



*Empowered lives.  
Resilient nations.*

Date: Wednesday, 22 April 2015

Our Ref: 2015/08/RFP

Subject: 2015/08/RFP – Sustainable Energy Advocacy and Communication/ Consultancy Services

Please find below a list of questions and answers related to this tender.

No:	Question	Answers
1	<p>You request within this a preliminary assessment of communications, advocacy and visibility of UNDP's global energy work.</p> <p>In order to ensure this is adequately fulfilled I wonder if you can point us in the direction of:</p> <p>1) Finding a repository of all UNDP's global energy communications.</p>	<p>UNDP does not presently have a communications repository on energy. However, we would like to bring to the attention the various UNDP websites that may shed light on UNDP's ongoing communication styles and methods:</p> <p>UNDP Headquarters - Here you will also find the links to the individual country offices - <a href="http://www.undp.org/">http://www.undp.org/</a></p> <p>UNDP's five regional websites:</p> <ul style="list-style-type: none"> <li>Latin America and Caribbean - <a href="http://www.latinamerica.undp.org/">http://www.latinamerica.undp.org/</a></li> <li>Africa - <a href="http://www.africa.undp.org/">http://www.africa.undp.org/</a></li> <li>Europe and Central Asia - <a href="http://www.eurasia.undp.org/">http://www.eurasia.undp.org/</a></li> <li>Asia and the Pacific - <a href="http://www.asia-pacific.undp.org/">http://www.asia-pacific.undp.org/</a></li> <li>Arab States - <a href="http://www.arabstates.undp.org/">http://www.arabstates.undp.org/</a></li> </ul> <p>Action For Energy - <a href="http://www.action4energy.org/">http://www.action4energy.org/</a></p>
2	<p>Access to the UNDP energy communication strategy from which this communication was created - this can better help us assess whether the work is delivering to the brief.</p>	<p>UNDP does not have a global energy communication strategy at the moment. This is something that UNDP hopes to do together with and during the consultancy. This will be the first initiative to create one coherent global energy communications strategy.</p>
3	<p>Regarding "Provide support to three key global events to raise awareness of the work of UNDP and its partners (Second UN SE4ALL Forum, May 2015; UN General Assembly, September 2015; UNFCCC COP 21, November 2015)."</p> <p>- Can you provide more information about what "support" means in the context of this line item? For example, does UNDP anticipate a need for personnel to provide on-the-ground support at each event? Does UNDP expect the consultancy to develop a strategic communications plan that uses each event to raise awareness through media relations, events or other outreach?</p>	<p>The "support" will evolve when brainstorming together with the global energy team. Ideas will focus on how to use the opportunity of UNDP's presence in these events to highlight key issues and showcase UNDP's work in the area(s). This will entail producing write-ups and infographics for the production of briefs, brochures and leaflets, along with use of multi-media channels. Op-eds and news articles are important, including support to connect with global news media. Participation or presence in the events is not expected.</p>

4	<ul style="list-style-type: none"> <li>Regarding "Produce a detailed framework and annotated outline of a UNDP flagship publication in 2016 that will showcase the innovative work of UNDP and its partners to promote sustainable energy for all, highlighting the development benefits that sustainable energy can bring to people, communities, nations and the global environment."</li> <li>- Can you provide additional information about the "flagship publication" that's referred to in this line item? We are particularly interested in developing a better understanding of the work involved with this activity. Is the publication something that's already in development or is UNDP, through this line item, asking the consultancy to develop the concept and frame the content for this publication? If so, who will be responsible for actual completion of the "flagship publication"?</li> </ul>	<p>The flagship publication is a proposed idea for work to be done in 2016, outside of this consultancy. The publication is meant to showcase the work of the UNDP as it relates to sustainable energy in one document. The work expected in this consultancy is for the contractor to provide a brief on what a flagship publication should look like. We ask for an annotated outline of the content of such a publication.</p>
5	<p>Regarding the creation/production of communication materials for this project.</p> <ul style="list-style-type: none"> <li>- Is the consultancy expected to deliver content/materials in English or other languages? Will the consultancy be involved in translating/advising on regional communications styles, etc.</li> </ul>	<p>All deliverables should be completed in English and advice on regional communications styles will be important. However, translations are beyond the scope of this consultancy.</p>

Please take the above clarifications into consideration while preparing your bid.

All other terms and conditions remain the same.

Kind regards,

Procurement Unit  
UNDP IRH