



## UNITED NATIONS DEVELOPMENT PROGRAMME

### CLARIFICATION #3

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

**Date: October 12, 2020**

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

**Question #1:** In which language the expected outputs of the projects shall be delivered?

**Answer to question #1:** English.

**Question #2:** In the ToR is mentioned the FACS Strategy and Summary; however, they are not included in the documentation. Is it possible to have access to these documents?

**Answer to question #2:** Both documents could be found here:

<https://www.greencommodities.org/content/gcp/en/home/media-centre/undp-takes-the-lead-on-sustainable-food-and-agricultural-commodi.html>

**Question #3:** Should the company produce communications platforms?

**Answer to question #3:** Examples of 2 Communication Platforms already produced should be provided.

**Question #4:** Design of the concept and campaign(s) - how many campaigns are UNDP expecting to be designed in the second phase by the company?

**Answer to question #4:** This will be for the proposer to recommend – one to cover all aspects, or a number of segments.

**Question #5:** Launch plan - how many internal and external campaign plans are you expecting in the Launch plan?

**Answer to question #5:** This will be for the proposer to recommend.

**Question #6:** Launch plan - can you list the countries in the region you are expecting the company to reach in the launch plan recommendations?

**Answer to question #6:** The proposer will define how their proposal will be effected on a global basis and how much a regionally specific approach will be required, and in which countries.

**Question #7:** Delivery support - The company will be responsible for delivering and producing: brand identity, broadcast, physical media, asset production and distribution costs, social media and online content, pr and editorial support? Or you are only expecting the company to advise from a strategic point of view?

**Answer to question #7:** We expect these production aspects to be covered, i.e. not only strategic oversight.

**Question #8:** Delivery support - how are you expecting to measure the results for "Phase 4 – Delivery Support"?

**Answer to question #8:** This will be a combination of quality and completeness of the plan for deliver support, and the effectiveness of it in action.

\*End of the clarification\*