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UNDP-JOINT MANAGEMENT AREA (JMA) DEMONSTRATION PROJECT

RFP/MUS/2020/002 – Service Provision for Communications for UNDP JMA Project

Queries received by email (updated on 25 June 2020)

- Query 1: *What is the proposed budget for the project? This will allow us to adapt our recommendations?*

Answer: The proposed budget for this consultancy cannot be shared as it will undermine the competitiveness of the procurement exercise. Please refer to the RFP document for more information.

- Query 2: *Does the proposed budget include production costs and purchase of advertising space?*

Answer: Refer to Query 8 for production costs. The purchase of advertising space is not included in the Terms of Reference.

- Query 3: *Regarding the social media platforms – could you please confirm that the demand is for both the content creation as well as the community management?*

Answer: The demand is for content creation only.

- Query 4: *What exact deliverables should be sent by 1st of July?*

Answer: In accordance with the Request for Proposal, the technical and financial proposals should be submitted on or before Wednesday, July 01, 2020, 16:00 hours (Mauritius time) via email, in separate envelopes.

- Query 5: *Is the 15th of July the launch of the project? or the kick-off meeting?*

Answer: The contract will be signed tentatively by 15th July 2020, subject to all necessary approvals coming through. A kick-off meeting will be organised after the contract is signed with the winning bidder.

- Query 6: *Does the UNDP or JMA has an existing logo or do you require the service provider to develop the brand guidelines / brand kit only? Or require both logo design / redesign and branding?*

Answer: Yes, the UNDP and the JMA already have their existing logos, which do not require redesigning. The service provider is required to develop a brand kit for the JMA logo only.

- Query 7: *In how many languages do you need the communication content to be delivered please? English and French? Or native languages of the Indian Ocean islands (Creole, etc.)?*

Answer: English only.

- Query 8: *Do you require the service provider to supply the above mentioned finished materials (Posters, T-Shirts, Booklets, caps, folders, etc.) OR do you need only the base artworks as per the specs*

of printers and manufacturers? We are assuming that you already have your own suppliers for these items but in case you need the selected service provider to bid on these items, we would require quantities and technical specifications for each (e.g: Number of folders, banners, t-shirts, sizes, etc.)

Answer: The service provider is required to do the base artworks and develop the technical specifications for all the promotional materials in consultation with the Project Management Unit. This will include, amongst others, production, supply and printing of prototypes. The production/printing of the final promotional materials will be undertaken by the project.

- *Query 9: Do you need us to compile the list based on your current stakeholders or are we also required to find strategic stakeholders to be associated in this communication campaign?*

Answer: Both are required and would be under the guidance of the Project Management Unit.

- *Query 10: Will you also need a maintenance / support agreement after the delivery of the website (during and beyond the contract period)?*

Answer: No maintenance/support agreement is required from the service provider.

- *Query 11: We are aware the UNDP Mauritius makes extensive use of its existing Social Media platforms to disseminate information to the public and stakeholders (and is doing an excellent job already !). Will you need a separate social platform for the JMA project? Do you also require us to provide Social media support or do you already have internal staff to feed in Social Media content during the contract period.*

Answer: Yes, a separate social platform is required for the JMA only. Yes, limited support will be required from the service provider for social media during the contract period.

- *Query 12: Are we allowed to propose alternative or more innovative / creative communication solutions to help the UNDP reach the maximum audience and optimize its budget?*

Answer: The winning bidder only will be allowed to propose such solutions after the contract is awarded. Same may or may not be taken into consideration subject to the requirements in the Terms of Reference.

- *Query 13: In the list of deliverables, 12. Development and production of visibility materials as described in C(i) – could you please indicate where C(i) is found? Do you already have a list of visibility materials or would you like us to make a proposition?*

Answer: The list of visibility materials is found under section C(i) on Page 3 in the Terms of Reference document. The winning bidder may propose additional visibility materials after the contract is awarded. Same may or may not be taken into consideration subject to the requirements of the Terms of Reference.

- *Query 14: Do you have more information, such as the Mission and Vision statement for the JMA project? This would allow us to be more specific in our Methodology proposal.*

Answer: Relevant information about the JMA project is found in the Terms of Reference document.

- *Query 15: Draft the Terms of Reference for the stakeholder engagement working group. Can you please clarify what kind of services you expect from the service provider regarding the terms? Is it a binding document that needs to be legally vetted?*

Answer: The service provider will be engaged in drafting a one-time document using existing reference data. The one-time document will include, amongst others, raising awareness about the uniqueness of the JMA Demonstration Project and educating the audience about the groundbreaking work of the project. There will be no additional services required from the service provider.

- *Query 16: We understand that we should only provide for the concept and design of the listed visibility materials (i.e. no supply and printing are included). Please confirm.*

Answer: Refer to Queries 8 and 13 for visibility materials and production costs.

- *Query 17: Develop and produce a media kit for national, regional and international audience. Grateful to advise on the unit/frequency.*

Answer: One media kit is required for each audience as a one-time document.

- *Query 18: Develop social media platforms for JMA such as facebook, Instagram and any other relevant platforms. Should our proposal also include the feeding and maintenance of these platforms for the duration of the project?*

Answer: Refer to Queries 3, 10 and 11 for social medial platforms.

- *Query 19: (i) Develop and maintain a photo gallery with the appropriate tagging and numbering for the JMA Demonstration Project and its activities. (ii) Develop and produce audio and video on the JMA Demonstration Project, its activities and the Joint Commission that can be used at national, regional and international events. For item (i) and (ii), please advise whether these items relate to the activities to be held within Mauritius only, or should we also cater for Seychelles/other countries?*

Answer: The activities under the JMA Demonstration Project are held mostly in Mauritius and Seychelles. For other countries where the project may be involved, such activities will be covered remotely. Relevant information about the project is found in the Terms of Reference document.



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