

INTERNATIONAL TELECOMMUNICATION UNION



Request for Expression of Interest Ref. No. REOI-2017-004 Appointment of a Host for the “EU mHealth Hub” within the framework of the “Be Healthy, Be Mobile” joint WHO and ITU Initiative on mHealth for Non-Communicable Diseases

*A project supported by the European Commission Horizon 2020
2016-2017 Work Programme, under action "Establishing EU mHealth hub including
evidence for the integration of mHealth in the healthcare systems"*

REOI CLOSING DATE: Friday, 29 September 2017 at 15:00 hours (Geneva time).

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Geneva, 7 August 2017

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Section 1. Background Information

1.1 The International Telecommunication Union (ITU)

ITU is the leading United Nations agency for information and communication technology. ITU allocates global radio spectrum and satellite orbits, develops the technical standards that ensure networks and technologies seamlessly interconnect, and strives to improve access to ICTs to underserved communities worldwide. ITU is committed to connecting all the world's people, wherever they live and whatever their means. ITU protects and supports everyone's fundamental right to communicate. Today, ICTs underpin everything we do. They help manage and control emergency services, water supplies, power networks and food distribution chains. They support health care, education, government services, financial markets, transportation systems, e-commerce platforms and environmental management, and they allow people to communicate with colleagues, friends and family anytime, and almost anywhere. With the help of ITU global membership, ITU brings the benefits of modern communication technologies to people everywhere in an efficient, safe, easy and affordable manner. ITU membership reads like a Who's Who of the ICT sector. ITU is unique among UN agencies in having both public and private sector membership. In addition to its 193 Member States, ITU membership includes ICT regulators, many leading academic institutions and some 700 tech companies. In an increasingly interconnected world, ITU is the single global organization embracing all players in this dynamic and fast-growing sector.

1.2 The World Health Organization (WHO)

The World Health Organization 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 wellbeing 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.

The World Health Assembly (WHA) is the main governing body of WHO. It generally meets in Geneva in May each year and is composed of delegations representing all 194 Member States. Its main function is to determine the policies of the Organization. In addition to its public health functions, the Health Assembly appoints the Director-General, supervises the financial policies of the Organization, and reviews and approves the proposed programme budget. It also considers reports of the WHO Executive Board, which it instructs with regard to matters upon which further action, study, investigation or report may be required.

The Executive Board is composed of 34 members elected for three-year terms. The main functions of the Board are to give effect to the decisions and policies of the WHA, to advise it and generally to facilitate its work. The Board normally meets twice a year; one meeting is usually in January, and the second is in May, following the World Health Assembly.

The WHO Secretariat consists of some 7,600 staff at the Organization's headquarters in Geneva, in the six regional offices and in countries. The Secretariat is headed by the Director-General, who is appointed by the WHA on the nomination of the Executive Board. The current Director-General is Dr Tedros Adhanom. The head of each regional office is a Regional Director. Regional directors are appointed by the Executive Board in agreement with the relevant regional committee.



1.3 The Be He@lthy, Be Mobile joint WHO and ITU initiative on mHealth for Non-Communicable Diseases

In 2012, WHO and ITU founded a joint program to provide guidance. The initiative, *Be He@lthy, Be Mobile*, helps governments create large-scale, sustainable programs which deliver the benefits of mHealth at scale.

The initiative aims to standardize the design and deployment of mHealth programs based on best practices. It does this by developing global toolkits containing technical and operational guidance on how to create mHealth services for a specific diseases or behaviours. It then helps countries tailor the content for use in a local setting, launch the service, and evaluate the results.

To ensure that programs are sustainable and that they support existing health services, all programs are owned by the governments of the countries where they operate. This ensures sustainability and builds national capacity to develop additional mHealth services for other diseases, strengthening the health system more broadly.

The initiative currently works in nine countries from a range of income groups and with a number of interest areas.

