



**World Health
Organization**

Social Marketing Assignment for Leprosy- Key Message & Content development, Content Production

Request for Proposals (RFP)

Proposal Reference

RFP-2026-015

Country Office/Unit Name

WCO-SRL / HPDP

Issued on

Wednesday, August 19, 2026

Closing date

Wednesday, September 2, 2026

Closing Time

04:00 PM

Time Zone

UTC + 5:30 hours

Section 1: Cover Letter

Dear Proposers,

The World Health Organization, hereinafter referred to as WHO, hereby invites prospective Proposers to submit a proposal in accordance with the General Conditions of Contract and the Terms of Reference as set out in this Request for Proposal (RFP).

To enable you to submit a proposal, please read the following attached documents carefully.

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If you are interested in submitting a proposal in response to this RFP:

1. Please acknowledge receipt of this RFP by completing and returning the Letter of Intent in Annex A, indicating your intention to submit a proposal or not, no later than **Monday, August 24, 2026**
2. Please submit any requests for clarification no later than **Thursday, August 27, 2026**
3. Please prepare your proposal in accordance with the requirements and procedures outlined in this RFP and submit it no later than **Wednesday, September 2, 2026**

All WHO vendors are required to comply with the [United Nations Supplier Code of Conduct](#). We encourage all Proposers to join the [United Nations Global Compact](#) and [support the Women's Empowerment Principles](#) (WEP).

For guidance on how to register as a supplier in UNGM and use WHO's e-tendering system, please refer to the following resources: [Instructions on how to register with WHO and access WHO tenders](#) , [UNGM Help Center](#) and [UNGM/In-Tend support](#)

We look forward to receiving your competitive proposals.

Section 2: General Instructions to Proposers

GENERAL	
1. About WHO	The World Health Organization (WHO) was established in 1948 as a specialized agency of the United Nations. The objective of WHO (www.who.int) is the attainment by all peoples of the highest possible level of health. "Health", as defined in the WHO Constitution, is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. WHO's main function is to act as the directing and coordinating authority on international health work.
2. Scope	Proposers are invited to submit a proposal in line with the Terms of Reference (Section 5) and the requirements of this RFP, including any written amendments. A summary of the scope is provided in Section 3: Specific information about this RFP.
3. Interpretation of the RFP	This RFP is conducted in accordance with Policies and Procedures of WHO, a summary of which is accessible at WHO's website: WHO Procurement: principles and processes . Any proposal submitted will be regarded as an offer by the proposer and does not constitute or imply the acceptance of the proposal by WHO. WHO is under no obligation to award a Contract to any proposer as a result of this RFP.
4. Eligible Proposers	Proposers shall have the legal capacity to enter into a binding contract with WHO. All WHO suppliers must abide to the UN Supplier Code of Conduct, which is available at the following link: UN Supplier Code of Conduct. Proposers must submit a signed Self-Declaration form included in this RFP. Proposers will be excluded if: • They are bankrupt, undergoing court administration, have suspended business, are under creditor arrangements, or in similar situations under national law. • They or individuals with decision-making power have been found guilty of fraud, corruption, involvement in criminal organizations, money laundering, terrorism-related offenses, child labor, or human trafficking. • They or such individuals have been found guilty of financial irregularities. • They misrepresent or fail to provide required information under this RFP or during evaluation. • They have a conflict of interest, as determined solely by WHO. This includes associations with firms involved in preparing specifications for this procurement or any other conflicting situation. • They appear on sanction or ineligibility lists, including the UN Security Council, UN Ineligibility List, World Bank's non-responsible vendors list, or World Bank ineligible firms and individuals list. WHO may also exclude proposers for other reasons, at its discretion.
SOLICITATION DOCUMENTS	
5. Clarification of solicitation documents	Proposers may request clarifications on any of the RFP documents no later than the date and time indicated in Section 3: Specific Information to this RFP. Any request for clarification must be sent in writing in the manner indicated in Section 3: Specific Information to this RFP. Explanations or interpretations provided by personnel other than the named contact person will not be considered binding or official. WHO will provide the responses to clarifications through the method specified in Section 3: Specific Information to this RFP. No individual presentations or meetings with Proposers will be allowed before the proposal submission deadline. From the issuance of this RFP until final selection, contact with WHO officials is not permitted, except through formal queries as outlined, or if WHO initiates a presentation or meeting as per the RFP terms.
6. Amendment of solicitation documents	WHO may, at any time before the closing date for submission of proposals, for any reason, whether on its own initiative or in response to a clarification requested by a (prospective) proposer, modify the RFP by written amendment. Amendments will be made available to all prospective Proposers. If the amendment is substantial or for other reasons, WHO may extend the Deadline for submission of proposals.
PREPARATION OF PROPOSALS	
7. Cost of preparation of the proposal	The proposer shall bear all costs related to the preparation and/or submission of the proposal, regardless of whether its proposal is selected or not. WHO shall not be responsible or liable for those costs, regardless of the conduct or outcome of the procurement process.

8. Language	The proposal, as well as any and all related correspondence exchanged by the proposer and WHO, shall be written in the language(s) specified in Section 3: Specific Information to this RFP.
9. Documents comprising the proposal	The proposal shall comprise of the forms requested in Section 7: Proposal forms as well as any associated documentation requested in the RFP
10. Technical proposal format and content	The proposer must submit a technical proposal addressing all requirements in Section 4 (Evaluation Criteria), attaching the forms provided in Section 7 and responding to RFP requirement as described in Section 5 - Terms of Reference. The technical proposal shall not include any price or financial information. A technical proposal containing material financial information may be declared non-responsive.
11. Financial proposal	The financial proposal shall be prepared using the form provided in Section 7 and taking into consideration the requirements in the RFP. The proposal shall list all major cost components associated with the services, and the detailed breakdown of such costs. Any output and activities described in the technical proposal but not priced in the financial proposal, shall be assumed to be included in the prices of other activities or items as well as in the final total price. Prices and other financial information must not be disclosed in any other place except in the financial proposal.
12. Prices, Duties and taxes	WHO is entitled to tax exemption by reason of the Privileges and Immunities it enjoys, subject to the conditions included in the WHO General Terms and Conditions in Section 6. During bidding, vendors must submit prices excluding taxes. However, in jurisdictions / countries where VAT is mandatory, as evidenced by the vendor, the selected vendor will include VAT on invoices to WHO. The respective Finance team at Headquarters, Regional Office, or Country Office, will handle refund claims with the relevant authorities in accordance with applicable tax laws and procedures in that jurisdiction / country. Any quantity or other discounts (e.g.: volume discounts) shall be clearly indicated. Prices quoted by the Proposer shall be fixed during the proposer's performance of the contract. Any adjustment or revision to the prices shall only be made effective upon agreement based on written amendment signed by both parties.
13. Currencies	Prices may be quoted in US Dollar, or any currency of the proposer's choice, unless otherwise stipulated in Section 3 Information Specific to the RFP. However, for the purposes of comparison of all offers, WHO will convert the currency quoted in the offers to USD, in accordance with the UN Operational Rate of Exchange on the closing date for proposal submission specified in Section 3: Specific information about this RFP.
14. Proposal validity period	Proposals shall remain valid for the period specified in Section 3: Specific information about this RFP commencing on the deadline for submission of proposals. A proposal valid for a shorter period may be rejected by WHO and rendered non-responsive. During the proposal validity period, the proposer shall maintain its original proposal without any change, including the availability of the key personnel, the proposed rates and the total price. In exceptional circumstances, prior to the expiration of the proposal validity period, WHO may request Proposers to extend the period of validity of their proposals.
15. Joint Venture, Consortium or Association	Two or more entities may form a joint venture or consortium and submit a joint proposal offering to jointly provide the services described in the proposal. Such a proposal must be submitted in the name of one member of the consortium hereinafter the "lead organization". The lead organization will be responsible for undertaking all negotiations and discussions with, and be the main point of contact for, WHO. The lead organization and each member of the consortium will be jointly and severally responsible for the proper performance of the contract
16. Only one proposal	Each proposer, including individual members of any Joint Venture, may submit only one proposal—either independently or as part of a Joint Venture. Proposals will be rejected if any of the following apply: • They share at least one controlling partner, director, or shareholder. • One has received a direct or indirect subsidy from another. • They have the same legal representative for this RFP.

