



## Request for Proposal (RFP): Strategic Podcast Growth Consultancy

### 1. Executive Summary

Wellcome is seeking a strategic and creative partner to help unlock the full potential of our podcast, *When Science Finds a Way*. We require a comprehensive, data-driven growth strategy to significantly expand the podcast's audience, deepen listener engagement, and establish a scalable basis for long-term success. The selected partner will bring deep expertise in the podcast landscape, delivering actionable recommendations and a clear roadmap that align all aspects of the podcast for sustainable growth.

#### Purpose

Through this RFP, Wellcome aims to engage an agency with a proven track record in podcast growth strategy and audience development. The successful supplier will combine data-driven insights from the first three seasons of *When Science Finds a Way* with expert knowledge of podcast growth best practices to deliver a robust, evidence-based strategy.

This work should also prioritise differentiation in a crowded science podcast space by elevating human-centred storytelling and showcasing real-world impact.

Specifically, the partner will:

- Design and deliver audience insight, acknowledging current data gaps and extending beyond platform analytics (e.g., Libsyn, YouTube, Spotify for Creators, Apple Podcasts). The supplier will propose the most effective approach and, once approved, synthesise findings into audience definitions and practical recommendations – strengthening engagement with core stakeholders while expanding reach to “science curious” listeners.
- Audit and analyse our current podcast content, format, promotional activities, and audience performance data from Seasons 1–3.
- Identify and prioritise growth opportunities with core and growth audiences across content themes, formats, guest strategy, and partnerships, informed by historical listener behaviour and sector trends.
- Recommend a sustainable, cost-effective promotional approach, including strategies to extend reach through partnerships, earned media, and organic channels.
- Provide a clear, actionable growth roadmap for internal teams and future delivery partners, ensuring recommendations are grounded in both Wellcome's data and industry-leading practices.

We expect a data informed approach that looks beyond downloads to synthesise insights across Apple Podcasts, Spotify, YouTube and our hosting provider – including plays, listen time, retention, new vs returning, and episode level comparisons. Proposals should outline how these signals will inform editorial decisions, guest strategy, and promotion.



## 2. Background

### About Wellcome

#### Our Mission

Wellcome is a global charitable foundation established in 1936. We support science to solve the urgent health challenges facing everyone. This is our mission: it's what we do. With a £37.6 billion investment portfolio, we give researchers the time and resources they need to make breakthroughs. We also work with policy makers and form partnerships with other organisations to ensure everyone, everywhere benefits from advances in health science. Between 2022 and 2032, we plan to spend £16 billion on our mission.

Our vision is a healthier future for everyone. This can only be achieved in a world where everyone's experience of health matters. We are accountable to society for delivering our mission and have a role to play in making health outcomes more equitable within and between countries.

We support discovery research into life, health and wellbeing, and we're taking on three worldwide health challenges: mental health, infectious disease and climate and health. Find out more about Wellcome and our work at: [wellcome.org](https://www.wellcome.org)

#### Beliefs and Values

Wellcome's beliefs and values underpin all our work and are instrumental in the future development of all that we do and how we do it.

Our five core beliefs are:

- We believe in the power of science to create knowledge that builds a healthier future for everyone.
- We believe science has its greatest benefits through collaborative action across society.
- We believe diversity of people and expertise leads to richer understanding and more impactful discoveries.
- We believe everyone's experience of health matters, and everyone should be able to benefit from science.
- We believe it's our duty to take on risks and tough challenges – especially when others aren't.

Our values are:

- Brave: we stand by our beliefs and push boundaries
- Transformative: we always strive to make a significant difference
- Inclusive: we respect all people and perspectives
- Thoughtful: we consider the consequences of our actions and our impact on others.

### About When Science Finds a Way



*When Science Finds a Way* is Wellcome's podcast, designed to bring our mission to life through compelling, human-centred storytelling. The podcast explores how science for health is understood and experienced around the world, making complex ideas accessible, relatable, and relevant to people's lives.

