REQUEST FOR PROPOSALS –
Annual Report Design

Overview

The Nova Scotia Health Research Foundation (NSHRF) is seeking qualified candidates to carry out the design for the 2011-12 Annual Report. The Annual Report will be available in both print and flip book format for online distribution. The Annual Report will highlight NSHRF’s 2011-12 activities, funded applicants and organizational priorities.

About the Nova Scotia Health Research Foundation

The NSHRF was established by the Nova Scotia Legislature through Bill 22, which was proclaimed on January 1, 2000. The mission of the NSHRF is to help improve the health of Nova Scotians through health research. We do this by:

- **Capacity Building** – Supporting researchers in their development and learning of new research skills. Providing support so researchers can apply for national and international funding. Encouraging alliances between researchers and communities to address specific health issues.

- **Funding World-class Research** – Support for health researchers and students to conduct research in universities, hospitals and other health care facilities.

- **Informed Decision-making** – Promote the use of research in decision-making. We help government, District Health Authorities, communities and other agencies get the information they need from research to make the decisions to improve health services, treatments, outcomes and the health systems.

To learn more please visit [www.nshrf.ca](http://www.nshrf.ca).

Rationale for Annual Report Design

Each year, NSHRF reports to the Minister of Health and Wellness by the end of September through its Annual Report. The Minister then tables the Annual Report in the House of Assembly. Once the Annual Report has been tabled, NSHRF distributes the report to its stakeholders. The Annual Report communicates the impact NSHRF has on the health research community, the work that has been completed during the past fiscal year and acknowledges funded applicants. The theme of this year’s Annual Report will
be Priorities Matter and the report will be written to highlight each of NSHRF’s health research priorities. More about the health research priorities can be found here.

Design Guidelines
NSHRF is looking for a professional, mature design that helps communicate the value of the Foundation and the impact it is having on the health research community and the health system. A simple front cover design is desired with more design elements for the internal pages. The design will need to use NSHRF’s colour pallet. The design should convey the roles of NSHRF:

- **PROVINCIAL LEADER**
  - NSHRF should ensure province-wide inclusion and coverage of the health research enterprise. The Foundation should take and advocate for a long term perspective and lead provincial agenda-setting for health research, as well as provide coordination for achieving that agenda.

- **CATALYST**
  - NSHRF should stimulate and create activity by others (researchers, universities, government and health organizations) using funding strategies, incentive design and a convening function (see below).

- **MONITOR**
  - NSHRF should continue to assess and report on the quality of the Nova Scotia health research enterprise, including assessing the impact of health research investment generally and broadly.

- **CONVENOR AND MEDIATOR**
  - NSHRF should bring together otherwise separate groups and communities across existing silos (including those of professions, institutions, communities and sectors), and facilitate discussions, collaborations and agreements.

- **COMMUNICATOR**
  - NSHRF should provide information (from other jurisdictions, from local and international research, as well as general information about research value and priorities) to many parties, including the public, health professionals, administrators, policy makers and politicians.

- **SYSTEM ADVISOR AND COACH**
  - NSHRF should play an advisory role with the public, the government and health system leaders regarding policy and system change based on research evidence.

The design should reflect NSHRF as an organization and represent our values: high performance, innovation, transparency and accountability.

NSHRF is looking for a new look and feel (while using the existing logos and colours), and the design should be different from NSHRF’s previous visual look.
Scope of Services, Deliverables and Schedule

Scope of Services and Deliverables
• Provide consultation and brainstorming related to the design concept
• Develop design plan and timeline for all deliverables that is complementary to NSHRF’s timeline
• Provide 3 cover design concepts and 2-3 spread designs concepts (Note: As you can see from previous Annual Reports, each section is different and will require individual page design)
• Provide layout, typesetting and final design of the Annual Report
Overall, there will be considerable room and requirements to recommend design approaches that adhere to the brand but that also offer creative, unique solutions to business challenges.

Anticipated Schedule
• Friday, April 20, 2012: RFP Issued
• Thursday, May 10, 2012: Proposals Due by 3:30pm
• Thursday, May 17, 2012: Successful Applicant Notified
• Wednesday, August 22, 2012: Final Annual Report due by noon

Submission Requirements

Proposals shall include the following sections:
• Organizational Overview
• Project Understanding/Scope
• Client Services and Partnership
• Budget and Fees
• Examples

Proposals shall not exceed 15 pages.

Organizational Overview
• Provide a company profile
• Provide a brief history of the company and its work
• Provide the company’s organizational structure and list any contractors or third-parties which will be potentially involved in providing services.

Project Understanding/Scope
Demonstrate an understanding of the project, including details of NSHRF. Provide a project approach and detailed scope of services, including anticipated work tasks and deliverables. Provide any additional information that demonstrates an understanding and insights related to the project scope.
Client Services and Partnership
- Describe in detail the team that will be involved on a day-to-day basis
- Describe each person’s role and include a short biography

Budget and Fees
Include the proposed budget and fees.

Examples
Include examples of design work that is similar to this RFP.

Proposals not meeting all mandatory requirements will be rejected without further consideration.

Selection and Evaluation Criteria

Selection Criteria
It is the intent of the NSHRF to select directly from information gained from the review of submitted proposals. However, NSHRF reserves the right to directly contact the applicants for more information and/or a meeting. The evaluation team will check proposals against the submission requirements listed in the section above. Proposals meeting all these requirements will then be assessed and scored against the desirable criteria listed below (the list is not in prioritized order):
- Statement of the project objectives (25%)
- Qualifications of the firm (10%)
- Samples of work (25%)
- Project activities and timeline (30%)
- Budget (10%)

Compensation
Project budget should not exceed $6,300.

Notes
- NSHRF will provide all content
- The successful applicant will need to work closely with the communications officer in developing the report, as she will be leading the project for NSHRF
- The successful applicant will need to recommend and liaise with a printer
- NSHRF requires ownership of all layered graphic templates following project completion. The vendor may use images of the final design template for portfolios or client listings
Three copies of the proposal must be received by May 10, 2012. Proposals should be submitted to NSHRF via one of the following:

**Mailing address:**
Nova Scotia Health Research Foundation
PO Box 2684
Halifax, NS B3J 3P7

**Courier address:**
1660 Hollis Street, 9th Floor
Suite 905
Halifax, NS B3J 1V7

**Email:** info@nshrf.ca
**Fax:** 902.424.7753

Questions regarding this RFP should be directed to Meredith Campbell (Meredith.Campbell@gov.ns.ca) from April 23 – May 4, 2012 and Alana Andrews (Alana.Andrews@gov.ns.ca) from May 7 – 10, 2012