

FAQS – RFP for Communication Services

General questions

Question

Who is the audience for the communications piece of BTCA's work? Specifically the website and related content?

Answer

The target audience of BTCA is constituted primarily by decision makers from governments, private sector companies and development organizations. The primary targets of the advocacy and communication work are the representatives of the above mentioned segments who can take decisions regarding the shift from cash to electronic payments within the institution they represent (e.g. Ministry of Finance in a government). The secondary target is constituted by the network of influencers who can directly or indirectly support the idea that electronic payments bring more benefits than cash payments and inform the decision making process.

Question

There is no mention of social media in the RFP. To what extent do you see social media playing a role in the digital portions of this campaign?

Answer

Social media will play a great role to support the advocacy activities and strengthen the dissemination of key information on the shift from cash to electronic payments.

BTCA has currently a Twitter account, a LinkedIn group, a Youtube channel and a blog. We expect the firm contributing to the production of content to actively support the editorial process of the blog.

Question

Could you provide additional clarity on what you want your audiences to do online? i.e., Are we trying to secure commitments? Acquire leads that are then pursued offline?

Answer

We don't intend to engage and secure commitment with our audience online. However, engaging online conversations with influencers will contribute to the advocacy work and to influence our targets.

Question

What is the estimated budget for the BTCA initiative?

Answer

BTCA is a global movement designed for 5 years but currently with funding covering 2013/2014. The estimated budget for BTCA initiative is not public information.

Question

Do the 5 batches have different budgets assigned to them? If so, can you provide what they are?

Answer

BTCA has planned a global budget for communication services that will be divided between the 5 batches. The estimated budget for communication services is not public information.

Question

Does the budget include expenses or are expenses additional?

Answer

The financial proposal covers costs per output. If the production of the deliverable includes fees and costs, please include both to reach a proposed cost per output. Clarify in your financial proposal and per output the different allocation (e.g., Total cost of outputs = fees + costs).

Question

What are the KPIs that the alliance is weighing each batch against to gauge success - aside from the completion of the assignments?

Answer

If your question relates to the selection process, please review the selection criteria and their respective weight in the RFP.

If your question relates to the way BTCA will evaluate the satisfactory completion of deliverables: BTCA will propose specific guidance and brief for each assignment and will work in close collaboration with the vendor(s). Quality of the output (as described in the brief/guidance and in conformity with standards of the sector), respect of deadline and quality of the relationship with the vendors should be the pillars of a successful completion of the proposed outputs.

Question

Are CVs required to be submitted for ALL personnel listed on the staff spreadsheet for each Batch, or only for Team Leader and project management staff for that Batch?

How many CVs do you expect? We'll be collaborating across countries so would you like project leads in those countries or the entire team?

Answer

Please submit only information regarding the specific batch (e.g., Team Leader and project management staff for that Batch)

Please provide CVs that you deem necessary for the successful completion of the deliverables.

Question

Under Section 7, Financial Proposal section, how do the two cost breakdowns (A, B) differ? Are both required or is this at the Proposer's discretion?

Answer

Both Sections are required. In Section A bidders must provide an estimate for each line and a total per Batch. Section B refers to the daily rate for each staff level.

Question

For Section 6, Technical Proposal form, section 2.7 'Anti-Corruption Strategy' there is a note 'N/A.' Does this mean that the entire section 2.7 is not required or does N/A pertain to the last statement ("Describe the financial controls that will be put in place.")?

Answer

The N/A pertains to the entire section 2.7

Question

When it comes to submission of sealed envelopes, how does UNCDF define 'sealed'? (e.g., is a signature across a glued envelope required?)

Answer

Sealed is considered glued. No signature required across the envelope.

Question

Is there a page limit for submissions by batch (Technical, Financial) and/or overall page limit?

Answer

There is no page limit for the Technical Proposal however please limit the proposal to the information requested. The Financial Proposal should be limited to 3 pages. Please enter the amounts in cells provided.

Question

In the data sheet, DS 19 notes that 1 electronic copy (CD or flash drive) be submitted in addition to 1 original. In DS 23 it states 'N/A' under conditions and procedures for electronic submission and opening, if allowed.' Is an electronic submission required in addition to an original hard copy or is only 1 hard copy original required? Or is this at the Proposer's discretion, so long as instructions are followed?

Answer

This is not at the Proposer's discretion. Do not submit the Proposal by email. Submit by mail: 1 hard copy and 1 copy on disk or flash drive.

