Call for Proposals: National Coalition Coordinator

Colombia | Closing date: 24 November 2026

Background

Transform Health is a global coalition of more than 230 organisations working to achieve UHC by 2030 by harnessing digital technology and the use of data. The coalition advocates, campaigns and collaborates with communities, governments, civil society and the private sector among others to develop and strengthen public policies, legislation and regulations for digital health and health data governance. It currently works through national coalitions in Kenya, Senegal, India, Indonesia, Mexico and Ecuador, and is establishing new national coalition in Colombia.

Our vision

Universal health coverage achieved by 2030 by harnessing digital technology and the use of data.

Our mission

Transform Health brings together organisations and institutions across sectors that are committed to achieving universal health coverage by expanding the equitable use of digital technology and data.

Our principles

- **Equity:** underrepresented and marginalised populations, who may have the least access to digital technologies and the most to gain from them, are fully represented in the coalition's work.
- **Empowerment:** young people and women, who are traditionally excluded from decision-making processes, play an active part in the coalition and in its work to influence decision makers.
- **Partnership:** the coalition works with governments, civil society, academia, foundations, multilateral institutions, the private sector and others to promote the effective and responsible use of digital technologies and data.
- **Human rights, gender equity and inclusion:** the coalition works to ensure that the digital transformation of health upholds human rights and advances gender equity.

Our objectives

1. A robust national enabling environment for equitable, inclusive and sustainable digital transformation of health.
2. Equity and rights-based national health data governance and AI frameworks adopted and implemented.
3. More, better aligned, coordinated, sustainable and accountable digital health investment from governments, donors and the private sector, supporting national digital health implementation.
4. Inclusive and meaningful engagement of civil society, including young people, women and marginalised communities, in digital health governance and decision-making processes.

At national level, the coalition's work is guided by Transform Health's Roadmap to 2030, which sets out five goals and fifteen ambitions for the digital transformation of health.

Purpose of this call

Transform Health is seeking one national organisation per country in Colombia to serve as the National Coalition Coordinator. The coordinator will build and coordinate its partners and lead the national coalition's engagement with the government to deliver a national strategy aligned with Transform Health's objectives and the Roadmap to 2030. Successful civil society organizations for the national coordinator role, will further lead the Roadmap to 2030 cluster and drive cluster collaboration and coordination in delivery of the country roadmap priority.

Shortlisted civil society organisations will be expected to attend the national strategy co-creation workshop in their country, taking place between November and December 2026. The selected coordinator will then finalise and validate the draft strategy with coalition partners and lead the coalition in implementing it.

Scope of work

The National Coalition Coordinator leads the coalition and the Roadmap to 2030 in implementing its national strategy, in close collaboration with government, coalition partners and the Transform Health Secretariat. The work takes place in two phases.

Phase one: establishing the coalition (first three months)

The coordinator will take part in the national strategy co-creation workshop, where stakeholders develop the draft national strategy. Within the first three months of the partnership, the coordinator will:

1. Review and sharpen the draft national strategy and theory of change developed at the co-creation workshop, based on the findings of the country analysis.

2. Design and facilitate a strategy validation workshop with prospective coalition partners, within one to two months of the co-creation workshop and no later than January 2027. Transform Health will cover the venue and logistics of the workshop.
3. Finalise the national strategy with a clear priority for the Roadmap to 2030 and theory of change, incorporating the outcomes of the validation workshop.
4. Bring together 15 to 20 coalition partners, each of whom will sign a letter of intent to join Transform Health.
5. Establish a national governance structure for the coalition, with clear roles for partners and transparent decision-making.
6. Develop a costed workplan, budget and monitoring framework aligned with the validated strategy, for approval by Transform Health.

Phase two: leading the coalition

Once the strategy is validated, the national coalition will lead its implementation across the following areas.

Coalition governance, growth and development

- Sustain and grow the coalition, convening partners regularly for joint planning and coordinated action.
- Based on careful consideration supported by organisational capacity assessment, sub-grant or provide budget support for agreed partner activities in support of the national strategy.
- Ensure that young people, women and marginalised communities participate meaningfully in the coalition's governance and decision-making.

