

# Request for quotation for graphic design of the Global Oxygen Alliance’s State of Access to Medical Oxygen Report

Reference	RFP/CHAI/GO2AL-WG4-GD
Posting Date	June 18, 2025
Quotation Submission Deadline	5PM, Central European Time (CET), July 2, 2025
Anticipated Start Date	As soon as possible

## Overview

**Purpose:** CHAI is seeking to hire a consultant or vendor to support the Global Oxygen Alliance’s (GO<sub>2</sub>AL) Advocacy Working Group in graphic design for a report on the “state of access to medical oxygen” summarizing global progress in closing access gaps and highlighting high-impact initiatives from GO<sub>2</sub>AL, its members and other partners.

**Timeline:** starting immediately for approximately 6 months.

**Location:** Remote; reliable internet access required. The vendor is expected to be available, as necessary, for meetings during the 9am-5pm EST Monday-Friday.

## Background

The COVID-19 pandemic caused widespread oxygen shortages across Asia, Africa, Latin America, and the Middle East. As part of the pandemic response, the Access to Covid Tools Accelerator (ACT- A), launched by the World Health Organization (WHO), established the [ACT-A Oxygen Emergency Taskforce](#) in February 2021 to coordinate and advocate for increased access to oxygen supplies. As the world transitioned from the acute phase of the pandemic, the ACT-A-Oxygen Emergency Taskforce evolved into the [Global Oxygen Alliance](#) (GO<sub>2</sub>AL)—a multistakeholder collaborative launched in May 2023 with a mission to increase access to oxygen by harnessing partnerships to do more together than alone.

GO<sub>2</sub>AL coordinates members to collaborate and co-create/co-implement activities to contribute to closing global oxygen funding and access gaps. These activities include investment consolidation and sustainability; procurement, supply chain and market shaping; country planning and implementation; and advocacy and demand generation, with a focus on low- and middle-income countries (LMICs). GO<sub>2</sub>AL commissioned the [Global Oxygen Strategic Framework and Investment Case 2025-2030](#) as a resource for all stakeholders to strengthen oxygen systems in LMICs and to highlight why investing in oxygen can be extremely cost-effective – making it a “best-buy” for donors, especially for reducing child mortality.

GO<sub>2</sub>AL is co-chaired by Unitaid and the Global Fund, and vice-chaired by the Pan American Health Organization (PAHO) and the Africa Centres for Disease Control and Prevention (Africa CDC). GO<sub>2</sub>AL is coordinated by Unitaid, WHO and UNICEF.

One of GO<sub>2</sub>AL’s five working groups is the [Advocacy Working Group](#) which aims to meaningfully drive demand and investment in medical oxygen. This working group will promote its objectives among global health stakeholders and support sustainable approaches for oxygen access in LMICs as part of health systems strengthening, universal health coverage and pandemic prevention, preparedness and response efforts; and, at country level, for community engagement and domestic resource mobilization. This working group is leading the effort, through a

cross-working group task team, to plan and execute the development of a State of Access to Medical oxygen report to communicate progress and remaining barriers to scaling up oxygen across LMICs and the globe.

## Scope of work

**Objective:** The consultant or vendor will lead the graphic design of the State of Access to Medical Oxygen report, including template design, data visualizations, content layout, and social media graphics. It is anticipated that the report will be developed in both PDF (print) and digital formats. The consultant or vendor will work under the guidance of GO<sub>2</sub>AL Advocacy Working Group co-chairs, and in close partnership with the assigned report writer. As necessary, the consultant or vendor may acquire meaningful inputs from members of the report task team, which encompasses members of all five GO<sub>2</sub>AL working groups.

### Scope and Key Considerations

- Offer guidance on potential formats for digital and PDF content for the report.
- Coordinate with task team and assigned report writer on template design for the report.
- Align creative direction with existing GO<sub>2</sub>AL branding.
- Design new graphics, including figures and data visualizations supporting infographics, and other creative ways to display content in a visually compelling way.
- Lay out report content and graphics into template, coordinating with assigned report writer and task team focal point, as necessary.
- Incorporate feedback and deliver final files.
- Develop supportive social media graphics and GIFs for LinkedIn and X.
- Final outputs may be provided as Adobe Acrobat PDF files, image assets, Adobe InDesign files, or any combination.

## Qualifications

- Demonstrated experience in graphic design, visual communication, or a related field.
- Proficiency in Adobe's Photoshop, InDesign, and Illustrator software.
- Understanding of HTML and other web design applications.
- Previous experience in the design of a high-quality progress report, ideally in the field of public health or international development.
- Previous experience working with clients engaged in the fields of medical oxygen and respiratory care.
- Strong creative and technical skills, attention to detail, effective communication skills, and the ability to work independently or as part of a team.
- Fluency in English is required.

## How to Apply

Interested candidates or vendors must submit their proposal containing the following documents to [gempurchasement@clintonhealthaccess.org](mailto:gempurchasement@clintonhealthaccess.org) by 5PM CET, July 2, 2025.

- Detailed description of previous similar work and related graphic design examples.
- Proposed LOE and budget for the work outlined in the scope of work, please include hourly rates.
- All submissions must include RFP/CHAI/GO<sub>2</sub>AL-WG4-GD in the subject line.

## Evaluation Process

- Proposals will be evaluated based on their qualifications, capabilities and capacity. This includes a demonstrated portfolio of work related to the posted scope of work.
- Respondents may be asked to provide additional previous examples of graphic design for similar reports. Respondents will be assessed based on their past experience and demonstrated execution of high-quality graphic design.
- Respondents will be evaluated on the cost effectiveness of their proposed LOE and budget.