Question

Are Sections 4 and 5 required to be filled out as separate forms per batch and/or is one set of forms sufficient per overall submission if an agency is applying for all five batches? Also, do these forms go within the sealed envelope or outside?

Answer

Section 4 and Section 5 only need to be completed once (1 per Proposer). Not one per batch.

Question

At the top of the tender of section 6, it says: "Note: Technical Proposals not submitted in this format may be rejected. The financial proposal should be included in separate envelope. This tender is composed of 5 batches. Companies may bid for the entire tender or for individual batch. Submission for individual batch should be clearly specified in the form." Does this mean all five of our batches will be submitted together? Or should they be individually packaged in envelopes?

Answer

Each Batch should be in a separate sealed envelope marked with Batch #. For example: "Batch #2 Technical Proposal", "Batch #2 Financial Proposal"

Question

Although the contract is proposed to be longer than a one-year term, would UNCDF consider adding a provision that would make the contract a year term with a year renewal as follows: "Not less than 60 days prior to the end of the first year, the UNCDF and Contractor will jointly review the status and operation of the contract to determine if the parties mutually agree that the contract is operating as contemplated; and if the parties do not agree, then either party may terminate the contract at the end of the first year by providing written notice to the other party not less than 30 days prior to the end of the first year."

Answer

At this stage, terms of a contract renewal cannot be negotiated

Question

The UN has indicated that the performance of the contract is intended to be global, listing each continent. If the contractor's country of origin has trade restrictions or other embargoes that prevent contractor from providing services (or facilitating performance of services) in a particular country, will the UN excuse contractor from performing services in such country?

Answer

Yes

Question

Does the proposal need to be submitted by Close of Business on April 10, 2013 or 11.59 April 9, 2013?

Answer

April 10th at 11:59pm

Question

If we bid on the two batches above, will we be considered for each of them separately, or only for both?

Answer

You will be considered for each one separately

Question

Regarding Section 6: Technical Proposal, 1.2: We are a sole-proprietor small business/design studio in business since 1980. We do not have an Audited Financial Statement. We can send a year-to-date Profit and Loss Statement, or the short form of our 2011 tax statement. Will we be disqualified if we do not submit the Audited Financial Statement? Will either of the substitutions offered suffice?

Answer

We will accept Profit and Loss Statements, Tax Statements or any other official financial document in the name of the company.

Question

When would you like confirmation that we will be submitting a tender?

Answer

By 9 April 2013

Question

Is the tender available in Spanish for our Spanish-speaking team members? Please could you provide a link?

Answer

Unfortunately, it is not available in Spanish

Question

If we are bidding for all the batches, can we submit one Technical and Financial proposal, having multiple (for each batch) Technical Proposals (Section 6) and Financial Proposal Form (Section 7) or do we need to submit completely different proposals?

Answer

Each Batch should be in a separate sealed envelope marked with Batch #. For example: "Batch #2 Technical Proposal", "Batch #2 Financial Proposal"

Question

Can UNCDF provide guidance on budget/Level of Effort expected for each of the five batches?

Answer

BTCA has planned a global budget for communication services that will be divided between the 5 batches. The estimated budget for communication services is not public information.

Question

If responding to more than one Batch of Services under the RFP, is submitting one packet of our financial information sufficient, or are we required to submit a separate packet with each Batch Number?

Answer

If you are referring to Section 6 – Technical Proposal Form, Yes it should be submitted for each Batch in a separate sealed envelope. Each Batch should be in a separate sealed envelope marked with Batch #. For example: “Batch #2 Technical Proposal”, “Batch #2 Financial Proposal”

Question

Part 2.7. Anti-Corruption Strategy. The form indicates “N/A.” Is a response to this section not required?

Answer

A response is not required to part 2.7

Question

Section 7: Financial Proposal Form

Part A., Cost Breakdown per Deliverables. Please confirm that “*Cost per staff involved in the activity*” means that a price for the total labor cost for the activity should be provided in this field. (Cost detail appears to be required in Part B of the form.)

Part A., Cost Breakdown per Deliverables. Please confirm that “*Cost per main activity involved to produce the deliverable*” means that the price for any non-labor costs for the activity should be provided in this field. (Cost detail appears to be required in Part B of the form.)

Part B., Cost Breakdown by Cost Component. Only three staff levels/categories are listed on the form (junior specialist, specialist, senior specialist). May we provide additional categories, or are we only limited to these three categories?

