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PROGRAMA DE LAS NACIONES UNIDAS PARA EL DESARROLLO

CLARIFICATION .2 REF. 12110 RSC 2017 COMMUNICATIONS AND BRANDING CONSULTANCY

Date: January 24, 2018

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

Question 1. I just wanted to clarify if we just needed to provide certified true copy of the legal documents? I wouldn't have thought we could get CTC for methodology, company profile, signed annex 2 etc?

Answer: No, but make sure that the proposal is signed by the legal representative.

Question 2. A lot of the scope of work in deliverable 4 is hard to determine until phase 1 and 2 have been completed ie - how large brochure and presentations are - so we want to really make sure we spell out the pricing range for such collateral design items

Answer:

We estimate:

- Apply the GCP messaging to key products, delivering a brochure (2 to 4 pages), key website copy related to GCP's key areas of work (approximately 3,000 words) and a presentation (powerpoint 10 – 15 slides) .
 - Applying the visual identity and key messaging developed and work with key staff to create some basic tools to help communicate the global/ generic concept of National Commodity Platforms, namely: a brochure (2 to 4 pages), presentation (10-15 slides), theory-of-change graphic (one page), short animated video (60–90 seconds).
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End of the Clarification .2