

World Blood Donor Day "Celebrating the gift of blood" **14 JUNE**

Request for Proposal to Host the World Blood Donor Day Global Event 2011

World Blood Donor Day Global Event ("WBDD Global Event") is held on 14 June every year as a worldwide celebration to honour and thank those people who donate their blood on a voluntary, unpaid basis. The WBDD Global Event provides a special opportunity to create public awareness and build a culture of voluntary blood donation. WBDD is also designed to create wider awareness throughout the world about the need for availability, safety and appropriate use of blood and blood products and for many more people to make a commitment to regular voluntary blood donation.

The concept of WBDD was pioneered by four core international organizations - the World Health Organization (WHO), the International Federation of Red Cross and Red Crescent Societies (IFRC), the International Federation of Blood Donor Organizations (IFBDO) and the International Society of Blood Transfusion (ISBT) known as the "core agencies" - in 2003 with a view to jointly facilitating the celebration of WBDD Global Event on 14 June each year.

This Request for Proposal ("RFP") provides detailed guidelines to applicants who would like to host the WBDD Global Event. The RFP stipulates the rules and pre-requisites concerning applications, the procedure to be followed in the selection of the host, as well as the obligations of the host once selected.

The submission of a proposal to host the WBDD Global Event ("Proposal") indicates acceptance of these rules and procedures as well as the obligations that arise upon a successful bid.

1. Eligibility Criteria

It is the core agencies intention that the World Blood Donor Day global event should take place in different WHO regions each year. Bids are therefore encouraged from countries outside of Europe, where the global event in 2010 will take place. Applications from low and medium Human Development Index countries included in the UN Development Programme (UNDP) list are encouraged.

The following criteria must be fulfilled in order to submit a Proposal:

- Commitment of the country of the applicant to 100% voluntary non-remunerated blood, blood components and plasma donations and adherence to the ISBT Code of Ethics.
- Strong political commitment to the success of the WBDD Global Event - from Ministry of Health, the Prime Minister or the Head of State.
- The ability to provide a day-to-day secretariat for a period of one year following on from the WBDD Global Event (from 15 June to 14 June).
- A commitment from a high HDI country to a "twinning" arrangement with a developing country which might wish to act as Host in the future

2. Procedure

- 2.1 A detailed formal Proposal from the Ministry of Health, the national blood service, the National Red Cross/Red Crescent Society or the national donor association, or if such national agencies do not exist in the country in question – any other competent authority to host the WBDD Global Event should be prepared (See section 3).
- 2.2 The proposal should be submitted to the current WBDD Coordinating Agency: The International Federation of Blood Donor Organizations (IFBDO).

All Proposals must be submitted to:

M. Niels Mikkelsen,
President, IFBDO/FIODS
c/o Bloddonorerne i Danmark
Vesterbrogade 191
DK 1800 Frederiksberg C
Danmark

Tel: (+45) 7013.7014

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E-mail: mikkelsen@bloddonor.dk

- 2.3 The overarching theme for WBDD is '*Celebrating the gift of blood*' and in 2011 the slogan will be "*give blood...it's a healthy sign*", with the focus on the overall benefits of voluntary non-remunerated blood donation (benefits for the patient, donor, blood service, hospital, community etc.)

Some key messages relating to the theme and focus for 2011 should be reflected in the Proposal, with modifications to suit local needs.

3. Contents of Proposal

- 3.1 In order to be considered to host the WBDD Global Event, the Proposal submitted shall contain the following information:
 - A letter from the Ministry of Health stating support for the Proposal *.
 - Details regarding the status of voluntary non-remunerated blood, blood components and plasma donations, which should include progress made over the years, overall blood donation rate per 1000 population, number and proportion of voluntary non-remunerated blood donors, and structure of national blood supply, blood legislation, etc.
 - **An action plan** with a detailed **time-table** for preparation for the WBDD Global Event. This plan should include details such as what celebrations are contemplated, the manner of execution, who will attend, any special features, cooperation with other countries and organisations, special artistic contributions etc.
 - **Detailed budget** for all planned activities as well as the amount of financial support or guarantees from local or national governments (see also 4.2).

*The 58th World Health Assembly unanimously adopted the resolution WHA 58.13 in 2005, recognizing voluntary, non-remunerated blood donation as the cornerstone of a safe and adequate national blood supply, and agreeing to the establishment of WBDD as an annual event.