Policy and advocacy

- Build sustained engagement with the government, so that the Ministry of Health in particular recognises the coalition as a strategic partner in national digital health work.
- Lead the coalition's advocacy on the priorities set out in the national strategy, including constructive and evidence based engagement with the government to reform and strengthen their digital health policy and legislation, health data governance and AI, and digital health investment.

Outreach and influence

- Mobilise coalition partners around Digital Health Week and other relevant national, regional and global moments.
- Develop and effectively implement a comprehensive communications strategy with support of the Secretariat to support delivery of the national coalition strategy and Roadmap to 2030 action agenda.
- Represent the coalition at national, regional and global events, including Transform Health's Joint Learning Forum in Dakar, Senegal, on 19 to 21 January 2027.

Coordination, reporting and resource mobilisation

- Manage coalition funds in line with Transform Health's financial and due diligence requirements and under the direction of the Fiscal partner, Amref Health..
- Report on progress through Transform Health's quarterly and annual milestone-based reporting.
- Work with the Transform Health secretariat to develop and execute a robust resource mobilization strategy to broaden and deepen the work of the national coalition.

The work of existing national coalitions

The priorities of each new coalition will be identified through its national strategy. The experience of existing national coalitions illustrates the type of work involved:

- **Kenya:** the national coalition, coordinated by KELIN, engaged in the development of Kenya's Digital Health Act, 2023. It now supports the implementation of the Act, including through analysis of digital health budgets and a study of how the Act is being implemented.
- **Ecuador:** the national coalition supported the development of Ecuador's National Digital Health Public Policy. It is now working with the Ministry of Public Health towards a national health data governance framework and a legislative proposal on digital health.

Expected outputs and results

The coordinator is expected to deliver the phase one outputs within the first three months of the partnership. Beyond phase one, the coordinator will lead the coalition towards the longer-term outcomes set out below. Success means a government-led policy process under way, such as a digital health act or a health data governance framework, with the coalition clearly shaping it, and established working relationships with the government actors that the coalition needs to work with.

Outputs

Output	Timeframe
National Strategy co-creation workshop	By end November 2026
Strategy validation workshop held with prospective coalition partners [with theory of change, costed workplan, budget and monitoring framework]	By end January 2027
A comprehensive Communications strategy	First three months
15 to 20 coalition partners, each with a signed letter of intent	First three months

National governance structure for the coalition	First three months
Coalition engagement during Digital Health Week	Annually
Milestone-based progress reports to Transform Health	Quarterly and annually

Longer-term outcomes

Outcomes will be determined by the national landscape assessment and the strategies. The outcomes below are illustrative and drawn from Transform Health's results framework and objectives. They illustrate the change that national coalitions work towards.

Area	Outcome
Enabling environment	A government-led process to develop or revise a digital health law, regulation or policy is under way, with the coalition clearly shaping it. Coalition recommendations are reflected in the government's costed health or digital health plans.
Health data governance and AI	National health data governance and AI regulation or policy is developed or updated with the coalition's input, and the government endorses the Health Data Governance Principles.
Digital health investment	National planning and budget processes prioritise digital health investment, with stronger reporting and accountability for that spending.
Relationships with government	The Ministry of Health and other key government actors engage the coalition as a strategic partner in their digital health work.
Inclusive participation	At least 40% of coalition partners represent young people, women and marginalised communities. At least 50% of coalition leadership roles are held by women or women-focused organisations, and at least 30% by young people or youth-focused organisations.

Each coalition will set its own outcomes and indicators in its validated strategy and monitoring framework. The participation figures for young people, women and marginalised communities apply to all national coalitions, because their engagement is central to the success of this work.

Relationships and accountability

The coordinator will be accountable to the Transform Health Secretariat for operational matters and for delivery of the agreed workplan. Financial accountability, including

disbursement, financial reporting and audit requirements, will be set out in the grant agreement.

The coordinator will work closely with Transform Health's National Coalitions team, which provides technical support, tools and opportunities for learning across national coalitions.