1.4 The EU mHealth Hub

In cases of international health epidemics or in achieving development objectives, governments and international organisations have found a clear case for investing in dedicated institutional and operational support for peer-to-peer and cross-border knowledge sharing. These are typically referred to as "Knowledge Hubs" or "Innovation Hubs" ("Hubs"). Investment in these "Hubs" allows countries to learn from the practical experiences of their peers, including what pitfalls to avoid, and what practices to adopt. It also allows countries with noteworthy development experiences to share their knowledge to either further refine their own experiences, or to develop meaningful international relationships with other countries wishing to learn from them.

A Hub can be a physical centre or organized as a virtual centre with one physical Host leading the centre.

A Hub should not serve a commercial interest but may operate on a revenue generation basis for cost recovery.

The EU mHealth Hub is a four-year project funded through the Horizon 2020 framework programme of the European Union. The objectives of the Project are:

- i. To establish an EU mHealth Hub for collecting and disseminating research and experience relating to the large-scale implementation of mHealth programs;
- ii. To build capacity for the Hub to be able to support Member States and implementing partners in setting up large-scale mHealth programs.

Additional information about the concept of a Knowledge and Innovation Hub is available at <http://www.who.int/ncds/prevention/be-healthy-be-mobile>.

1.5 Request for Expression of Interest Purpose

ITU issues the present Request for Expression of Interest (hereinafter "REOI") bearing the Ref. No. **REOI-2017-004**, with the purpose of *pre-qualifying* reputed and established non-commercial institutions/organizations (hereinafter the "Institutions") located in Europe who are interested in acting as a host for



the EU mHealth Hub ("the Hub") as part of a Horizon 2020 funded project ("the Project")¹. Support under EU grant n° 737427 will be provided as financial support to third parties in line with the conditions set out in Part K of the General Annexes of the Horizon 2020 Work Programme 2016/17².

1.6 Consortium

Institutions are allowed to prepare and submit a REOI Responses (hereinafter "Response") either as a single institution or by means of a Consortium.

A Consortium shall be led by one Institution that shall comply with all the requirements stipulated in the present REOI. The leading Institution shall be responsible to perform and provide all the requirements and deliverables specified in the upcoming solicitation and shall be the only Institution within the Consortium to sign the contract with the ITU in case the Consortium is the winner in the solicitation process. The leading Institution shall be responsible for all legal purposes and relationship with ITU.

The existence of the Consortium shall be clearly identified in the Response, which shall indicate the names and professional profile of all the Institutions involved.

Section 2. Description of Requirements

The Host shall be responsible for the establishment and management of the Hub, as well as for the coordination and implementation of its activities for the duration of the remaining Project period.

At the end of the Project the Hub is expected to become a leading centre and be a model for other hubs in other regions. The European Union has described a number of expected impacts of the Hub:

1. Creating evidence on health outcomes, quality of life and care efficiency gains in the Noncommunicable Disease (NCD) prevention and management by using mHealth solutions.
2. Enabling mHealth to be deployed in national and regional level health services and to deliver large-scale benefits, first of the selected entities, and later in the rest of Europe.
3. Becoming the focal point for expertise on mHealth in the EU and identifying and highlighting trends and gaps in policies, standards, regulations, etc. and best practices and barriers to the creation of consistent mHealth infrastructure and strategy.
4. Unique platform to support innovation in and up-scaling of mHealth by convening cross sector stakeholders (young entrepreneurs, start-ups, governments, technical officers etc.).
5. Creating synergies with the existing EU platforms of stakeholders such as eHealth network of Member States and also the European Innovation Partnership on Active and Healthy Ageing (requirement, scope, impact).

Some seed funding will be made available to the Host for the purpose of financing the activities of the Hub. However, the Host must be able to provide own funding in the Project period (1st March 2018, through 28th February 2021). Beyond the Project period the Hub is expected to be self-sustainable. Apart from the initial seed funding, no other funds of the Project will be allocated to the financing of the Hub's operation and activities.