Each episode reflects Wellcome's commitment to solving urgent health challenges and aligns with our five strategic programmes: Climate and Health, Infectious Disease, Mental Health, Discovery Research, and the Wellcome Collection. This broad scope gives us the opportunity to tell diverse stories – from pioneering research to lived experiences – that excite people about science and bring them closer to it.

By combining scientific rigour with real-world impact and inclusive perspectives, the podcast showcases what trustworthy science looks like in practice. Three seasons have been produced to date, featuring voices from across disciplines and geographies. Looking ahead, we aim to significantly scale the podcast's reach and impact while maintaining its high-quality, trusted voice and reinforcing its unique position as the science podcast that tells the human story.

### **Overarching Objectives for When Science Finds a Way**

**Objective 1:** Strengthen people's connection to science by bringing it together with lived experience and making the qualities of trustworthy science visible.

What this looks like in reality:

- Trust is earned through what we do, not what we claim – and the hallmarks of trustworthy science are made visible: competence, benevolence, integrity, and openness.
- Audiences feel science is for people like them
- Audiences experience empathy and connection with those affected by health challenges.
- Audiences report satisfaction with how we show our values in our work.

**Objective 2:** Build people's hope in science's potential to contribute to better health through human-centred, representative storytelling that shows tangible impacts as well as limits and trade-offs.

What this looks like in reality:

- Audiences recognise multiple ways science improves health in everyday life as well as limits and trade-offs.
- Audiences feel inspired by what's possible and more hopeful about a healthier future for everyone
- Enthusiasm for "science for health" grows, and audiences feel motivated to learn more
- Our stories are talked about and shared because they reflect diverse experiences and are human, relatable and useful.



- Greater recognition of Wellcome's priorities because the why behind them is clearer.

**Objective 3:** Create opportunities for conversation and participation around science that could improve health, being transparent about what is known, what is still being learned, and the implications of choices.

What this looks like in reality:

- More conversations start and continue about health and science, bringing in a wider range of people and leading to curiosity (seeking more information)
- Audiences use our stories and content to start conversations and become advocates for science.
- Increased engagement with Wellcome and advocacy for our programmes and priorities.
- Stronger enthusiasm toward Wellcome and a belief that it is transparent and trustworthy.

### 3. Audience

*When Science Finds a Way* was created with Wellcome's key audiences in mind: policy influencers, campaigners, researchers, and practitioners working to address global health challenges and advance discovery research. This includes organisations with aligned missions, such as charities, NGOs, public sector bodies, and multilateral institutions.

However, while the podcast was designed for this audience, we have limited understanding of whether we are successfully reaching them, or if the content resonates with their needs and interests. Gaining clarity on this is a core part of this brief. We want to understand who is listening, what they value, and where there are gaps or opportunities to strengthen engagement. Accordingly, we expect the supplier to both recommend and execute the audience insight programme (primary and secondary research) and deliver a clear evidence base to guide content, distribution, and partnership decisions.

At the same time, we are interested in expanding reach to a broader "science-curious" audience – people who may not work in science or policy but are motivated by curiosity and global issues – without alienating our core audience. This requires a strategy that balances credibility and depth with accessibility and storytelling that sparks interest and emotional connection.

Recent segmentation research of our key audiences highlights three groups particularly relevant to the podcast:

- **Sceptical Idealists:** Critical of elitism and systemic inequities in science, motivated by fairness and tangible impact. They respond to inclusive narratives and stories that challenge the status quo.
- **Aspirational Optimists:** Ambitious and hopeful, highly engaged with research and drawn to stories of collaboration, innovation, and progress.



- Collaborative Changemakers: Action-oriented leaders who prioritise community engagement and policy impact, motivated by measurable outcomes and diverse representation.