	• They are related in a way that gives access to or influence over another's proposal. • They are subcontractors to each other, or a subcontractor also submits a separate proposal as a lead proposer. • Key personnel are proposed in more than one team (this does not apply to subcontractors appearing in multiple proposals).
17. Alternative proposals	Unless otherwise specified in Section 3: Specific information about this RFP, alternative proposals shall not be considered. If submission of alternative proposal is allowed in Section 3: Specific information about this RFP, a proposer may submit an alternative proposal but only if it also submits a proposal conforming to the RFP requirements. Where the conditions for its acceptance are met, or justifications are clearly established, WHO reserves the right to award a contract based on an alternative proposal.
18. Pre-proposal conference	When appropriate, a pre-proposal conference will be held at the date, time, and location specified in Section 3: Specific information about this RFP. If marked as mandatory, non-attendance will result in ineligibility to submit a proposal. If not mandatory, non-attendance will not lead to disqualification.
19. Site inspection	If specified in Section 3: Specific information about this RFP, a site inspection will be held at the indicated date, time, and location, following the given instructions. If marked as mandatory, failure to attend will render a proposer ineligible. If not mandatory, non-attendance will not lead to disqualification. Proposers are responsible for their own visa arrangements. The site inspection is for background information only, and any information provided is not binding unless confirmed by WHO in writing.
SUBMISSION AND OPENING OF PROPOSALS	
20. Instruction for proposal submission	The proposer shall submit a complete proposal in the format and with the documents required in Section 3: Specific information about this RFP, using the delivery method specified therein. Submission of a proposal implies that the proposer has accessed, read, understood, and agrees to comply with WHO's General and Contractual Conditions in Section 6.
21. Deadline for proposal submission	Complete proposals must be received by WHO in the manner, and no later than the date and time, specified in Section 3: Specific information about this RFP. In case of any doubt regarding the time zone, Proposers should refer to Section 3: Specific information about this RFP. It is the sole responsibility of Proposers to ensure their proposal is received by the stated deadline. Late submissions will not be possible or accepted. Proposers are strongly advised to take all necessary steps to ensure timely submission. WHO accepts no responsibility for proposals that are delayed due to technical issues and will consider only the actual date and time of receipt. WHO may, at its discretion, extend the proposal submission deadline by amending the solicitation documents in accordance with Clause 6 (Amendment of solicitation documents) of Section 2. In such cases, the new deadline will apply to all Proposers.
22. Withdrawal, substitution and modification of proposals	The proposer may withdraw its proposal any time after the proposal's submission and before the tender closing date of the proposals, provided a written and signed notice of the withdrawal is received by WHO prior to the closing date for the submission of proposals. No Proposal may be withdrawn in the interval between the closing date for submission of proposals and the expiration of the proposal validity period.
23. Proposal opening	Proposals will be opened after the deadline for proposal submission by the proposal opening committee There will be separate proposal openings for technical and financial proposals. The opening panel will open only the financial proposals of suppliers who meet the minimum criteria of the technical evaluation.
EVALUATION OF PROPOSALS	
24. Evaluation of proposals	WHO shall evaluate a proposal using only the methodologies and criteria defined in this RFP. No other criteria or methodology shall be permitted. WHO shall conduct the evaluation solely on the basis of the submitted technical and financial proposals. Evaluation of proposals shall be undertaken in the following steps: (i) preliminary examination.

	(ii) evaluation of minimum eligibility and qualification (if pre-selection is not done) / mandatory requirements (iii) evaluation of technical proposals on weighted scoring; and (iv) evaluation of financial proposals.
25. Preliminary examination	WHO shall examine the proposals to determine whether they are complete with respect to minimum documentary requirements, whether the documents have been properly signed, and whether the proposals are generally in order, among other indicators that may be used at this stage. WHO reserves the right to reject any proposal at this stage. Technical proposals found to contain financial proposal or pricing information will be rejected.
26. Evaluation of eligibility and qualification	Eligibility and qualification of the proposer will be evaluated against the minimum eligibility and qualification requirements specified in Section 4: Evaluation Criteria and in Clause 4 (Eligible Proposers) in Section 2.
27. Evaluation of technical and financial proposals	After the preliminary evaluation, the panel will assess technical proposals based on their responsiveness to the Terms of Reference and other RFP documents, using the evaluation criteria, sub-criteria, and point system in Section 4: Evaluation Criteria. Proposals that do not meet the minimum technical score will be considered non-responsive. Only the financial proposals of technically qualified Proposers will be opened and evaluated in the second stage. If required, WHO may invite technically responsive Proposers for a presentation, with conditions provided in the RFP. Presentations may be held at WHO offices or via tele/videoconference. The applicable evaluation method is indicated in Section 3: Specific information about this RFP, typically the combined scoring method based on both technical and financial scores.
28. Clarification of proposals	WHO may request clarifications or additional information in writing from Proposers at any stage of the evaluation. Responses must not alter the substance or price of the proposal, except to confirm corrections of any arithmetical errors identified by WHO, as outlined in the General Instructions to Proposers.
29. Nonconformities, reparable errors and omissions	Provided that a proposal is substantially responsive, WHO may request the proposer to submit the necessary information or documentation within a reasonable period in order to rectify nonmaterial nonconformities or omissions in the proposal related to documentation requirements. Such omission shall not be related to any aspect of the price of the proposal. Failure of the proposer to comply with the request may result in the rejection of its proposal. For financial proposals that have been opened, WHO shall check, and correct arithmetical errors as follows: - if there is a discrepancy between the unit price and the line item total that is obtained by multiplying the unit price by the quantity, the unit price shall prevail and the line item total shall be corrected, unless in the opinion of WHO there is an obvious misplacement of the decimal point in the unit price; in which case, the line item total as quoted shall govern and the unit price shall be corrected; - if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail, and the total shall be corrected; and - if there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetical error, in which case the amount in figures shall prevail. If the proposer does not accept the correction of errors, its proposal shall be rejected, and its proposal security may be forfeited.
AWARD OF CONTRACT	
30. Award criteria, award of Contract	Before the expiration of proposal validity, WHO will award the Contract to the qualified proposer based on the criteria set out in the tender document. WHO reserves the right to: award the Contract to any proposer, even if not the lowest.