Answer

That is correct. In Part A you should provide the total cost for labor under that column.

That is correct. Under this column “Cost per main activity” please provide non-labor costs.

No. Please provide staff daily fee only for the levels provided in the RFP

Batch 1 – Media placement

Question

What are the ‘BTCA key messages’?

Answer

Please see:

- BTCA website (especially this page <http://betterthancash.org/why-e-payments/> and sub related pages)
- BTCA brochure (<http://betterthancash.org/wp-content/uploads/2013/02/BTCA-Overview-Feb2013.pdf>)

- A recent paper that explains the rationale for shifting from cash to electronic payments in emerging markets (<http://betterthancash.org/wp-content/uploads/2012/09/BetterThanCashAlliance-JourneyTowardCashLite.pdf>).

Question

What content will be available to sell into media?

Answer

We intend to communicate to the media information on:

- New members of the Alliance (e.g. Press release focusing on new commitment – see for instance <http://betterthancash.org/news-releases/grameen-foundation-joins-the-better-than-cash-alliance/>)
- BTCA activities such as its advocacy campaign, its research program and its technical assistance facility
- Progress made by our members in their transition from cash to electronic payments (see <http://betterthancash.org/about/our-members/>)
- Perspectives and viewpoints from BTCA founders

Question

Can you please name the 20 priority media outlets?

Answer

We cannot name the 20 priority media outlets to be targeted. BTCA wants to engage at the global and local level but the priority media targets will be identified through an advocacy scoping study to be finalized in July 2013. To see the current coverage, please check: <http://betterthancash.org/coverage/>

Question

Who are the spokespeople for this project? What are their areas of expertise?

Answer

The key messengers of the advocacy and communication activities are Ruth Goodwin-Groen, BTCA Managing Director (<http://betterthancash.org/news-releases/ruth-goodwin-groen-named-as-managing-director/>) and BTCA founders and their representatives (see <http://betterthancash.org/about/committees/programme-management-committee/>)

Question

Are any of the key regions (Africa, Asia and Latin America) more of priority? Going deeper, which countries are your top priorities?

Answer

BTCA aims to work in priority in Africa, Asia and Latin America with countries that have a potential for scale and high volume of cash to be digitized, that have already demonstrated an interest to transition to electronic payments and have the infrastructure to manage the shift.

Question

The RFP states "Prepare 15 press releases, 25 media briefs (talking points/background information) in preparation of an interview, organize 6 press conferences and 1 media training". Are there specific milestones, events, announcements? If so can you provide further details?

Answer

In the near future, BTCA will announce its technical assistance facility and will launch a grant program for its members. BTCA will also work with its members to launch their commitment at the local level and aggregate around them the payment eco-system. Those activities could be, if appropriate and in line with the advocacy and communication strategy, announced through press conferences. However, BTCA will have an opportunistic approach and will ask the vendor to prepare as needed press releases and press conferences.

Question

What is the rationale behind these specific metrics? Are you open to other recommendations on how to raise visibility in the media?

Answer

The numbers stated in the RFP are an extrapolation from the current activity. We are keen in receiving recommendations from our vendor to improve our visibility in the media.

Question

Are the press releases and media briefs for use with media or solely for BTCA internal use (ie website)?

Answer

Depending on the budget allocation and on the opportunity, the press releases could be widely disseminated to the vendor's media network.

The **media briefs** are intended to be background information on media outlets for BTCA messengers prior an interview (audience of the outlet, style and interest of the journalist, etc.).

Question

Why are there 25 media briefs if there are only 20 stories and 15 press releases?

Answer

The media briefs are not intended for the media but for BTCA spokesperson. They consist in background information on media outlets for BTCA messengers prior an interview (audience of the outlet, style and interest of the journalist, etc.). 25 is the estimation of the number of requests for an interview from media outlets.

Question

Are the 15 press releases based on the 20 stories we are going to pitch or are they in addition to the 20 stories?

Answer

The stories will repackage key information produced within the Alliance. They can incorporate progress made by the members, results from the research program, and plans of new members. While the press releases are punctual and focus on a specific announcement, the idea of the stories is to enable a variety of perspectives and contribute to a broad understanding of the topic of electronic payments.

Question

How many languages will media activity take place in? Would you like us to quote for translation costs?

Answer

BTCA works mainly in English and Spanish but might expand punctually to other languages to disseminate information and reach out to local media. Translation for these languages will then be necessary but will be part of an addendum to the contract.