Demographic and geographic insights from previous seasons:

- Gender (Seasons 2 & 3, Spotify only): Female 56.1%, Male 38.1%, Non-binary 1%, Not specified 4.8%
- Top listening geographies: United States, United Kingdom, South Africa, Canada, India

### **Data and Insights Provided by Wellcome**

To enable evidence-based recommendations, Wellcome will provide the successful supplier with access to relevant historical and contextual data. This includes:

- **Platform analytics**
  - Episode-level performance data from podcast platforms (e.g., Spotify, Apple Podcasts, Libsyn, YouTube).
- **Campaign performance reports**
  - Results from previous paid and organic promotional campaigns, including impressions, click-through rates, and engagement metrics.
  - Social media engagement data for podcast-related posts
  - Email/newsletter performance (open rates, click-through rates)
- **Website and Google Analytics data**
  - Traffic to podcast-related pages, referral sources, and engagement patterns.
- **Audience research**
  - Season 1 qualitative research

We will provide read only access (where feasible) to platform analytics (Apple Podcasts Connect, Spotify for Creators, YouTube Studio) and campaign data.

### **Option to include the podcast in April insight activity (online community of core audiences)**

Subject to scheduling, we can include the podcast initiative in an April, time-bound insight activity with our established online community of core audiences. This is a structured, moderated exercise designed to gather deeper, reflective input using a curated sequence of questions and stimulus materials (e.g., sample descriptions, artwork, audio clips, metadata variants). If exercised, we expect the supplier to propose objectives, suitable stimuli, and synthesise outputs into decision-ready findings.

## **4. RFP Specification**

This section sets out the specification of services for this RFP exercise. Suppliers should use this section to fully understand Wellcome's requirements and to inform their response.



The scope of this consultancy focuses on diagnostic analysis, strategic recommendations, and toolkit development to enable sustainable growth for *When Science Finds a Way*. The selected partner will not be responsible for executing marketing campaigns or producing podcast episodes; instead, they will provide the strategy and planning foundation for others to implement.

This work must be informed by listener data from the first three seasons and expert sector knowledge, and should prioritise differentiation in a crowded science podcast space. Recommendations should align with Wellcome's mission and five programmes: Climate and Health, Infectious Disease, Mental Health, Discovery Research, and Wellcome Collection.

Key areas of work include:

1. Audit & Strategic Analysis

Conduct a comprehensive audit of the podcast's current content, format, and promotional activities, including performance data and audience analytics. This audit should examine:

- Episode structure, pacing, and storytelling approach.
- Visual and metadata optimisation (cover art, episode titles and descriptions).
- Existing promotional tactics (organic, paid, and earned channels).
- Video component performance for recent series (engagement metrics and cost implications).

2. Audience Insight & Definition

Define the podcast's current audience and compare it against target audiences. Identify gaps or under-served groups and recommend strategies to reach high-potential new listeners. This includes:

- Diagnose current limitations in our audience data (e.g., cross platform completeness, demographic fidelity, attribution). Propose a fit for purpose insight plan to close those gaps at pace and ethically.
- Recommend and deliver an insight approach that goes beyond platform analytics and is proportionate to our objectives and constraints. The programme should surface who is listening, why they listen, what they value, barriers to discovery/sharing/subscribing.
- Situate findings within the wider podcast landscape using appropriate external datasets and benchmarks to quantify our growth potential and identify high potential segments among core stakeholders and "science curious" listeners.
- Deliver concise audience summaries (core & growth), with explicit links to content topics, guest criteria, distribution channels, and partnership targets.



- Work with Wellcome to include the podcast in April online community exercise with core audiences. The supplier should propose objectives, stimuli, and synthesise outputs into decision-ready findings

### 3. Benchmarking

Compare *When Science Finds a Way* against leading science podcasts and consider:

- Content themes and storytelling approaches.
- Formats and production models.
- Distribution tactics and engagement strategies. Highlight innovative approaches Wellcome could adopt or adapt to stand out.

