



UNITED NATIONS DEVELOPMENT PROGRAMME

CLARIFICATION #2

**Ref.: 17765 RSC 2020 – Creative Communications Concept
for Food and Agricultural Commodity Systems**

Date: October 10, 2020

The following inquiries have been received in relation to the above-mentioned process:

Question #1: P2 – Price variance – UNDP reserves the right to vary price after award by up to 25%; in what circumstances might this happen (e.g., change of scope; postponement of summit, etc.)?

Answer to question #1: Literally, page 2 establishes that... *“At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the **quantity** of services and /or goods, by up to a maximum twenty five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.”*

The quantity increase or decrease will depend on project's requirements.

Question #2: P3 – Timing of Food Systems Summit – currently planned for Sept-Dec 2021 – what would happen if the summit is postponed due to COVID or other related factors? Also, will there be a physical event? Will it be online only? Or indeed a combination of the two?

Answer to question #2: The summit date is fixed for that quarter; the degree of physical event and online activity will be decided depending on the health situation at that time.

Question #3: Payment schedule – you have requested 4 equal payments in specified months, but the work programme is potentially front end loaded; does this schedule apply regardless of time and effort spent in each time period?

Answer to question #3: Yes, the payment schedule must remain as established in the terms of reference unless indicated through the emission of an amendment note.

Question #4: P9 – Cost breakdown by cost component – project is home based so does this table apply? Do we ignore other items (e.g., overseas), or is there some expectation of travel within the programme? There are no travel expectations.

Answer to question #4: Yes, please fill in the table ignoring other items are overseas and travels.

Question #5: P9 – Expenses – columns in form do not seem to apply; do you simply want summary of proposed budget for each item?

Answer to question #5: Please disclose as accurately as possible; if any line does not apply as per column description, fill the cost total in the last column.

Please note that the totals for the cost breakdown per deliverable must equal the cost breakdown by cost component.

Question #6: P10 – Personnel – is this info required for all team members? Or just team leader? Do you need references for each person?

Answer to question #6: This information is required for the Team Leader.

Question #7: P31 – Milestone events - Are there any specific milestone events for UNDP food and agriculture programme over next 2-3 years beyond the Food Systems Summit, which should feature in the campaign plan?

Answer to question #7: This will be for the service provider to research and recommend, there are no pre-specified events.

Question #8: P33 – Stakeholder management - You mention a range of other important UN and partner stakeholders for this project; how will they be involved in running the work programme? And what requirement is there for regular engagement with this group?

Answer to question #8: The core group will agree a monitoring and engagement timetable with the selected service provider.

Question #9: P34 – Priority impacts /themes – these are listed in the RFP, and indicate ways the creative concept may be used; is this list definitive and do you require example applications for each scenario, based on the chosen route? Is this part of proof of concept, or do you require finished executions?

Answer to question #9: The proposed concept must be capable of being applied to all the priority impacts /themes. The proposal should indicate how this will be done; example applications may be provided if you choose to do so.

Question #10: P34 – Final campaigns published – please clarify in what form they would be published? Is this just to internal stakeholders /partners? Or do they need to go into public domain? (NB this affects licensing rules for use of assets).

Answer to question #10: At this stage, the publishing will be internal, prior to the launch plan.

Question #11: P34 – Working with other agencies - Will other agencies be appointed to help run key aspects of the summit (e.g., PR, event management, etc.)? If so, how will they be involved and who will manage them to make sure the comms effort is fully integrated?

Answer to question #11: Proposals should describe the preferred mechanism for working with other agencies who may be specialists on a theme (e.g. PR) or in a particular region /language.

Question #12: P34 – Delivery support – how does this differ from follow-on work on developing the creative campaign for launch /Summit? Is the focus on ensuring continuity of creative ideas, or does this need to cover project management, etc.?

Answer to question #12: Delivery support covers all aspects including creative and project management for the period.

Question #13: P34 – Delivery support – Final invoice is scheduled for August 2021, but event will occur after that, and contract duration is 15 months; do you expect work to continue past this date, and how does this fit with separate follow-on contract to create launch assets?

Answer to question #13: The date of final invoice and deliverables are estimation that could change based on the procurement process time, the dates could be reviewed with the selected bidder before issuance of the contract.

End of the clarification