	b) award separate contracts for different parts, components, or items to one or more proposers, even if not the lowest. c) accept or reject any proposal or cancel the entire solicitation process at any time before award, without liability or obligation to inform proposers of the reasons. d) award the Contract based on WHO's specific objectives to the proposer whose offer best meets the Organization's needs. e) decide not to award any contract.
31. Right to vary requirements at time of award	At the time the Contract is awarded, WHO reserves the right to revise the scope of the work or to increase or decrease the quantity of services originally specified in Section 5: Terms of Reference / Schedule of requirements, and without any change in the unit prices or other terms and conditions of the proposal and the solicitation document.
32. Notification of award	Prior to the expiration of the period of proposal validity, WHO will notify the successful proposer in writing via email or via a notification from e-tendering system. After signing the contract with successful vendor, the unsuccessful vendors will be sent a regret notification.
33. Payment terms	Full payment of 100% is due within 30 days following receipt and acceptance of services, upon receipt of the invoice.
34. Debriefing	WHO does not routinely offer debriefings to unsuccessful proposers. However, for tenders over \$300,000 or complex tenders, WHO may provide a debriefing upon written request. The request must be submitted within 30 calendar days of receiving the notification of non-award. The debriefing aims to highlight the strengths and weaknesses of the proposer's submission to help improve future proposals. It will not include discussion of other proposals or comparisons. Debriefings will be conducted only through in-person meetings, teleconference, or videoconference.
35. Proposal complaint	When a supplier believes that WHO did not follow its own procurement rules, the supplier may choose to raise a formal complaint. The Procurement Complaint Mechanism is only available to suppliers who: • Participated in a competitive procurement process and were not awarded a contract; and • The value of the contract award is higher than US\$ 300,000. A formal complaint must be submitted in writing within one month of the notification of the outcome of the competitive bidding process, to the following email address: procurementcomplaint@who.int and must include the minimum information detailed on the WHO website (WHO Procurement: frequently asked questions).
36. Publication of Contract award	WHO publishes on its contract awards webpage the list of contracts for acquired goods and services of a value of USD 25 000 or more. This information is published with due observance of the requirements of confidentiality and security. Further procurement data about WHO can be obtained through WHO's Procurement Report or at UNGM's Annual Statistical Report on UN Procurement ..
37. Performance Security	This is not mandatory; however, if specified in Section 3: Specific information about this RFP, the successful Proposer must provide a performance security in the stated amount and form within the specified timeframe after receiving the contract from WHO.

Section 3: Specific Information to this RFP

The following specific information shall complement, supplement or amend the provisions in [Section 2: General Instructions to Proposers](#). In case there is a conflict, the provisions herein shall prevail over those in [Section 2: General Instructions to Proposers](#).

Instructions to Proposer's article	Specific Instructions / Requirements
Scope of RFP (Article 2)	The reference number of this Request for Proposal (RFP) is RFP-2026-015 The services include the Social Marketing Assignment for Leprosy- Key Message & Content development, Content Production as further described in Section 5 of this RFP. The purpose of this RFP is to establish Contract
Clarification of the RFP (Article 5)	a) Contact details for clarification of solicitation documents should be sent to WHO by: ☒ Email address sesrlserviceprocurement@who.int ☐ Via UNGM e-tendering portal : Questions are to be submitted via the UNGM "Correspondence" tab b) Deadline for submitting requests for clarifications / questions: Date: 27 August 2026 Time 4:00 PM City and Country: Colombo, Sri Lanka Responses to requests for clarification will be communicated in writing by WHO to all proposers via same medium as stated above.
Language of the RFP (Article 8)	Language of this proposal shall be in English
Currency of proposal (preferred) (Article 13)	Prices included in the proposal shall be preferably quoted in LKR
Proposal validity (Article 14)	30 days from the deadline for proposal submission.
Alternative proposals (Article 17)	Shall be considered.
Pre-proposal conference (Article 18).	will not be held
Site Inspection (Article 19)	A site inspection will not be held.
Instructions for submission of Proposals (Article 20)	Allowable manner of submitting proposals: ☐ E-tendering (In-Tend): ☒ Email: sesrlserviceprocurement@who.int ☐ Other ATTENTION: Proposals which do not comply with the selected method of submission may be rejected.
Deadline for proposal submission (Article 21)	Public proposal opening will not be held CLOSING DATE: 02 September 2026 CLOSING TIME: 04:00 PM
Evaluation of technical and financial proposals (Article 24)	Evaluation will be based on the combined scoring method using a distribution of 50%: 50% of Technical Proposal to Financial Proposal respectively. This means that Technical Proposal will take 50% and Financial Proposal will take 50%. To be technically compliant, Proposers must obtain a minimum threshold of 70% of maximum points.
Performance Security (Article 37)	Not Required

Section 4: Evaluation Criteria

The evaluation criteria are divided into two.

A- Technical Evaluation Criteria Weighing 50%

B- Financial Evaluation Criteria Weighing 50%

A- TECHNICAL EVALUATION CRITERIA

The technical evaluation criteria will follow the below process

1. Preliminary examination.
2. Evaluation of minimum eligibility and qualification/mandatory requirements.
3. Technical Proposal Weighted Scoring.

1. Preliminary examination

WHO shall examine the proposals to determine whether they are complete with respect to minimum documentary requirements, whether the documents have been properly signed, and whether the proposals are generally in order, among other indicators that may be used at this stage. WHO reserves the right to reject any proposal at this stage. Technical proposals found to contain financial proposal or pricing information will be rejected

2. Minimum eligibility and qualifications (Mandatory Requirements)

The vendors proposals will be assessed on pass and fail methodology and failure in any of the criteria may exclude the vendor for consideration at next stage of weighted scoring. WHO deserves the right to seek clarification when a proposal contains unclear or ambiguous information that makes it difficult to evaluate the submission fairly against the published technical criteria.