### 4. Content Strategy

Provide recommendations on content and format enhancements to drive growth:

- Topics and themes that resonate with priority audiences while aligning with Wellcome's mission and programmes.
- Alternative formats (e.g., shorter episodes, narrative mini-series, live recorded sessions) to increase appeal or reduce production burden without sacrificing quality or uniqueness.
- Ways to maintain our USP—human-centred, story-driven science content – while pushing creative boundaries to keep the podcast fresh and bold.
- Ensure equity and inclusion in content: incorporate diverse voices and perspectives, and address topics relevant to different communities.
- Guidance for show and episode artwork, thumbnails, and promotional graphics.

### 5. Guest Strategy

Recommend an approach for identifying and attracting high-profile or high-impact guests who can amplify reach. Consider how to leverage Wellcome's network and reputation to secure influential voices. Outline tactics for outreach and positioning.

### 6. Video vs Audio Innovation

Assess the impact of our recent move into video and provide guidance on the path forward:

- Evaluate costs and benefits of expanding video content versus focusing on audio innovation.
- Recommend whether to prioritise video growth or concentrate on audio formats for maximum impact and efficiency.

### 7. Promotion & Partnership Strategy



Develop recommendations for effectively distributing and promoting the podcast to reach new audiences:

- Optimising organic promotion across Wellcome’s owned channels (newsletters, website, social media) and podcast platforms (e.g., Spotify, Apple Podcasts, YouTube).
- Identifying strategic partnerships or cross-promotion (e.g., collaborations with other podcasts, media outlets, or influencers).
- Identify low cost, high fit opportunities (e.g., feed swaps, guesting, editorial placements) and outline brand safe planning for distribution partners and networks.
- Recommendations for limited, cost-effective paid promotion.
- Tactics to encourage word-of-mouth sharing and community building. The approach should be sustainable within a non-profit context, making smart use of Wellcome’s existing platforms and relationships.

#### 8. Analytics & Measurement Framework

Establish clear KPIs and measurement methods to track podcast growth and engagement over time. Propose:

- Metrics such as listener numbers, subscriber growth, episode completion rates, and audience feedback.
- An analytics framework and tools to enable ongoing optimisation.

#### 9. Toolkit & Internal Enablement

Develop a practical toolkit for Wellcome’s internal team (and future partners) to implement the growth strategy. Include:

- Templates, checklists, and playbooks for key activities (e.g., episode promotion plans, guest selection criteria, metadata optimisation).
- A clear illustration of “what good looks like” for all major facets of the strategy.

#### 10. Equity, Diversity & Inclusion

Ensure EDI principles are embedded throughout the scope of work. Recommendations should:

- Demonstrate cultural sensitivity and inclusivity.
- Consider diverse audience backgrounds and accessibility.
- Avoid bias in guest selection and storytelling.

Note: The selected partner will not execute production or long-term marketing as part of this contract. Any implementation will be handled by Wellcome or through separate



procurements. This consultancy is purely to research, strategise, and equip us with a plan and toolkit.

## **Deliverables**

By the end of the project, the supplier will deliver:

- Comprehensive audit and audience insight report: a single report covering the content/format/promotion audit, audience analysis, and a concise data gaps plan.
- Strategic growth plan and integrated roadmap:
  - near term recommendations for Season 5 (launch Sep '26; production begins May '26) and
  - a three-year growth and sustainability roadmap to Oct '29 covering content, distribution, partnerships, and promotion
- Promotional approach and partnership recommendations: channel strategy and partnership opportunities appropriate and proportionate to a mission led organisation.
- Audience aligned guidelines for creative & metadata optimisation (guidance, not asset production): principles, standards and reference examples for show/episode artwork, titles/descriptions, thumbnails and related metadata.
- Analytics and measurement framework: KPIs and tool recommendations, including ongoing qualitative feedback loops to enable iterative optimisation.
- Investment case pack (budget and ROI): a three-year production and promotion budget model (itemised by phase/tactic, with assumptions) and an accompanying ROI/impact rationale linking cost to expected reach/engagement growth. This will support our mission investment case and demonstrate expected return on investment.

