



UNITED NATIONS DEVELOPMENT PROGRAMME

CLARIFICATION #4

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

Date: October 12, 2020

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

Question #1: Can you advise on the budget range for this RFP? It would be incredibly useful to know a budget cap so we can take that into account as we develop our proposed approach.

Answer to question #1: Our policies does not allow us to disclose this information.

Question #2: Are we required to allocate budget for this scope of work to paid media, or will that be included in the future scope of work for the comprehensive campaign plan?

Answer to question #2: An indicative amount is required at this stage, which we expect to be revised as the planning continues.

Question #3: Are the payment terms on page 5 of the RFP set, or can we propose alternative payment terms with our proposal?

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

Question #4: Are there any particular geographies on which the campaign should focus? This relates to page 34 of the RFP under “Launch plan: Recommendations for regional deployment to include but not limited to regional specific insights, identification of where regional customization is required and recommendations for regionally effective channels of deployment”.

Answer to question #4: 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 #5: Who are the strategic partners and funders who will be stakeholders in the campaign design? This relates to page 34 of the RFP under “Design of the concept and campaign(s): Outreach and bringing on board more strategic partners and funders into the campaign(s) design”.

Answer to question #5: It is envisaged that these additional partners will be identified during the discovery phase.

Question #6: Can you clarify what is meant by the activity “Final campaigns published”, found on page 34 of the RFP under “Design of the concept and campaign(s)”? Is this referring to the selection of a final campaign concept?

Answer to question #6: This is the process of sharing the final campaigns internally with partners.

Question #7: Annex 1 “Description of Requirements”. The Deliverable 1 description mentions that this process “will be expedited by access to the large amount of existing research and completed reports available within UNDP.” Can you please provide these reports? Or please indicate the location of this information, if publicly available.

Answer to question #7: This information will be provided to the awarded company.

Question #8: Is it possible to extend the period of time for the Proposal Submission?

Answer to question #8: Any extension to the deadline for submission of proposals will be announced through the emission of an amendment to the invitation document.

End of the clarification