- **Details of Local Organisation Committee:** Names, titles and position of the proposed Chairman and members of the Local Organising Committee, who shall present the Proposal to the Steering Committee and shall be responsible for all organisational aspects of the WBDD Global Event.
- **Media Plan:** to include planned media initiatives, coordination with media, and other details as relevant.
- **Host Venue, City and Country Details:**
- Details should include:
 - relevant information on the venue and location for the WBDD celebration;
 - relevant information about the country such as: political structure and stability, economy and inflation rates, cost of living, infrastructure, legal requirements for entry, availability of government or private subsidies;
 - any other relevant information that will impact the hosting of the WBDD Global Event.
- **Endorsements:** by local or national organisations, local or national health authorities, scientific institutions, if any, should be indicated in the Proposal. Indications of support from companies and associations will also be welcome, provided that none of their activities are inconsistent with, or contrary to, the principles adhered to by the core agencies.

3.2 Failure to provide the required information in the Proposal may result in the disqualification of the applicant.

4. **Obligations of Host**

In the event that the applicant is successful and is selected to host the 2011 WBDD Global Event (“Host”), the obligations and commitments of the Host are as follows:

4.1 **Organisational Commitment**

- The organisation of the WBDD Global Event rests with the Host, through its Local Organising Committee.
- The Local Organising Committee will prepare a detailed plan, which includes the distribution of tasks between the Local Organising Committee, the Ministry of Health, other Ministries, the National Red Cross/Red Crescent Society, the national donor association, the national blood service and/or blood banks.
- All local media coverage shall be organised by the Host, and it shall also assist in the world wide media effort. This shall be done by providing relevant press information about the WBDD Global Event at an early date to established media contacts, as well as appointing a national media focus point and/or a press agency in charge of all media contacts.
- The Host shall provide multimedia materials such as graphics (posters, flyer etc) within the Theme for the WBDD Global Event 2011 as well as their translations into Arabic, English, French, Portuguese, Russian and Spanish.

4.2 **Financial Commitment**

- The financial resources for the WBDD Global Event shall be the responsibility of the Host. This should include the allocation of funds for the preparation and celebration of the WBDD Global Event 2011. It should be noted that the budgetary commitment does not need to be large; e.g. Australia arranged the main event in 2009 within a budget of \$44,000 or €30,000 and volunteer commitment.

- While the core agencies shall not be in a position to contribute towards the financial commitments for the WBDD Global Event, they shall endeavour to assist in the formulation of a resource mobilisation plan by the Host, as well as provide support through the process.
- The Host shall budget for the accommodation of the members of the Steering Committee during the WBDD Global Event 2011, who are representatives of each of the four core agencies.
- The Local Organising Committee will prepare the budget in close co-operation with the acting Secretariat and the Steering committee.

4.3 **Role As Secretariat**

- The Host agrees to act as secretariat during the year after the WBDD Global Event 2011 (i.e. from 15 June 2011 to 14 June 2012). This will include some organisation for the next year (June 2011- June 2012). For example, the Host shall collect data after the WBDD Global Event 2011 from around the world to provide support for a publication on “Stories around the world on WBDD 2011”, which is to be communicated to the rest of the world. This will also include updating “Quick start planning guide - how to make the most of WBDD in your country”. The core agencies will assist in the collection of this information, which may also be placed on the joint website.
- Acting as secretariat includes close cooperation with the Coordinating Agency from 15 June 2011 to 14 June 2012, which will be the WHO. The Secretariat shall participate in meetings of the Steering Committee, the year before the event (2010-2011) and the year after (2011-2012) and shall take and distribute notes from the meetings 2011-2012,
- The secretariat shall assist the host for the 2012 event, providing experience and practical help to facilitate the process.

5. **Procedure for Selection of Host**

If more than one eligible bid is received, the Steering Committee will by consensus select the most appropriate applicant for the WBDD Global Event in accordance with these rules.

5.1 The following is the procedure for selection:

- The Proposal will be sent to the current Coordinating Agency, the IFBDO (contact details in S.2.1 above) on or before 28 February 2010.
- After receipt of the Proposal, the Steering Committee will make a pre-selection, if necessary. The applicants at this stage may be asked to provide further information by the Steering Committee.
- Representatives of the pre-selected bids will be invited to give a short presentation before the Steering Committee in Geneva, Switzerland on March 15th 2010.
- In the same meeting, the Steering Committee will make a final decision and this shall be communicated to the successful and unsuccessful applicants.



International Federation
of Red Cross and Red Crescent Societies