Item	Minimum eligibility and qualifications (Mandatory Requirement)	Required supporting documents	Pass /Fail?
1.	<u>Corporate status of the company:</u> Proposer is a legally registered entity	Vendor to provide proof of registration or accreditation in form of incorporation certificate, trading licences by filling the form in Annex D	
2.	<u>Vendor Eligibility:</u> Vendor is not suspended, nor otherwise identified as ineligible, by any UN Organization, the World Bank Group or any other International Organization in accordance with Section 2: Clause 4.	Vendor to declare that its company is eligible by filling the form in Annex D	
3.	<u>Conflict of Interest:</u> The Proposer must have no conflict or perceived conflict of interest	Vendor to declare that he has no conflict / perceived conflict of interest by filling the form in Annex E	
4.	<u>Bankruptcy:</u> Proposer has not declared bankruptcy, is not involved in bankruptcy or receivership proceedings, and there is no judgement or pending legal action against the vendor that could impair its operations in the foreseeable future	Vendor to declare that he has no conflict / perceived conflict of interest by filling the form in Annex E	
5.	<u>Non-performing contracts and History of Litigation:</u> Vendor must declare that during the last 3 years, that its company has no non-performing contracts because of its company's default and that its company has no consistent history of court/arbitral award decisions against itself.	Vendor to declare that its company is eligible by filling the form in Annex D	
6.	<u>Company / Experience-</u> The proposer must have minimum 3 years of professional experience with a proven track record in videography and content creation (<i>For Joint Venture/Consortium/Association, all Parties cumulatively should meet the requirement</i>).	Company should provide a list of relevant projects that should demonstrate at least 3 years of relevant experience. Please fill form D	
7.	<u>Past performance:</u> The proposer must submit at least 5 short video productions developed (videos / links should be shared with the proposal)	Company / respondent should provide 5 AV materials developed Fill form D for the list of relevant projects	

N.B Failure in any of the above mandatory criteria will result in the vendors proposal not being considered for weighted Scoring.

3. Weighted Scoring Criteria

Vendors who pass the preliminary and minimum eligibility requirements will have their proposals evaluated using a weighted scoring system, depending on the quality and clarity of the submitted proposal. Each proposal will be assessed against the set criteria, and a weighted score will be calculated to determine the most technically and/or financially advantageous offer.

The number of points which can be obtained for each evaluation criterion is specified below and indicates the relative significance or weight of the item in the overall evaluation process. As indicated, these points or even the criteria can be changed depending on the RFP requirements

The scoring scale per criteria was defined as follows:

Criteria evaluated as:	Based on the following supporting evidence:	Corresponds to the % of maximum score
Excellent and fully detailed	Excellent evidence of ability to exceed requirements	100%
Substantially detailed	Good evidence of ability to exceed requirements	80%
Averagely detailed	Satisfactory evidence of ability to support requirements	50%
Marginally detailed	Marginally acceptable or weak evidence of ability to support requirements	20%
Very minimally detailed	Lack of evidence to demonstrate ability to comply with requirements	10%
No submission	Information has not been submitted or is unacceptable	0%

Weighted Criteria and maximum Score for each criteria is as follows.

Criteria		Max Points
	Technical capacity of the company (based on the company registration certificate, company profile and hyperlinks or access to sample videos included in the proposal)	
1	At least 3 years of professional experience with a proven track record in mass media advertising and social marketing, and ability to provide integrated campaign support (Including but not limited to creative conceptualization, mass media advertising, digital marketing, media planning)	10
2.	Familiarity with theatre or dramatic skit formats	07
3	Prior experience & success in public health campaigns of content related to the health sector	04
4	Previous experience working WHO and other UN agencies	03
	Qualifications of the team (based on CVs of team members)	
1.	A Strong creative team (director, scriptwriters, cinematographers, editors).	10
2	Ability to work in Sinhala and Tamil, with English translation support At least 5 AV materials developed (videos / links should be shared with the proposal)	08
3	Methodology and the timeline	08
Total		50

NOTE

- A minimum of **70%** is required to pass the technical evaluation. Non-technically compliant proposals will not be opened for commercial evaluation
- Rating the Technical Proposal (TP):

$$\text{TP Rating} = (\text{Total Score Obtained by the Offer} / \text{Max. Obtainable Score for TP}) \times 100$$

B- FINANCIAL EVALUATION

Once the technical evaluation is finalized, all evaluation panel members will sign the technical evaluation report. Only financial proposals from proposers who meet the minimum technical score, as indicated above, will be opened and evaluated. Proposals that do not meet the minimum technical threshold will be rejected.

The formula for the rating of the proposals will be as follows:

Rating the Technical Proposal (TP):

TP Rating = (Total Score Obtained by the Offer / Max. Obtainable Score for TP) x 100

Rating the Financial Proposal (FP):

FP Rating = (Lowest Priced or Cost Offer / Price or Cost of the Offer Being Evaluated) x 100

Total Combined Score:

(TP Rating) x (Weight of TP 50%+ (FP Rating) x (Weight of FP i.e.50% = Total Combined and Final Rating of the Proposal.

Section 5: Terms of Reference -Services

5.1 Introduction

WHO is seeking for a qualified, eligible and competent proposer for the Social Marketing Assignment for Leprosy- Key Message & Content development, Content Production

This requirement will lead to Long-Term Agreements (LTA), WHO deserves the right to award one or several vendors. In case of several awards for this requirement, subsequent streams of work will be awarded after secondary bidding from the LTA Holders.

5.1.1 Status

The Proposer shall be a Profitcompany/entity operating in the field of videography and content creation

5.1.2 Accreditations

An accreditation (ISO 9001 or equivalent; other **in a relevant field or specific accreditation/certification**) or an on-going accreditation process by a certified accreditation body ☒ **is required (mandatory)** ☐ **would be an asset (desirable).**

5.1.3 Previous experience

Mandatory:

- At least 3 years of professional experience with a proven track record in mass media advertising and social marketing, and ability to provide integrated campaign support (Including but not limited to creative conceptualization, mass media advertising, digital marketing, media planning)
- Familiarity with theatre or dramatic skit formats
- Personnel requirements (submit detailed CVs of the proposed team members)
A Strong creative team (director, scriptwriters, cinematographers, editors).
Ability to work in Sinhala and Tamil, with English translation support.
- The proposer must submit at least 5 AV materials developed (videos / links should be shared with the proposal)

Desirable

- Prior experience & success in public health campaigns of content related to the health sector
- Working experiences with WHO or UN agencies in similar work

5.1.4 Purpose of the technical assistance

The purpose of this technical assistance is to support the design, development, and implementation of a comprehensive social marketing campaign on leprosy in Sri Lanka, with the aim of improving public awareness, reducing stigma and discrimination, and promoting early detection and treatment.

Despite the availability of effective, free treatment services, leprosy continues to be associated with significant social stigma and misconceptions, which delay health-seeking behaviour and contribute to ongoing transmission. The technical assistance will provide specialized expertise in health communication, content development, and media engagement to address these barriers through evidence-based, culturally appropriate, and rights-based messaging.