Section 3. Mandatory Information and Documents

To be taken into consideration, the Responses shall:

¹ Project "EU mHealth hub" is funded by Horizon 2020 Work programme 2016-2017, 8. Health, demographic change and well-being. Other actions, item 12. Establishing EU mHealth hub including evidence for the integration of mHealth in the healthcare systems. EU grant no. 737427. See http://cordis.europa.eu/project/rcn/208492_en.html

² https://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2016-2017/annexes/h2020-wp1617-annex-ga_en.pdf



- a. Be drawn up in *English or French* language;
- b. Be submitted in **one single PDF** file (inclusive of all required document of this **Section 3**); and
- c. include *at a minimum*, the following mandatory information and documents:
 - 1) A certificate of incorporation (**Annex 1**) of the Institution issued by the relevant Government registry confirming the due incorporation and valid existence of the Institution (if applicable);
 - 2) A presentation of the Institution (or the Leading Institution and proposed partners in case of a Consortium) including, at a minimum; (a) overall professional profile; (b) the status, structure, and main activities of the Institution; (c) a description of the Institution's experience in the field of mHealth, and related fields such as eHealth, digital health, telehealth, telemedicine, etc. (**Annex 2**);
 - 3) A duly completed Information Form (**Annex 3**). In case of Consortium, an Information Form should be submitted for the Lead Agency and each partner;
 - 4) A duly completed Statement of Compliance with ITU's Pre-Qualification Criteria (**Annex 4**);
 - 5) The Institution /Consortium's capability and willingness to commit adequate financial and other resources to the Project over the next three years and beyond;
 - 6) All other information and documentation needed to demonstrate responsiveness to the Pre-Qualification Criteria set forth in Section 4.1 below.

Section 4. Pre-Qualification Criteria and Responses Evaluation

4.1 Pre-Qualification Criteria

The evaluation of the Responses will be based on the following *Pre-Qualification Criteria* subject to Pass/Fail assessment:

Pre-Qualification Criteria
<ul style="list-style-type: none">• The Institution shall not have any affiliation, funding ties, or other relationships with the tobacco industry or the arms industry.
<ul style="list-style-type: none">• The Institution shall be based in the WHO European Region³, in a country that is Horizon 2020 eligible⁴.
<ul style="list-style-type: none">• The Institution shall have support and commitment of any national government in the European Region or the national government of the country where the institution is established, at a minimum at the level of Ministry of Health.
<ul style="list-style-type: none">• The Institution shall have extensive experience with eHealth, mHealth, and/or digital health, as well as knowledge and activities in related fields, which shall be demonstrated with the following:<ul style="list-style-type: none">○ <i>The Institution's staff are actively publishing in relevant peer reviewed journals, and have been for the last three years; or</i>○ <i>The Institution has products or services for mHealth/eHealth as a core business; or</i>

³ <http://www.euro.who.int/en/countries>.

⁴ https://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2016-2017/annexes/h2020-wp1617-annex-a-countries-rules_en.pdf.



<ul style="list-style-type: none">○ <i>The Institution can demonstrate that more than 50% of the project portfolio over the last three years is related to mHealth/eHealth.</i>
<ul style="list-style-type: none">• The Institution shall have experience (at least three years) and a proven track record in developing capacity for policy change and/or effective implementation and monitoring of mHealth/eHealth/digital health programs in the health sector in Europe.
<ul style="list-style-type: none">• The Institution shall have capacity to generate written material, provide technical support and training (orally or in written format) in English, either directly or through partners and trusted sub-contractors.
<ul style="list-style-type: none">• The Institution shall demonstrate willingness and capacity to implement and expand the Hub over the next three (3) years and beyond. This must include the ability to:<ul style="list-style-type: none">○ attract additional funding,○ access additional technical resources, and○ create services that can be a source of revenue for sustaining the Hub.
<ul style="list-style-type: none">• The Institution shall be able to demonstrate capacity for and have organizational culture conducive to intercountry work and recruitment of personnel with relevant skills from any part of Europe.
<ul style="list-style-type: none">• The Institution shall offer a conducive work environment that will attract highly qualified staff from all parts of Europe.
<ul style="list-style-type: none">• The Institution shall have access to good infrastructure (telecommunications, transport, and other) to conduct cross-country work, both virtually and in person.
<ul style="list-style-type: none">• The Institution shall demonstrate sound financial standing and management, including accounting practices.
<ul style="list-style-type: none">• The Institution shall demonstrate good business practices open to review by an external management consulting firm selected by WHO or ITU.