Question

Where will the media training take place?

Answer

The main option is to have the media training at UNCDF head quarter in New York. We might have extra training needs.

Question

Should the budget include fees and costs or should we include a separate list of costs?

Answer

The financial proposal covers costs per output. If the production of the deliverable includes fees and costs, please include both to reach a proposed cost per output. Clarify in your financial proposal and per output the different allocation (e.g., Total cost of outputs = fees + costs).

Batch 2: Content Production

Question

Does “editorial content” include writing or editing for the corporate content in addition to the layout and production?

Answer

Batch 2 focuses on the production of content (writing and editing) while Batch 4 focuses on the design and layout of BTCA documents.

Question

To what extent are we bound by the RFP in terms of content production and distribution? (i.e. Is there flexibility in terms of the five "batches"? Could we leverage content across platforms/batches?)

Answer

The RFP is a tentative work plan for 2013/2014 but there will be some necessary adjustment throughout the implementation of the advocacy and communication strategy.

Question

To what extent are we bound by the content formats as described in the RFP? (i.e. yearly reports here are described in terms of print, but perhaps could be interactive).

Answer

We welcome the recommendations from our vendor to improve the efficiency of the communication activities. The format of the “Annual report” as described in the RFP is a tentative plan to promote the first year of activity of BTCA and aims to facilitate the comparison between the different vendors’ proposals.

Question

Will the firm be responsible for any large quantity product production such as the BTCA brochure facts sheets or yearly reports?

Answer

The firm will only be responsible for the production of the draft (content production) and if appropriate for the design (Batch 4: Graphic design). Printing is managed directly by UNCDF.

Question

To what extent (if any) will BTCA staff support content development, publication, or distribution?

Answer

BTCA is looking for experienced writers who ideally have already a good understanding of the topic of electronic payments and financial inclusion. However, BTCA is prepared to support the editorial process and provide guidance to the writers.

BTCA Communication Officer will oversee the production of the publications and will provide guidance and feedback regarding the lay out.

BTCA will manage the promotion and the dissemination of the content produced under its guidance.

Question

Is there an ad budget to help distribute/syndicate specific content pieces to influentials/target audiences outside of the BTCA owned channels? (For example, would paid advertising on social channels be considered to promote the new blog content?)

Answer

BTCA has not planned such expenditure but welcomes the recommendations of the vendor to improve the efficiency of its communication activities. However, this type of budget is not yet planned and would have to be negotiated at a later stage.

Batch 3 Events organization

Question

Precisely what level of support is required in setting up meetings? Would this involve arranging the meet itself (i.e. require political / stakeholder knowledge) or purely logistical?
Which locations would the meetings / events take place? How many?

Answer

Regarding the organization of bilateral meetings, BTCA will mostly provide the contacts and ask the vendor to follow up to set up the meetings. However, in some cases, the vendor will have to look for the specific contacts (email and telephone) of participants when the organizers are not able to provide this information. The number of bilateral the vendor will have to set up might vary but considering that we're targeting 10 meetings, it is safe to plan for 30 bilateral.

Regarding the organization of 5 side events, please see the RFP for the description of tasks that are involved in setting up those. The tasks for these side events focus on the logistics of the event including the invitation and RSVP tasks.

The bilateral meetings and the side events can take place anywhere in the regions where BTCA works.

Question

Within the geographical regions specified, which countries in particular will the campaign need to reach. This will ensure our response exactly matches your needs.

Answer

BTCA aims to work in priority in Africa, Asia and Latin America with countries that have a potential for scale and high volume of cash to be digitized, that have already demonstrated an interest to transition to electronic payments and have the infrastructure to manage the shift.

Question

In accounting for travel costs, can we provide an estimated average for the activity, or do we need to detail assumptions about where events will be held (for example) and whether we are providing staff from the core team or from a local office for that region?

Answer

The vendor is expected to provide an average costs for the activity.

In the past 6 months, BTCA has organized several side events during major gatherings (WEF-Davos, Spring meeting - World Bank, etc.). Most of the organization was done on a remote basis and the communication vendor did not have to travel. If travel costs are necessary, those will be added to the budget through an amendment of the contract.

Question

Are we expected to provide on-the ground staffing for the events as well as event planning and management? Is this on-the-ground staffing expected to cover just communications services or event management/logistics services as well?