Specifically, the assistance will enable the development of high-quality, multi-platform communication materials and campaigns tailored to diverse target audiences, using television, radio, and digital media channels. It will also support strategic media planning, audience targeting, and campaign dissemination to ensure optimal reach and sustained engagement.

In addition, the technical assistance will strengthen the capacity of the Anti-Leprosy Campaign to deliver standardized, stigma-free messages aligned with national guidelines and WHO recommendations, while ensuring coordination with key stakeholders including the Ministry of Health, WHO, and partners.

Overall, this support will contribute to enhancing public knowledge and attitudes, improving early case detection, and advancing Sri Lanka's goal of interrupting leprosy transmission and eliminating stigma by 2035.

Objectives

- Contribute to the reduction of stigma and interruption of leprosy transmission in Sri Lanka by 2035 through a high-impact communication campaign.
- Raise awareness about leprosy, its early signs and symptoms, and the availability of effective treatment.
- Promote early detection, timely diagnosis, and treatment-seeking behavior to prevent disabilities and reduce transmission.
- Challenge myths, misconceptions, and stigma associated with leprosy, fostering greater social acceptance and inclusion of affected persons.
- Encourage communities, families, and healthcare providers to support persons affected by leprosy and facilitate access to care.
- Develop engaging, culturally appropriate, and relatable video content for mass media, digital platforms, and community outreach to amplify key messages and drive behavior change.

Specific Objectives

- Increase awareness that leprosy is curable and treatment is free
- Promote early detection and healthcare seeking
- Reduce stigma and discrimination
- Encourage community and family support
- Strengthen visibility of Anti-Leprosy Campaign services

Work to be Performed

The selected agency will implement a high-impact communication campaign to contribute to the reduction of stigma and interruption of leprosy transmission in Sri Lanka by 2035. The assignment will be implemented through **two separate phases**, which may be contracted, implemented, and evaluated independently.

• Phase I – Research, Concept Development, and Content Production

This phase focuses on the development of evidence-based communication concepts and production of campaign materials.

Activity 1: Inception and Work Plan

The selected agency shall:

- Submit a detailed technical proposal outlining the methodology, implementation approach, and work plan.
- Provide a timeline for all activities and deliverables.
- Incorporate feedback from WHO and the Anti-Leprosy Campaign (ALC) prior to implementation.

Deliverable:

- Inception report and detailed work plan approved by WHO and ALC.

Activity 2: Research and Concept Development

The selected agency shall:

- Conduct field-level research if needed to assess community knowledge, attitudes, perceptions, and stigma related to leprosy.
- Identify barriers and facilitators to early diagnosis and treatment-seeking behavior.
- Develop a comprehensive campaign strategy, creative concepts, and key messages based on research findings.

- Ensure alignment of all messages with national leprosy policies, guidelines, and WHO technical recommendations.
- Work closely with ALC, which will provide technical guidance on the development of messages in Sinhala and Tamil.
- Recommend and engage one to two suitable Key Opinion Leaders (KOLs) to support campaign implementation, subject to approval by WHO and ALC.

Deliverables:

- Research findings report.
- Campaign strategy and communication framework.
- Key messages and creative concepts for approval.

Parallel execution is to be adopted, key messages, campaign concepts, and communication principles should first receive formal approval before downstream activities such as script development, production, translation, and dissemination planning commence to meet the time lines.

Activity 3: Content Development and Production

Based on the approved concepts, the agency shall develop and produce communication materials in Sinhala and Tamil.

The service provider is expected to develop, each addressing a different campaign theme.

Specific Deliverables:

- Four full-length skit videos (3–5 minutes each).
- Six television commercials (10-second TV spots) in Sinhala and Tamil.
- Four radio spots (10–15 seconds) in Sinhala and Tamil.
- Eight teaser videos (30–60 seconds each) for digital platforms.
- Ten social media reels (30–45 seconds each).
- Ten social media posts/graphics.
- Scripts and storyboards in English, with Sinhala and Tamil translations.
- Subtitled versions of all audiovisual materials as appropriate.
- Master files and broadcast-ready formats compatible with television, radio, digital platforms, and social media.

All materials must demonstrate professional production quality, cultural appropriateness, and adherence to campaign principles. Final products shall be submitted to WHO and ALC for review and approval prior to dissemination.

• Phase II – Media Planning, Dissemination, and Monitoring & Evaluation

This phase focuses on maximizing campaign reach and measuring impact.

Activity 4: Media Planning and Dissemination

The selected agency shall:

- Develop a comprehensive media placement strategy covering television, radio, social media, and other digital platforms.

- Identify target audiences and recommend audience-segmentation approaches.
- Optimize campaign reach, frequency, visibility, and audience engagement.
- Manage dissemination of approved content during a one-month campaign period.
- Coordinate media placements and provide evidence of dissemination.

Deliverables:

- Media strategy and placement plan.
- Dissemination schedule.
- Media placement and broadcasting reports.

Activity 5: Monitoring and Evaluation

The selected agency shall:

- Monitor campaign performance across all media channels.
- Track audience reach, engagement, impressions, and other relevant performance indicators.
- Analyze campaign effectiveness against agreed objectives.
- Document lessons learned and recommendations for future communication initiatives.

Deliverable:

- Comprehensive final campaign performance report, including media analytics, audience engagement metrics, lessons learned, and recommendations.

Financial and technical bids

The selected agency shall develop and implement a comprehensive media dissemination plan covering television, radio, digital, and social media channels. The financial proposal should clearly distinguish between:

- Creative development and content production costs.
- Media planning and campaign management costs.
- Media purchasing and placement costs (television, radio, digital advertising, boosted social media content, influencer/KOL fees, and other dissemination expenses).

The proposer shall provide a detailed breakdown of anticipated media purchasing costs by channel and audience segment. This will facilitate transparent evaluation of proposals and support efficient budget planning and campaign implementation.

Each phase should be managed as a standalone component, with separate deliverables, timelines, budgets, and evaluation processes.

Place of Performance

The locations for filming and production activities shall be proposed by the selected agency and submitted to WHO and ALC for review and approval prior to commencement of production activities.

Timelines

Revised Indicative Timeline (Subject to Confirmation)

Activity	Timeline
Contract Award / Start Date	24 August 2026
Phase I: Research, Concept Development and Content Production	24 August – 30 September 2026 (approximately 6 weeks)
Submission and Approval of Research Findings, Campaign Strategy and Key Messages	Within first 2 weeks of contract award
Submission and Approval of Scripts, Storyboards and Creative Concepts	Within first 4 weeks of contract award
Completion of Production and Final Approval of All Campaign Materials	By 30 September 2026
Phase II: Media Planning, Dissemination and Monitoring & Evaluation	October – December 2026
Media Planning and Placement Finalization	October 2026
Campaign Dissemination Period	October – November 2026 (2 months)
Monitoring, Analytics and Performance Tracking	Throughout dissemination period
Submission of Final Campaign Performance Report and Recommendations	By 15 December 2026
Project Completion	15 December 2026

Note: Phase I and Phase II may be contracted, implemented, and evaluated separately. Progression to Phase II will be subject to satisfactory completion and approval of Phase I deliverables by WHO and the Anti-Leprosy Campaign.