## **5. Budget**

Please outline the total costs required to deliver the goods and services described in this RFP. As a charitable foundation, value is very important to us. Agencies who share our values and can provide demonstrably exceptional value for money will be at an advantage.

### **Budget Submission**

Please provide a detailed budget breakdown as part of your proposal, including:

- Day rates and estimated time allocations by role
- Any third-party or subcontracted costs, and
- Assumptions and exclusions.

All budgets should be quoted in GBP and exclusive of VAT.



## 6. Project Timeline

Dates are indicative and subject to change based on project needs.

The contract will begin in mid-April 2026 (sooner if contracting allows), and the near term recommendations for Season 5 must be delivered at pace to inform the work of Wellcome's new production supplier, who will begin work in May 2026 ahead of a planned Season 5 launch in September 2026. While this work needs to progress efficiently, it should maintain the depth and quality required to set a strong strategic foundation.

Date	Milestone / Deliverable
w/c 13 Apr 2026	Project start
By Fri, 15 May 2026	Near-term Season 5 recommendations
By Fri, 21 Jun 2026	Interim drafts (for review)
By Fri, 17 Jul 2026	Final deliverables

## 7. RFP Timetable

#	Activity	Responsibility	Date
1	RFP issue to Suppliers and issued on <a href="#">Contract Opportunities</a> webpage	Wellcome	<b>Tue, 13 Jan 2026</b>
2	Submission of Expression of Interest and Supplier Q&A	Supplier	<b>Mon, 26 Jan 2026</b>
3	Return of Supplier Q&A to Suppliers	Wellcome	<b>Mon, 2 Feb 2026</b>
4	Submission of RFP Response	Supplier	<b>Fri, 13 Feb 2026</b>
5	RFP Evaluation Period	Wellcome	<b>Mon, 16 Feb – Fri, 27 Feb 2026</b>
6	Supplier Presentations	Supplier	<b>Week of Mon, 09 Mar 2026</b>
7	Notification of Contract Award	Wellcome	<b>Tue, 17 Mar 2026</b>



<b>8</b>	Contract Negotiation	Wellcome & Supplier	<b>Mar 2026</b>
<b>9</b>	Contract Start Date	Wellcome & Supplier	<b>Mid-Apr 2026</b>

## 8. Response Format

The following headers support the timetable by providing further detail of the key steps.

### Expression of Interest and Supplier Q&A

#### EOI and Q&A

Suppliers are asked to submit a short expression of interest by e-mail to the Wellcome contact in accordance with the RFP timetable, which should contain the following information.

- Confirming whether you are an organisation or individual
- If an organisation please provide registered name, address, and registration number.
- A non-binding cost estimate as a single figure in GBP
- Any questions you have about the exercise and activity

Prior to the submission of your full proposal to the RFP, Suppliers are provided the opportunity to submit any questions they have about the exercise and the activity. All questions will be collated, anonymised, answered and returned to all Suppliers who have submitted an expression of interest in the RFP process. Please make sure you ask all questions at this stage. Once Wellcome have responded to all questions if you have any additional questions after this deadline these will not be answered to ensure that this is a fair and equitable process.

Submitting an EOI/Q&A is not a binding commitment to submit a full proposal should your organisational priorities change, you will not then be penalised for future opportunities.

Please note, if we have an overwhelming response, we may choose to use this EOI stage as a selective phase, this is at Wellcome's discretion.

