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## PROGRAMA DE LAS NACIONES UNIDAS PARA EL DESARROLLO

### CLARIFICATION .1 REF. 12110 RSC 2017 COMMUNICATIONS AND BRANDING CONSULTANCY

**Date: January 16, 2018**

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**We notify all interested bidders that we have received the following queries:**

**Question 1. Is this tender open to vendors in any country/location, or is a specific location preferred?**

Answer: Yes, the company can be located in any location

**Question 2.** For a project of this complexity, we would recommend in-person meetings at key points. Should travel be included in the estimate, or is it expected that all work be performed from our office? If travel is to be included, such as for meetings, where would the travel be to (where are most GCP staff?

Answer: Meetings with the GCP team will be held remotely, the proposal should not include travel costs.

**Question 3. Can you provide guidance on procedural and budgetary expectations with respect to the research & discovery phase; and what type of access to stakeholders can we expect – both internal (employees and partners) and external (donors, governments, private sector, etc)? We would recommend a mix of qualitative and quantitative analysis, but this can be done relatively “lean” focused on online surveys, or more in-depth through a broad range of personal interviews to uncover a deeper understanding.**

Answer: Our procurement policies and rules do not allow us to provide budgetary expectations. We will make every effort to support the successful contractor to access representative of our internal and external audiences. In this regard, we would be interested in a ‘lean’ option that utilises a mix of broader online surveys and more in-depth interviews with select individuals representing different audience groups.

**Question 4. In "Section C: Purpose" there is mention of providing recommendations for coordination of identity between the Green Commodities Community, the Good Growth Conference and the Good Growth Partnership. Yet the GGP is not listed in the development of deliverables. Are any elements of the brand (strategy/positioning, verbal, and/or visual identity) for the Good Growth Partnership to be developed as part of the deliverables?**

Answer: No, these have already been develop

**Question 5. In "Section E: Expected Outputs/Deliverables" for Deliverable Two: There is mention of two sets of messaging documents, then three are listed (GCP, National Commodity Platforms, and Green Commodities Community including Good Growth Conference). To confirm, three messaging documents are to be delivered?**

Answer: Yes, this is a typo. Three messaging documents are to be produced.

**Question 6. Also in Section E, under Deliverable Three for the brand and visual identities: To confirm, there should be two graphic guidelines documents – National Platforms and GCC, correct? For the Good Growth Conference part of the GCC guidelines, are we to include development of a visual identity (logo) and system (guidelines for typography, color palette, etc); or by “guidance” do you mean general recommendations without designed deliverables?**

Answer: Yes, this is correct. We want to avoid developing another, separate brand for the Conference, but would seek guidance/ general recommendations on how the Conference should look to ensure that involved brands gain appropriate recognition. This part of the work would also include providing guidance on the most appropriate collateral to be developed for the Conference. You will note that under deliverable four we are requesting that up to three types of collateral, based on the recommendations be developed.

**Question 7. Is there a specific budgetary limitation that should be taken into account for estimating?**

Answer: Yes, but is confidential information

**Question 8. Are all deliverables expected to be in English, or any other languages to be represented – for logos, brochures, etc?**

Answer: Just English

**Question 9. For the proposal, are the Technical and Financial portions to be delivered in the same document, or should they be delivered separately ?**

Answer: They should be delivered separately files, Technical proposal and financial proposal. The proposal should include an index of all the documentation that has been sent. Additionally there is no restriction on the number of sent mails, The only restriction is the size of 4MB.

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**End of the Clarification .1**