Campaign Principles

All campaign activities and deliverables must comply with the following principles:

- Rights-based and dignity-centered communication.
- No stigma, discrimination, or fear-based messaging.
- Promotion of inclusion and respect for persons affected by leprosy.
- Cultural and linguistic appropriateness for Sinhala and Tamil audiences.
- Evidence-based, technically accurate, and scientifically validated health information.
- Alignment with national policies and WHO guidance.

Target Audiences

The campaign will target:

- General population.
- Youth and young adults.
- Families and caregivers.
- High-risk and underserved communities.
- Community leaders and influencers.
- People affected by leprosy and their support networks.

5.2 Finance and accounting requirements.

Payments will be released by WHO against the satisfactory and timely submission of deliverables.

5.3 Performance monitoring

The Contractor will be evaluated on the

- the capacity to deliver products of an optimal technical quality within the agreed timelines.
- the proper and smooth process (including communication with the Technical Officer, and the focal point identified by the ALC).
- the service orientation and responsiveness to WHO's needs and expectations.

Section 6: General Conditions of Contract

6.1 General Conditions of the Contract for the Agreement for the Performance of Work (APW)

In the event of an Agreement for the Performance of Work (APW) is the resultant contract type, the General Conditions attached to the APW will be applicable and can be downloaded on the link below.

<https://www.who.int/publications/m/item/general-and-contractual-conditions>.

6.2 General Conditions of the Contract for the Technical Services Agreement (TSA)

In the event of a Technical Services Agreement (TSA) is the resultant contract type, the General Conditions attached to the TSA will be applicable and can be downloaded on the link below.

<https://www.who.int/publications/m/item/tsa-general-conditions>

6.3 Failure to access the general Conditions of Contract

In case the proposer fails to access and download the above General conditions, please contact us at the email procurement@who.int and the pdf copy will be sent to you

6.4 General conditions of the contract that will apply to this RFP

For this RFP, the following general conditions of the Contract will apply

Select One:

- ☒ General Conditions of the Contract for the Agreement for the Performance of Work (APW)
- ☐ General Conditions of the Contract for the Technical Services Agreement (TSA)

6.5. Acceptance of the general Conditions of Contract

By submitting a proposal in response to this RFP, the proposer confirms that they have accessed, read, understood, and accepted the General Terms and Conditions. The proposer further acknowledges that, if awarded the contract, these General Conditions shall apply.

Section 7: Returnable proposal forms

The following forms A-I (where applicable) must be submitted with the vendor's proposal. Failure to submit the mandatory completed forms may result in proposal rejection.

These forms include.

Nature of Form	Name of the Form
Mandatory	Annex A: Letter of Intent
Mandatory:	Annex B: Confidentiality Undertaking
Mandatory	Annex C: Proposal completeness form
Mandatory	Annex D: Information about the vendor and format of technical proposal.
Mandatory	Annex E: Acceptance form (Format of Financial Proposal)
Mandatory	Annex F Self Declaration Form
Mandatory for joint ventures	Annex G Joint Venture/Consortium/Association Information
Short description with intended durations of videos	Annex 1
Detailed Video Storyboards	Annex 2

Annex A: Letter of Intent

Please acknowledge receipt of this RFP by completing this form and submitting it under the “Correspondence” tab of UNGM by the date specified, in the Letter of Invitation or through the email indicated in the RFP

From: [Company]

UNGM
Number:

[Insert UNGM
number]

Subject RFP reference: RFP-2026-015

Check the appropriate box	Description
☐	YES , we intend to submit a proposal.
☐	NO . We are unable to submit a competitive proposal for the requested services at this time.

If you selected NO above, please indicate the reason(s) below:

Check applicable	Description
☐	The requested services are not within our range of supply.
☐	We are unable to submit a competitive proposal for the requested services at this time.
☐	The requested services are not available at this time.
☐	We cannot meet the requested terms of reference.
☐	The information provided for proposal purposes is insufficient.
☐	Your RFP is too complicated.
☐	Insufficient time is allowed to prepare a proposal.
☐	We cannot meet the delivery requirements.
☐	Sustainability criteria/requirements are too stringent (if applicable).
☐	We do not export.
☐	We do not sell to the UN.
☐	Your requirement is too small.
☐	Our capacity is currently full.
☐	We are closed during the holiday season.
☐	We had to give priority to other clients' requests.
☐	The person handling proposals is away from the office.
☐	We cannot adhere to your terms and conditions e.g. payment terms, request for Performance Security etc. <i>(please provide details below)</i> :
☐	We would like to receive future RFPs for this type of service.
☐	We do not wish to receive RFPs for this type of service.
☐ Other reasons	Click or tap here to enter text.

Annex B: Confidentiality Undertaking

1. The World Health Organization (WHO), acting through its Department / Business centre of [Click or tap here to enter text.](#) has access to certain information relating to **Social Marketing Assignment for Leprosy- Key Message & Content development, Content Production** which it considers to be proprietary to itself or to entities collaborating with it ("the Information").
2. WHO is willing to provide the Information to the Undersigned for the purpose of allowing the Undersigned to prepare a response to the Request for Proposal (RFP) for the **Social Marketing Assignment for Leprosy- Key Message & Content development, Content Production** Project ("the Purpose"), provided that the Undersigned undertakes to treat the Information as confidential and proprietary, to use the Information only for the aforesaid Purpose and to disclose it only to persons who have a need to know for the Purpose and are bound by like obligations of confidentiality and non-use as are contained in this Undertaking.
3. The Undersigned undertakes to regard the Information as confidential and proprietary to WHO or parties collaborating with WHO, and agrees to take all reasonable measures to ensure that the Information is not used, disclosed or copied, in whole or in part, other than as provided in paragraph 2 above, except that the Undersigned shall not be bound by any such obligations if the Undersigned is clearly able to demonstrate that the Information:
 - a) was known to the Undersigned prior to any disclosure by WHO to the Undersigned (as evidenced by written records or other competent proof);
 - b) was in the public domain at the time of disclosure by or for WHO to the Undersigned
 - c) becomes part of the public domain through no fault of the Undersigned; or
 - d) becomes available to the Undersigned from a third party not in breach of any legal obligations of confidentiality (as evidenced by written records or other competent proof).
4. The Undersigned further undertakes not to use the Information for any benefit, gain or advantage, including but not limited to trading or having others trading in securities on the Undersigned's behalf, giving trading advice or providing Information to third parties for trade in securities.
5. At WHO's request, the Undersigned shall promptly return any and all copies of the Information to WHO.
6. The obligations of the Undersigned shall be of indefinite duration and shall not cease on termination of the above-mentioned RFP process.
7. Notwithstanding any specific provision herein, this Undertaking and any dispute arising therefrom or relating thereto shall be governed by general principles of law, to the exclusion of any single national system of law. Any dispute arising from or relating to the Undertaking, including its validity, interpretation, or application, shall, unless amicably settled, be subject to conciliation. In the event the dispute is not resolved by conciliation within thirty (30) days, the dispute shall be settled by arbitration. The arbitration shall be conducted in accordance with the modalities to be agreed upon by the parties or, in the absence of agreement within thirty (30) days of written communication of the intent to commence arbitration, with the rules of arbitration of the International Chamber of Commerce. The parties shall accept the arbitral award as final.
8. Nothing in this Undertaking shall constitute or be deemed to constitute a waiver of any of the privileges and immunities enjoyed by WHO under any source of law, or as a submission to the jurisdiction of any national court or tribunal.