### RFP Response Guidelines

Please submit your proposal as a single PDF (maximum 10 pages, including images and tables) by the deadline in the RFP timetable. Use the file name format:

AgencyName\_WGM\_RFP2025.pdf

Your proposal should demonstrate how your team will deliver against the strategic objectives and audience engagement goals outlined in this RFP. To keep responses focused and manageable, please include:



## 1. Executive Summary (1 page)

- Your understanding of the brief
- Proposed approach
- Why your agency is well-suited to deliver this work

## 2. Approach & Methodology

- How your approach meets the RFP objectives and intended outcomes
- Proposed audience insight plan (methods, sampling, recruitment, instruments, ethics/consent, timeline), including how qualitative and quantitative insights will be synthesised into strategy.
- Recommended strategies for growth, engagement, and innovation
- Key assumptions

## 3. Project Plan

- Timing plan for each stage
- Deliverables at each stage
- Project management approach, including engagement with Wellcome
- Named Senior Project Manager as primary contact

## 4. Team & Expertise

- Project team structure and roles
- Evidence of relevant experience
- Diversity and inclusion considerations in your team and approach

## 5. Compliance & Policies

- Equity, Diversity & Inclusion policies
- Data protection approach (must comply with UK GDPR, Data Protection Act 2018, and PECR)

## 6. References & Case Studies

- Two references (name, organisation, overview, email, phone)
- Two relevant case studies demonstrating similar work

## 7. Cost Proposal

- Detailed cost breakdown (excluding VAT/local taxes), including:



- Day rates and allocation of days per team member
- Activity costs
- Justification for financials

#### 8. Additional Disclosures

- Third-party collaborators (if any) and their roles
- Declaration of any conflicts of interest (or confirm none exist)

#### 9. Evaluation Criteria

Criteria	Description	Weight
<b>Understanding &amp; Approach</b>	Demonstrates a strong grasp of the brief, clear problem definition, and a pragmatic, phased methodology that integrates audience insight, strategy, and enablement. Shows realistic assumptions, risks, and scenario planning.	15%
<b>Audience Insight</b>	Proposes a robust insight programme that extends beyond platform analytics, diagnoses data gaps, outlines an ethical, inclusive plan, and explains how findings will be translated into decision-ready audience definitions (core and growth) to inform content, promotion, and partnerships.	20%
<b>Content Strategy &amp; Innovation</b>	Presents clear strategic hypotheses and frameworks for content and guest strategy, with thoughtful audio–video innovation that differentiates in a crowded science podcast space while preserving the podcast’s human-centred USP. Shows how recommendations will be tested and iterated based on audience insight.	15%
<b>Promotion &amp; Partnerships</b>	Outlines a credible, proportionate plan for earned/owned/paid promotion and partnerships that extend reach and build long term sustainability.	10%
<b>Team &amp; Capability</b>	Demonstrates relevant expertise, clear roles, and a dedicated senior project lead. Evidences capacity to deliver at pace across the timeline, with strong collaboration practices, governance, and risk management.	10%
<b>Experience &amp; Case Studies</b>	Provides evidence of delivering growth strategies for podcasts or comparable content. Case studies show outcomes and lessons learned that are applicable to this brief.	10%



<b>EDI, Accessibility &amp; Ethics</b>	EDI embedded across research, strategy and outputs; commitment to accessible content and inclusive practices.	10%
<b>Value for Money (Cost)</b>	Transparent pricing, justified day rates and allocations, and clear linkage between cost and expected outcomes/impact.	10%

### Contract Feedback

This section allows Suppliers to provide specific feedback to the contractual agreement which will be used should their proposal be successful. This is the suppliers' opportunity to provide negotiation points on Wellcome's terms and conditions.

<b>Clause #</b>	<b>Issue</b>	<b>Proposed Solution/Comment</b>

Suppliers submitting proposals should review Wellcome's Standard terms and Conditions [document](#). Individuals submitting proposals through their own personal services company please highlight this to the Wellcome contact immediately (see point 6 below).

### Data Protection

Wellcome is committed to upholding data protection principles and protecting your information. The [Wellcome privacy statement](#) explains how, and on what legal basis, we collect, store, and use personal information about you. This includes any information you provide in relation to this proposal.

