through its core competences, including both core business and strategic CSR/strategic philanthropy, and be applied across the Continuum of Care to support the implementation of the Global Strategy. Key industry competencies that are to be considered with specific needs relevant to improving RMNCH: (1) R&D of products, technologies and services (2) delivery and access to RMNCH essential interventions (3) capacity building of skilled health workers (4) infrastructure development (5) financing and policies/regulations. These guiding documents will consider factors of impact, scalability and sustainability (business models), and provide best-case examples with known evidence.

The following tasks will be required:

- Develop consultancy plan and timeline in close collaboration with the private sector focal point at PMNCH and other PMNCH staff;
- Work in collaboration with PMNCH private sector focal point through consultations with select private sector champion companies and other select key PMNCH partners,;
- Provide succinct briefings on the progress of work to the PMNCH private sector focal point;

²The Global Strategy, see link at www.everywomaneverychild.org

³ PMNCH document on RMNCH needs and challenges, see <http://portal.pmnch.org/downloads/Needs-and-Challenges.pdf>

⁴ The 2011 Global Campaign Report: Innovating for Every Woman Every Child

⁵ See footnotes 2,3. For more background see Section 8, Other references, in particular 2, 6, 7 and 10.

- Develop a draft Engagement Guide for the PMNCH Board by mid December, with a brief ppt presentation for PMNCH Executive Committee on December 13;
- Finalize the Engagement Guide and ppt presentation by January 20, 2011 for potential launch at WEF in Davos January 25-29, for practical use by companies and include it in the PMNCH Series of Knowledge Summaries (<http://portal.pmnch.org/>).

4. Target Audience and Distribution

- Primary target audience is the private sector (for-profit companies). In particular, multinational, regional and national companies engaged in areas of global health and RMNCH with the potential to develop new or extended commitments to implement the Global Strategy and deliver results;
- Secondary audience would include private sector partners and MDG advocates engaged and influencing public-private partnerships (governments – both donors and implementing countries, multilateral organizations, NGOs, academia, health professionals, and private foundations);
- Actively distribute to PMNCH members and partners, while also being available on websites including Every Woman Every Child, PMNCH, PMNCH Knowledge Portal, HUB and other relevant sites.

5. Requirements/Competencies

- Exceptional track record in delivering innovative, practical and sustainable solutions addressing global health challenges. Working with both industry (across various industry sectors, and in particular with ICT/mobile, pharmaceutical, diagnostic, media and financial services sectors) and public health actors at a global, regional and local level;
- Excellent understanding of current global health and international development landscape, including Millennium Development Goals, in particular MDG 4,5, and 6, as well as critical synergies between MDGs and other key development drivers ;
- Knowledge of the UN Secretary's General's Global Strategy for Women's and Children's Health and challenges to accelerate improvement of women's and children's health
- Practical understanding of incentives for private-public collaboration in public health, and importance of inter-sectoral collaborations;
- Understanding of innovative and sustainable business models and multi-stakeholder partnerships, to improve delivery of healthcare and impact social and economic development;
- Understanding of private sector involvement in RMNCH, through their core business, capabilities, value chains, social investments and philanthropic contributions, as well as public advocacy and policy dialogue from the workplace, market place and supply chain to the community;
- Excellent knowledge of health and socio-economic impact assessment tools;
- Forward thinking, cutting edge, creative and innovative consultancy;
- Outstanding oral and written communication and presentation skills, visual/graphic in particular.

6. Activity Duration

Expected duration of assignment will be October – mid January, 2011, with draft Engagement Guide delivered by mid December and finalized by January 20.

7. Place of Performance

Work performed over the duration of the contract will be undertaken mostly in consultancy's offices or as need be at PMNCH. Limited amount of travel may be required.

8. Other references to be considered

1. 2010 and 2011 Commitments to the Global Strategy, see complete listing at www.everywomaneverychild.org
2. The PMNCH 2011 Report “Analyzing Commitments to Advance the Global Strategy Women’s and Children’s Health” www.pmnch.org
3. PMNCH Knowledge Summaries 1-15 <http://portal.pmnch.org/knowledge-summaries>
4. “Innovating for every Woman Every Child,” The Global Campaign for the Health Millennium Development Goals 2011 www.everywomaneverychild.org
5. The Global Strategy, Innovation Working Group (IWG), www.everywomaneverychild.org
6. Countdown to 2015 www.countdown2015mnch.org
7. Essential Interventions in RMNCH (outcomes from PMNCH consensus meeting September 2011 in Geneva, to be finalized in October 2011 and available on the PMNCH website)
8. “Investing in Women’s and Children’s Health,” private sector engagement brochure developed for the 2010 PMNCH Partnership Forum in New Delhi November 2010, by PMNCH, IBLF and mHealth Alliance www.pmnch.org
9. PMNCH Private Sector Documents, see PMNCH Board meetings 8, 9 and 10 www.who.int/pmnch/about/steering_committee/boardmeetings/en/index.html
10. The Recommendations of the Commission on Information and Accountability www.who.int/topics/millennium_development_goals/accountability_commission/en/
11. The Broadband Commission, Health Working Group www.broadbandcommission.org

9. Instructions to Bidders

Your application should be concise and structured,. It should explain, in detail, your ability, capacity and resources to provide the requested services. Please ensure the proposal reflects the key references outlined in Section 3 and other references listed in Section 8 of this Request for Proposals. Indicative budget for the project is US \$70.000-\$90.000. The application deadline is **Thursday, October 20, 2011** (COB, Central European Time). Your application must include the following elements:

- Cover Letter outlining your qualifications for this assignment
- Resume CVs if a team is proposed
- Proposed approach (concept note)
- Itemized cost proposal
- Assessment of the time needed to complete the tasks.

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Questions may be directed in writing to the same address.