Acknowledged and Agreed:

Company Name:	Company name
Mailing Address:	Indicate your address.
Name and Title of duly authorized representative:	Indicate name and title of your authorized representative
Signature:	
Date:	Select date from drop down

Annex C: Proposal Completeness Form

To be filled by the vendor and submitted as guided. Please ensure Forms in the technical proposal must be separated from forms to be submitted in the financial proposal.

Form	Requirement	Completed in full (Yes/No)
Annex A	Letter of Intent <i>To be submitted before the closing date either by email or via In-tend Correspondence tab</i>	☐ Yes ☐ No
Annex B	Confidentiality undertaking form To be part of technical proposal	☐ Yes ☐ No
Annex C	Proposal completeness form To be part of technical proposal	☐ Yes ☐ No
Annex D	Information about Proposer To be part of technical proposal	☐ Yes ☐ No
Annex E	Financial Proposal To be part of financial proposal	☐ Yes ☐ No
Annex F	Self-Declaration Form To be part of technical proposal	☐ Yes ☐ No
Section 4: Technical Evaluation Criteria	Technical Proposal , including: - Executive Summary, - proposed solution, - approach/methodology, - timeline. Please provide all information including relevant attachments to make a robust proposal To be part of technical proposal	☐ Yes ☐ No
Form G	Joint venture Form To be part of technical proposal	☐ Yes ☐ No
Company Name:	Company name	
Mailing Address:	Indicate your address.	
Name and Title of duly authorized representative:	Indicate name and title of your authorized representative	
Signature:		
Date:	Select date from drop down	

N.B Combining or misplacement of proposals i.e. financial documents in technical envelope and technical documents in financial envelope may lead to the rejection of the proposal.

- If Submission of proposals is via a dedicated email, please first send the technical proposal only containing forms (B, C, D F and section 5.10) in the first email under the subject "TECHNICAL PROPOSAL". Please send a second email containing the financial proposal only including forms E and H under the subject "FINANCIAL PROPOSAL"
- If the submission is via In-Tend, please upload the technical proposal and all technical forms in the Technical Envelope. Upload the Financial proposal and all financial forms. In the Financial Envelope

Annex D: Proposer Information

RFP Reference	RFP-2026-015
Legal name of proposer	Click or tap here to enter text.
Legal address, city, country	Click or tap here to enter text.
Website	Click or tap here to enter text.
Year of registration	Click or tap here to enter text.
Proposer's Authorized Representative information	Name and Title: Click or tap here to enter text. Telephone numbers: Click or tap here to enter text. Email: Click or tap here to enter text.
Legal structure	Choose an item.
No. of full-time employees	Click or tap here to enter number.
No. of staff involved in similar contracts	Click or tap here to enter number.
Are you a UNGM registered vendor?	☐ Yes ☐ No If yes, insert UNGM Vendor Number
Years of supplying to UN organizations	Click or tap here to enter text.
Are you a WHO vendor?	☐ Yes ☐ No
Countries of operation	Click or tap here to enter text.
History of Bankruptcy	☐ Yes ☐ No If yes, explain in a separate sheet

History of Non-Performing Contracts

☐ No non-performing contracts during the last 3 years			
☐ Contract(s) not performed in the last 3 years			
Year	Non- performed portion of contract	Contract Identification	Total Contract Amount (current value in US\$)
		Name of Client: Address of Client: Reason(s) for non-performance:	

Litigation History and Legal Information

☐ No litigation history for the last 3 years			
☐ Litigation History as indicated below			
Year of dispute	Amount in dispute (state currency)	Contract Identification	Total Contract Amount (state currency)
		Name of Client: Address of Client: Matter in dispute: Party who initiated the dispute: Status of dispute: Party awarded if resolved:	

Previous Relevant Experience

Please list only previous similar assignments successfully completed in the last 3 years.

List only those assignments for which your company was legally contracted or sub-contracted by the Client or was one of the Consortium/JV partners. Assignments completed your Company's individual experts working privately or through other firms cannot be claimed as the relevant experience of the Company, or that of the Company's partners or sub-consultants, but can be claimed by the Experts themselves in their CVs. The Company should be prepared to substantiate the claimed experience by presenting copies of relevant documents and references if so requested.

The vendors are required also to provide the below details in their proposals in the chronological order indicated.

Project name & Country of Assignment	Client & Reference Contact Details	Contract Value	Period of activity and status	Types of activities undertaken and role (Contractor, sub-contractor or consortium member)

☐ Attached are the Statements of Satisfactory Performance from the Top 3 (three) Clients or more.

Financial Standing (Delete if not necessary)

Annual Turnover for the last 3 years	Year	Currency	Amount
	Year	Currency	Amount
	Year	Currency	Amount
Latest Credit Rating (if any), indicate the source and date.			

Financial information (state currency)	Historic information for the last 3 years		
	Year 1	Year 2	Year 3
	<i>Information from Balance Sheet</i>		
Total Assets (TA)			
Total Liabilities (TL)			
Current Assets (CA)			
Current Liabilities (CL)			
	<i>Information from Income Statement</i>		
Total / Gross Revenue (TR)			
Profits Before Taxes (PBT)			
Net Profit			
Current Ratio (current assets/current liabilities)			

☐ Attached are copies of the audited financial statements (balance sheets, including all related notes, and income statements) for the years required above complying with the following condition:

- Must reflect the financial situation of the Proposer or party to a JV, and not sister or parent companies.
- Historic financial statements must be audited by a certified public accountant.

Historic financial statements must correspond to accounting periods already completed and audited. No statements for partial periods shall be accepted.