Answer

The firm is not expected to provide on-the ground staffing for the events but to liaise with local firms and key stakeholders to ensure the event management/logistics services concur to the success of the event. For the details of the tasks expected to be carried over by the vendor (in any location) while organizing an event on BTCA behalf, please see the RFP.

The vendor should ideally have a strong local presence in the regions mentioned in the RFPs to be able to supply if needed a local team to contribute to the organization of the events. The added value of a local team doesn't only lie in the potential reduced costs but most importantly in the understanding of the context and the stakeholders with whom BTCA intends to engage as well as in the linguistic capacity of the team.

Batch 4 Graphic Design

Question

Can UNCDF share samples of design materials previously used as a frame of reference?

Answer

Please see BTCA brochure: <http://betterthancash.org/wp-content/uploads/2013/02/BTCA-Overview-Feb2013.pdf>

Samples of Annual Report/Yearly review from other organizations:

http://www.swwb.org/sites/default/files/pubs/en/wwwb_2011_annual_report.pdf

<http://www.unsgsa.org/wp-content/uploads/2012/09/UNSGSA-Annual-Report-2012-final.pdf>

<http://www.gatesfoundation.org/Who-We-Are/Resources-and-Media/Annual-Letters-List/Annual-Letter-2012>

Question

Could you provide further context around the MailChimp account?

- o What is the size and composition of the existing list?
- o How has it been used in the past?
- o How do people come to join the list?
- o Do they see email as a growing component of their digital activities?

Answer

BTCA list includes 3300 contacts and for the time being Mailchimp has been used to send a monthly campaign (BTCA monthly message). Our audience can subscribe through our website but we're in the process of developing a subscription form. BTCA doesn't know whether the audience sees email as a growing component of its digital activities but has received very good feedback on the first three monthly messages that were sent

out. The average rate of opening is 25% but BTCA is still stabilizing its audience. However, with the wealth of information from its partners (e.g. new resources, events, trainings, progress made by its members) and the numerous activities of the Alliance, there is a need for a more sophisticated Newsletter, hence the need for a specific and user friendly shell to be adapted each month by BTCA team.

Question

Will we have to provide translation services or will UNCDF supply the content in additional languages? Will photo be provided for the brochures and reports, or will we need to purchase stock photography?

Answer

BTCA will manage the translation of its documents and will secure pictures for the brochures and reports.

Question

For web versions requested, do they want PDFs supplied or flipping pages?

Answer

The electronic version of the documents to be produced will be in the form of interactive Pdfs (Pdfs with hyperlinks).

Question

What size are the three BTCA banners to measure? The RFP states light and easy but no size

Answer

This needs to be determined but BTCA envisions 3 banners of about 1.80 cm by 60 cm.

Question

"Adaptation of BTCA power point for the Action Research program and the Technical assistance facility". Do you want us to design a new template for a Power Point, or an entire Power Point deck? If so, how many pages is the deck? Or, do you want your existing Power Point adapted to another format? If so, what format?

Answer

BTCA has already a template for its powerpoint presentations but we might need to customize that template for secondary activities such as the Research and the technical assistance facility. We just need to adapt the main power point slides (first, middle and final) to these two other activities.

Question

We are submitting a proposal for the Graphic Design – Batch 4 portion of the project. We would like to submit our pre-printed studio booklet with samples, however the booklet exceeds 15 pages. May we submit the sample booklet? Are we allowed to submit additional print samples of related projects we have designed for other clients?

Answer

Yes you may submit booklets, pamphlets or any other related projects.

Batch 5 – WEB DEVELOPMENT

Question

The RFP mentions building a platform “from the existing website;” does that mean leveraging content from the current site, or also leveraging the existing WordPress code?

Answer

The upgrade of the current website will include both the development of the platform (adding functionalities) and of the content.

Question

How much of the content and features on the existing BTCA site will be used on the redesigned site?

Answer

BTCA will use as much as possible the existing content and features of the existing platform.

Question

Can you give a sense of the volume of content you envision for the 'knowledge' section of the site?

Answer

BTCA will produce in the next two years about 20 to 30 knowledge products (including long and short publications, videos and Webinars) but also aims to feature key publications from the sector so as to become a knowledge hub for its partners.

Question

Will your selected partner be involved in creating content for the platform? If so, to what extent (writing most or all of the content, working to guide BTCA teams in content development, no content development, etc.)?

Answer

If the vendor has successfully applied to content production, then the firm should be associated with the production of the content of the Website. However, we welcome recommendations of a vendor applying only to Batch 4 regarding the ideal format and content that would suit the developed platform.