Under UK Data Protection law, Wellcome must keep a record of all personal information it is processing (i.e., collecting, using, and sharing). This record will be made available to the Information Commissioner's Office upon request. This is Wellcome's record of data processing activities which meets UK [GDPR article 30](#) requirements.

Suppliers will be asked to complete the [Third Party Security Risk Assessment \(TPRSA\)](#) assessment if invited to interview to assess how you handle data.

### **Supplier Presentations**

Following the deadline for submission of proposals, successful candidates will be invited to a meeting either online or in-person at the Wellcome offices (215 Euston Road, London), which will last one hour and fifteen minutes in total. This will be a PowerPoint presentation given by the supplier to a Wellcome interview panel, followed by a questions and answers session.



## **10. Prospective Suppliers Personnel - IR35 and Off Payroll Working Rules**

Before the RFP response deadline, Prospective Suppliers must make the Wellcome Contact aware if they are intending to submit a proposal where the services will be provided by any individuals who are engaged by the Prospective Supplier via an intermediary i.e.

- Where the Prospective Supplier is an individual contracting through their own personal services company; or
- The Prospective Supplier is providing individuals engaged through intermediaries, for the purposes of the IR35 off-payroll working rules.

## **11. Equity Diversity and Inclusion**

Embracing [diversity and inclusion](#) is fundamental to delivering our mission to improve health, and we are committed to cultivating a fair and healthy environment for the people who work here and those we work with. We want to cultivate an inclusive and diverse culture, and as we learn more about barriers that disadvantage certain groups from progressing in our workplace, we will remove them.

Wellcome takes diversity and inclusion seriously, and we want to partner with suppliers who share our commitment. We may ask you questions related to D&I as part of our RFP processes.

## **12. Accessibility**

Wellcome is committed to ensuring that our RFP exercises are accessible to everyone. If you have a disability or a chronic health condition, we can offer adjustments to the response format e.g., submitting your response in an alternate format. For support during the RFP exercise, contact the Wellcome Contact.

If, within the proposed outputs of this RFP exercise, specific adjustments are required by you or your team which incur additional cost then outline them clearly within your commercial response. Wellcome is committed to evaluating all proposals fairly and will ensure any proposed adjustment costs sit outside the commercial evaluation.

All our content should be WCAG 2.2. AAA compliant. Any documents being provided to Wellcome must pass accessibility requirements. If you are unable to produce accessible documents, budget must be set aside to employ a suitable agency to do this work.

## **13. Independent Proposal**

By submission of a proposal, prospective Suppliers warrant that the prices in the proposal have been arrived at independently, without consultation, communication, agreement or understanding for the purpose of restricting competition, as to any matter relating to such prices, with any other potential supplier or with any competitor.



## 14. Funding

For the avoidance of doubt, the output of this RFP exercise will be funded as a **Contract** and not as a Grant.

## 15. Costs Incurred by Prospective Suppliers

It should be noted that this document relates to a Request for Proposal only and not a firm commitment from Wellcome to enter into a contractual agreement. In addition, Wellcome will not be held responsible for any costs associated with the production of a response to this Request for Proposal.

## 16. Environmental sustainability

Wellcome is playing its part tackling the climate crisis through its mission-driven Climate & Health strategic programme.

In addition, our [Sustainability programme](#) aims to address the environmental impacts and carbon emissions of our activities and operations.

Our suppliers have a key part to play delivering on our sustainability ambitions.

We expect all our suppliers to take active steps to:

- Address their environmental impacts, for instance as part of a certified Environmental Management System.
- Reduce the carbon emissions of their products and services, for instance by adopting Science-Based targets and plans to deliver them.
- Embed environmental considerations in the sourcing and delivery of goods and services to Wellcome, across all stages of their life cycle.

## 17. Wellcome Contact Details

Name: Andrew Thompson  
Pronouns: He/Him  
Role: Public Initiatives Lead  
Email: [a.thompson@wellcome.org](mailto:a.thompson@wellcome.org)