Funding

The selected coordinator will receive up to USD 300,000 for the first two years of the partnership. The partnership is intended to be long term, and funding for subsequent years will be agreed with Transform Health.

The first-year funding covers the coordination of the coalition and the implementation of the first-year workplan, including support to coalition partners. Applicants are asked to submit an indicative budget for coordination costs only. The full first-year budget will be developed with the workplan once the national strategy has been validated. Transform Health will cover the venue and logistics costs of the strategy validation workshop separately.

In developing their detailed budgets, coordinators should align with Transform Health's global budget guidance for national coalitions:

- **Overheads and Direct Costs:** Up to 25% for overheads (including administrative and staff costs), with at least 75% allocated to direct project costs.
- **Sub-granting:** 40–50% of the overall budget should be spent on coalition members to achieve joint coalition objectives through a sub-granting mechanism.
- **Evaluation:** Set aside 5% of funds for end-of-project evaluation.
- **Communications and Marketing:** Set aside 5% for communications and marketing materials to support general coalition efforts.

All awards are subject to committed funding being available to Transform Health. Should funding change, the award may be delayed or adjusted.

Eligibility and selection criteria

Applicants must meet all nine criteria below and provide the evidence listed for each.

Criterion	What to provide
1. Digital health or health policy is part of the organisation's thematic or advocacy priorities	A description of current programmes, with examples of relevant work
2. Established relationships with government, civil society and national digital health actors	Examples of current relationships and joint work

3. Demonstrated multi-stakeholder facilitation and convening capacity	Examples of convenings the organisation has led, with their outcomes
4. A track record of coordinating coalitions or networks at national level	The networks coordinated, their membership and what they achieved
5. Government engagement and policy advocacy experience	Examples of policy change the organisation contributed to, focusing on results
6. Legally registered as a civil society organisation in the country	Registration certificate
7. Meets Transform Health's full due diligence requirements	A dated bank letter on bank letterhead with the account details; the procurement policy; audited financial statements for the last two years
8. No conflict of interest with national digital health actors	A signed conflict of interest declaration
9. The core team works fluently in English and in the country's main working language	CVs of the core team showing their language skills

Selection process

Transform Health will give particular weight to applicants' relationships with government, their depth of expertise in policy and advocacy, their understanding of the national digital health ecosystem, and their experience of influencing government processes. Shortlisted organisations will take part in their country's co-creation workshop as part of the selection.

1. Applications close on 24 November 2026.
2. Transform Health reviews applications against the nine criteria and agrees a shortlist.
3. Shortlisted organisations are invited to the co-creation workshop in their country, where they contribute alongside other stakeholders.
4. Transform Health makes its final selection after the workshop and informs all applicants of the outcome.

How to apply

Send your proposal to hr@transformhealthcoalition.org by **24 November 2026**, with the subject line "National Coalition Coordinator: Columbia".

Proposals must be written in English. Proposals must not exceed ten pages, including background on the organisation and its responses to the due diligence requirements. Each proposal should cover:

- Background on the organisation, including its mission, governance and experience in digital health or health policy
- How the organisation meets each of the nine selection criteria
- Recommendations on the strategic direction the national coalition could take, drawing on the organisation's knowledge of the national digital health ecosystem and where a coalition could make the greatest difference
- The organisation's existing relationships with government, and an indicative list of organisations it could bring into the coalition
- The proposed approach to coordinating the coalition, including validating the national strategy, onboarding partners, establishing a governance structure and involving young people, women and marginalised communities
- An indicative budget breakdown covering the costs of coordinating the coalition, such as staff, coordination meetings and overheads
- The proposed coordinating team, its structure, the division of roles. The team must be able to speak English.

Supporting documentation

The following documents should be attached to the proposal:

- Certificate of registration as a civil society organisation in the country
- A bank letter on bank letterhead, dated 2026, showing the account name, number, currency, SWIFT code and signatories
- Audited financial statements for the last two years
- The organisation's procurement policy
- CVs of the core team, showing their language skills
- A signed conflict of interest declaration

Enquiries

Enquiries about this call may be sent to hr@transformhealthcoalition.org.