

REPLIES TO QUERIES

National Consultancy for services to design and implement a Branding Strategy for MARENA in Mauritius (Procurement Notice - Ref. 67671)

Table 1. Replies to queries

Query No.	Query	Response
1	Please kindly send me the following document: “Development of an internal and external communication strategy to promote renewable energies and energy efficiency in Mauritius”	The document can be downloaded through the following link: https://we.tl/t-RsShet9Ea5
2	We, a communication and advertising agency, would like to submit a proposal to the UNDP MARENA project. However, it is not very clear if this project is only for an independent consultant, or if communication agencies can also participate.	Communication agencies can participate by providing the services of a consultant for this assignment under a ‘reimbursable loan agreement’ (RLA). Under an RLA, the communication agency remains responsible for the actual payment of salary, taxes and other administrative charges. UNDP “reimburses” the company for payments to the individual consultant assigned for this project.
3	Referring to Section 3.0 of the TOR Document Pg 3, mention is made of 5 possible components of the brand and on Page 5 (Timing/Schedule of Deliveries) in section 2 entitled Brand Identity, at the level of brand identity development and formulation, mention is specifically made of logos (plural form) Since MARENA already has a logo as per web site https://www.marena.org/ : A- Are we then referring to a revised version of the current logo in which case we are handling a form of re-branding/re-positioning?	The answer is C - by logo (s) in plural, is meant a number of visual elements that will complement the current logo. MARENA is not planning to create new logos or secondary logos at this stage.

Query No.	Query	Response
	<p>OR</p> <p>B- Are there sub-brands (Service Lines/Solutions, secondary logos derived from this main one) that will fall under the current Parent Brand (Current MARENA logo) that we will have to carefully position under a appropriate defined Brand Architecture? In which case, we will have to define a system of logos under the parent brand.</p> <p>C- Or by logo (s) in plural, is meant a number of visual elements that will complement the current logo?</p>	
4	<p>I am responding to this Tender as a expert/thought leader in the field of branding and I have been operating as a strategic thinker/PR Expert/brand coach/brand consultant. Over these past three decades, I have always been acting as a Creative and Strategy Director - guiding Art Directors/ Designers and many other professionals. So it is critical to achieve the Key Objectives of this Tender that I work closely with my project art director/designer, though I am responding to the tender on my name. He will thus be working closely with me on various key technical parameters of this project under my close supervision and Quality Assurance - as has been the case for all successful projects delivered in the past at the satisfaction of all the clients. I would like to have your advice/clearance on this matter, relating to Section 7 of the GCC.</p>	<p>The contract for the assignment will be offered to the best rated candidate on basis of a technical and financial offer. In line with Section 7 of the GCC, should the selected candidate opt to have recourse to a subcontractor to undertake part of the deliverables, prior authorisation from UNDP will be mandated.</p>

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Date: 21 July 2020