The pre-qualified Institutions proving to be compliant with the Pre-Qualification Criteria will be invited to participate in the upcoming solicitation process.

4.2 REOI Responses Evaluation and Rejection

All Responses received by the REOI Closing Date, complete of all documents and information requested in **Section 3** above, and submitted in the form prescribed in **Section 5** below, will be evaluated in an exhaustive and impartial manner by ITU.

No information concerning the examination and/or evaluation of the Responses or recommendation relating the pre-qualification shall be communicated to any Institution or to any other person whatsoever. ITU reserves fully the right not to consider any Responses transmitted in ways other than as indicated in **Section 5** below.

Section 5. REOI Closing Date and Submission of Responses

The REOI closing date is: **Friday, 29 September 2017 at 15:00 hours (Geneva Time).**

Interested Institutions shall submit their Responses by email to the following addresses:

E-Mail: aida.martinandres@itu.int

CC: Proc@itu.int



Subject: Request for Expression of Interest Ref. No. REOI-2017-004

Section 6. REOI Terms and Conditions

6.1 Non-binding Enquiry

This REOI is a non-binding inquiry and may not necessarily result in an issuance of a solicitation process. In addition, no further details of the upcoming solicitation process will be made available to Institutions prior to the issuance of the solicitation document.

6.2 Requests for Clarification

ITU may seek clarifications from Institutions during the evaluation of the Responses. Any change to the Response however will not be permitted.

6.3 Evaluation of the Responses

All Responses received by the REOI Closing Date and submitted in the form prescribed in this REOI will be evaluated in an exhaustive and impartial manner by ITU in accordance with the instructions and requirements indicated in this REOI.

The Institutions will be notified in writing by ITU whether they have been pre-qualified to participate in the upcoming solicitation process. Institutions shall have no right of recourse against the final decision of ITU.

6.4 Remuneration for the preparation of the REOI

ITU will not refund or make any payment whatsoever to any Institution regarding the costs incurred for the preparation and submission of its Response, regardless of whether such Institution is pre-qualified.

6.5 Confidentiality

The information provided by the ITU shall be kept strictly confidential and shall not be revealed to any third party without the prior express written permission of the ITU. The ITU will treat as confidential the contents of the Responses.

Section 7. Other Important Information

7.1 Ethical Standards

ITU requires that all Institutions observe the highest standard of ethics during the solicitation process and the execution of the work. Prospective Institutions shall be aware that ITU enforces a zero-tolerance policy concerning proscribed practices, including corruption, fraud, coercion, collusion, unethical behaviour and obstruction. ITU adheres to the **UN Supplier Code of Conduct** which may be consulted at <http://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct>. Prospective Institutions hereby understand and accept that any submission sent to ITU constitutes agreement to abide by, observe and fully cooperate with the application of subject Code of Conduct. Accordingly, any Institution that is found to have undertaken unethical, unprofessional or fraudulent activities will be suspended or forbidden from continuing business relations with ITU.

ITU supports the **UN Global Compact Initiative** (<http://www.unglobalcompact.org/index.html>), a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption. ITU encourages all Institutions to sign up with the UN Global Compact Initiative.



ITU encourages prospective Institutions to avoid and prevent conflicts of interest by disclosing to ITU if the Institution, or any of its affiliates or personnel, were involved in the preparation of these requirements, designs, specifications, and other information which may be contained in this REOI or in the future solicitation document.

Institutions shall not offer gifts or hospitality to ITU staff members. Recreational trips to sporting or cultural events, transportation or invitations to lunches or dinners are also prohibited.

7.2 ITU's Privileges, immunities and facilities

Nothing contained in, or related to this REOI, shall be deemed or constitute a waiver of the privileges, immunities and facilities, which ITU enjoys by virtue of the international agreements and national laws applicable to it.