Annex E: Financial Proposal Form

Note: The inclusion of any financial information in the Technical Proposal may lead to disqualification of the Proposer

Currency of the proposal: [Click or tap here to enter text.](#)

Financial proposal can be requested:

- Either on one of the tables below, in which case (i) tick the first box and (ii) use/customize one of the tables below.
- Or in a separate excel sheet, in which case (i) tick the second box; (ii) customize second table below keeping just the headers; and (iii) keep the second paragraph below:

The Undersigned, [\[Company\]](#) confirms to have read, understood and accepted the terms of the Request for Proposals (RFP) No., and its accompanying documents. If selected by WHO for the work, the Undersigned undertakes, on its own behalf and on behalf of its possible partners and Contractors, to perform Title of the RFP in accordance with the terms of this RFP and any corresponding contract between WHO and the Undersigned, ☐ for the following sums ☐ for the amount(s) below and attached Excel form.

The itemized amounts for each of the deliverables must be completed in the attached Excel form and must be uploaded as part of the financial proposal. The Proposer must ensure that the amount of each Deliverable or of the total amount is identical in the attached Excel sheet and in table below. In case of inconsistency between those two documents, the most favorable terms to WHO in either the Excel sheet or the table below **shall prevail**.

CURRENCY -----

ITEM	COST
Deliverable 1: ...	
Project Manager costs	0.00
Team members costs (please itemize by function)	0.00
Other technical costs (please itemize and specify whether there are one-time or recurring costs): Operating System, database, application, license, etc.	0.00
Other Costs (please itemize and specify whether there are one-time or recurring costs)	0.00
Deliverable 1 Costs	0.00
Deliverable 2: ...	
Project Manager costs	0.00
Team members costs (please itemize by function)	0.00
Other technical costs (please itemize and specify whether there are one-time or recurring costs): Operating System, database, application, license, etc.	0.00
Other Costs (please itemize and specify whether there are one-time or recurring costs)	0.00
Deliverable 2 Costs	0.00
Deliverable 3: ...	
Project Manager costs	0.00
Team members costs (please itemize by function)	0.00
Other technical costs (please itemize and specify whether there are one-time or recurring costs): Operating System, database, application, license, etc.	0.00
Other Costs (please itemize and specify whether there are one-time or recurring costs)	0.00
Deliverable 3 Costs	0.00
Deliverable 4: ...	
Project Manager costs	0.00
Team members costs (please itemize by function)	0.00
Other technical costs (please itemize and specify whether there are one-time or recurring costs): Operating System, database, application, license, etc.	0.00
Other Costs (please itemize and specify whether there are one-time or recurring costs)	0.00
Deliverable 4 Costs	0.00
TOTAL COST OF THE PROPOSAL	

The enclosed Proposal is valid for [\[\]](#) days from the date of this form (Ref. Article 14 of Section **Error! Reference source not found.**).

Agreed and accepted on [Select the date](#)

Company Name:	Company name
---------------	--------------

Mailing Address:	Indicate your address.
Name and Title of duly authorized representative:	Indicate name and title of your authorized representative
Signature:	
Date:	Select date from drop down

Applicable to private and public companies

[Company] (the “Company”) hereby declares to the World Health Organization (WHO) that:

- a. it is not bankrupt or being wound up, having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning the foregoing matters, and is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations.
- b. it is solvent and, in a position, to continue doing business for the period stipulated in the contract after contract signature, if awarded a contract by WHO.
- c. it or persons having powers of representation, decision making or control over the Company have not been convicted of an offence concerning their professional conduct by a final judgment.
- d. it or persons having powers of representation, decision making or control over the Company have not been the subject of a final judgment or of a final administrative decision for fraud, corruption, involvement in a criminal organization, money laundering, terrorist-related offences, child labour, human trafficking or any other illegal activity.
- e. it is in compliance with all its obligations relating to the payment of social security contributions and the payment of taxes in accordance with the national legislation or regulations of the country in which the Company is established.
- f. it is not subject to an administrative penalty for misrepresenting any information required as a condition of participation in a procurement procedure or failing to supply such information;
- g. it has declared to WHO any circumstances that could give rise to a conflict of interest or potential conflict of interest in relation to the current procurement action.
- h. it has not granted and will not grant, has not sought and will not seek, has not attempted and will not attempt to obtain, and has not accepted and will not accept any direct or indirect benefit (financial or otherwise) arising from a procurement contract or the award thereof.
- i. it adheres to the UN Supplier Code of Conduct.
- j. it has zero tolerance for sexual misconduct (an all-inclusive term which includes sexual exploitation, sexual abuse, sexual harassment, and all forms of prohibited sexual behaviour), harassment and other types of abusive conduct and has appropriate procedures in place to prevent and respond to sexual misconduct (an all-inclusive term which includes sexual exploitation, sexual abuse, sexual harassment, and all forms of prohibited sexual behaviour), harassment and other types of abusive conduct.

The Company understands that a false statement or failure to disclose any relevant information which may impact upon WHO's decision to award a contract may result in the disqualification of the Company from the bidding exercise and/or the withdrawal of any proposal of a contract with WHO. Furthermore, in case a contract has already been awarded, WHO shall be entitled to rescind the contract with immediate effect, in addition to any other remedies which WHO may have by contract or by law.

Company name	[Company]
Mailing address	Click or tap here to enter text.
Name and Title of authorized representative	Click or tap here to enter text.
Signature	
Date	Click or tap to enter a date.

Annex G: Joint Venture/Consortium /Association Information

Name of Proposer:	[Company]	Date:	Click or tap to enter a date.
UNGM Number:	Click or tap here to enter text.		
RFP reference:	RFP-2026-015		

To be completed and returned with your Proposal if the Proposal is submitted as a Joint Venture/Consortium/Association.

No	Name of Partner and contact information (address, telephone numbers, fax numbers, e-mail address)	Proposed proportion of responsibilities (in %) and type of services to be performed
1	Click or tap here to enter text.	Click or tap here to enter text.
2	Click or tap here to enter text.	Click or tap here to enter text.
3	Click or tap here to enter text.	Click or tap here to enter text.

Name of leading partner (with authority to bind the Joint Venture / Consortium / Association during the RFP process and, in the event that a Contract is awarded, during contract execution)	Click or tap here to enter text.
--	--

We have attached a copy of the below-referenced document signed by every partner, which describes in detail the likely legal structure of and the confirmation of joint and severable liability of the members of the said Joint Venture:

☐ Letter of intent to form a joint venture **OR** ☐ Joint Venture / Consortium / Association agreement.

We hereby confirm that, if the Contract is awarded, all parties of the Joint Venture/Consortium/Association shall be jointly and severally liable to [Click or tap here to enter text.](#) for the fulfilment of the provisions of the Contract.

Name of partner: _____
 Signature: _____
 Date: _____

Name of partner: _____
 Signature: _____
 Date: _____

Name of partner: _____
 Signature: _____
 Date: _____

Name of partner: _____
 Signature: _____
 Date: _____