Question

You note that a role of the selected partner will be to liaise with the BTCA web team - what will be the role of the web team throughout this effort? Will they be providing any design, development or other efforts?

Answer

BTCA will nominate a coordinator for the upgrade of the knowledge platform who will oversee the development of the website. This person will provide guidance and will backstop the vendor's work.

Question

You mention "rough prototype releases" as a part of the development plan. What types of prototypes are you

referring to?

Answer

The vendor should throughout the different phases of the development of the platform provide clear wireframes for the different sections.

Question

Once the website/knowledge platform is completed will the firm have an ongoing role in updating?

Answer

BTCA should take over the update of the platform once it is developed but maintenance shall be contracted for at least 6 months after the development.

Question

The RFP states the following task: “Adapt the current platform (Word Press) to develop the knowledge platform”. Is it compulsory to continue on the Word Press platform? Can vendor propose alternate platform with better performance to UNCDF?

Answer

We would like as much as possible to keep Word press as the platform so as to avoid content migration and delay in development.

Question

Approximately how many stakeholders to be interviewed? Are there any specific survey designed by UNCDF for this purpose. Or do the vendors have to prepare a survey document as well?

Answer

BTCA expects the vendor to propose a suitable methodology (and related tools) to assess users’ needs and build personae.

Question

What does UNCDF consider a best-in-class knowledge platform?

Answer

BTCA wants to develop a platform that provides, in a user friendly manner, quick and easy access to the knowledge it produces (publication, videos) as well as to knowledge products developed by its partners but also a platform that supports a fruitful dialogue among its members. BTCA doesn’t have in mind a perfect reference but hope to get user interface, navigation, searchability right to maximize users’ experience. The Microfinance Gateway (<http://www.microfinancegateway.org/p/site/m/>), the Microinsurance Innovation Facility (<http://www.ilo.org/public/english/employment/mifacility/>) and the Knowledge for Development community (<http://www.km4dev.org>) are three examples of a knowledge platform aiming at these two goals (knowledge sharing and dialogue).

Question

The RFP also mentions that an analysis of the user roles and permissions will be undertaken; will this be the respondent's remit or will data be provided to us?

Answer

BTCA will prepare the data for the vendor but welcome recommendations on leading the definition of the user roles and permissions.

Question

Scope of work comprises of role based permission. How many levels of users/roles are identified? How many users are expected to use the Knowledge Platform? How many role based access level are identified for Knowledge platform?

Answer

BTCA platform will have a couple of administrators and all members (14 currently but potentially 30 by end of 2014) will be users of the private section. It is difficult to assess the number of roles at the moment but it may be that each member needs a specific access to upload their documents and communicate with BTCA. Part of the members will also be the recipients of the technical assistance facility and will have to upload specific data in that section.

Question

Can you give a sense of how many Alliance members will be accessing the private section of the site to provide updates, etc.? Will each member essentially have access to a single page to update with the letters, milestones, KPIs, etc., or will each member be managing multiple pages/assets within the system?

Answer

BTCA platform will have a couple of administrators and all members (14 currently but potentially 30 by end of 2014) will be users of the private section. Each member should have access to his/her own space mostly constituted by one main page with key documents (letter of agreement, KPIs, progress reports, etc.). However, it is possible that the development includes subpages to track the members' progress through iterative tagged document (learning diary) especially if they are also recipients of a technical assistance facility grant.

Question

Do UNCDF Require Onsite Development for this project. Can a Firm propose an Onsite –offshore solution? Clarify the server environment, where the BTCA will be deployed?

Answer

A firm can work on a remote basis as long as it commits to a weekly brief with the Web project Officer. However, the platform is hosted on UNDP server.

Question

Does the platform development include integration with existing social channels, and will social channel redevelopment be included or be an addendum to the scope of work?

Answer

Ideally BTCA would like to integrate the web platform with its social media channels. That part can be negotiated so that it is included in the contract.

Question

Will we be responsible for translation and integration of content, or will that be supplied in the languages by UNCDF?

Answer

BTCA will supply the content in all languages.

Question

Will we be provided access to current measurement platforms for analytics: site statistics and user journey information (e.g., WebTrends, Omniture, Google Analytics)?

Answer

BTCA will provide access to current data extracted from Google Analytics but welcome the vendor to provide recommendations on the best way to track the traffic on its website.