



*Empowered lives.  
Resilient nations.*

Date: Thursday, October 15, 2020  
Reference: UNDPIRH-202010-RFP-19-Provision of Website Development  
Subject: Clarification Letter 2  
Deadline: **Tuesday, October 20, 2020**

Dear Sir/ Madam,

Please be informed that, further to inquiries from prospective Offerors, we are sending both the clarification request received and the respective UNDP response to all Offerors and posting on relevant procurement websites in accordance with our standard practices.

No:	Question	Answers / Corrections
1	We assume the site is going to be only in English language	Yes for this project but will want to explore the opportunity to expand to regional languages in the future.
2	Will the quiz submission data be shown to the user only or we need to store it for the admin for any analysis?	Both.
3	"social media connectivity" - What type of connectivity you expect here. Is it just links to your social platform pages or any other like sharing content on social media?	Links to existing UNDP social media channels and sharing the content of website via UNDP social media channels.
4	We observe a discrepancy on project commencement date and expected delivery dates given in Annex 1. Please confirm if we can propose a timeline with expected project commencement on 30th Oct'2020?	Deliverables - the project needs to be complete by the end of the year, December 31st. The deliverable deadlines, based on 2 November start date see below - these are somewhat flexible given the tight timeframe: a. Deliverable #1: 9 November b. Deliverable #2: 23 November c. Deliverable #3: 4 December d. Deliverable #4: 11 December e. Deliverable #5: 18 December
5	Can you please provide some details on the targeted end-users - origin countries, languages, age group etc.?	End users will be different stakeholder types interested in learning about how to address gender barriers in STEM education and careers from within the UNDP classified Europe/Central Asia region, including the UNDP country offices, STEM companies in the private sector, government, academia, multilateral

		organizations, NGO's. The site will be in English but still targeting these regional countries. The hope is the translate function on Google will keep the site accessible to all. Age range is university age and up.
6	We assume that the design must be in compliance with the guidelines of UNDP, please share the branding & accessibility guidelines to be followed.	This will be shared with winning supplier.
7	Is there a new logo required for this platform?	Yes (this is part of the branding identity)
8	Is there any existing website which we can refer to as an example?	<a href="#">Get Cities</a>
9	Do you need wireframes and hi-fidelity mockups for all the screens? Who will be responsible for providing the approval on the designs?	Yes, a working group comprised of Gender team and Communications will approve.
10	Considering the short timeline (8 weeks) for the design and development, the design will have to be finalized quickly. Hence, we expect the design related inputs will be provided in the first week itself. Please confirm if you have all the required details ready.	Yes
11	Please specify the list of dynamic pages like news, articles, events etc.	The Solutions and Test Yourself pages will change. Gender Barriers page will change as new data is researched and published.
12	Please specify the count of static pages like About Us, Contact Us etc.	5 pages.
13	If possible, please share the conceptual site structure.	See Organogram attachment.
14	Who will be responsible for content publication on the platform? Do you need any other administrative user roles than admin?	UNDP staff
15	Do you need newsletter functionality?	Not for this project but would like the option in the future.
16	We assume that the content will be provided by your team and the vendor will not be responsible for content generation and design. In case our understanding is incorrect please specify the details of services you will need.	The vendor will not be responsible for content generation, however the design is their responsibility (branding elements for the site, charts with data, animated video - See RFP for detailed list.)

17	Have you already created the required social media account for the platform? Please correct us if we are wrong to assume that the social media accounts will be managed by your team only. The vendor will be responsible for integrating with the required social media platforms.	No, we have not created a separate social media account for the platform. If we do, it will be managed by UNDP staff.
18	Please specify the list of social media platforms with which you like to integrate with the system.	Just want visitors to be able to share on their own social media channels at the start- Instagram, Facebook, Linked in, Youtube, Twitter, medium.com .
19	Do you wish to display the social media feed on any page of the platform?	No, just links to UNDP social media channels.
20	Will there be any other section for the end-users which will be available only to the authenticated users (logged in users)?	no
21	Will you be collecting any personal information of the end-users using registration, forms, surveys or any other means (not including analytics related information collected anonymously)?	No - quizzes will be anonymous data. The one form on Join Us is just asking for email address (opt-in only).
22	Can you please elaborate more on virtual interactive storytelling?	There will be two photo stories and two videos of interviews.
23	Please provide some more details on surveys and questionnaires? Will there be static forms which will be designed once (and not change on a frequent basis)? If yes, then please specify the count of such forms.	There are the two quizzes which will not be static and refreshed as practicable.
24	How frequently are you going to post content on the website for each category?	Depends on capacity - but would ideally like to change the videos and photo stories to feature good practices across the region. The Test Yourself page would be refreshed as well to keep users returning.
25	What is the expected volume of users and data transfer? Please also provide an idea on the expected rise in the number of users each year.	Based on average visitors for small company = 1000 unique visitors per month. Also interested in repeat visitors and engagement with the site; 10% monthly growth rate in visitors. This is just estimate though.
26	Do you have any technology preferences?	there are no operating system requirements.



*Empowered lives.  
Resilient nations.*

27	Is it correct to assume that most of the content and all of the branding still needs to be developed?	The content is developed by UNDP and ready to go for the company, but the branding will need to be developed per the TOR.
28	Would you please confirm the deadlines for the deliverables? As currently stated, the first deliverable is 'due' on October 23rd, three days after the submission deadline.	Please refer Answer 4.
29	We understand your desire to co-create the website and for strong involvement from your team. I would like to enquire if due to covid-19 you would consider doing this digitally with a team well versed in this type of delivery? If so, I would like to confirm that you will consider international bidders providing they work in your time zone or if there is a marking criteria rating for local suppliers?	Yes, we can do this digitally (remotely) with an international bidder
30	Please confirm if tender response will be submitted online?	Please follow instructions in tender documents. All proposals be submitted to <a href="mailto:procurement.irh@undp.org">procurement.irh@undp.org</a>
31	Development will be done from offshore ie from our office location?	This is home-based location.
32	Presentation, if any, we will be done from offshore.	This is home-based location and can be done virtually.



*Empowered lives.  
Resilient nations.*

33	<p>Deliverable 2 cantaine:</p> <p>One (1) animated video explaining gender barriers to women's advancement in STEM careers in the ECIS, based on UNDP provided storyboard (approx. 1 minute)</p> <p>Format up to 2 videos of storytelling and/or photo stories (around 45-60 seconds each)</p> <p>Can you please explain to us what "storytelling video" would entail. In what format are these videos wanted?</p>	<p>The plan is UNDP produces and edits the two videos of interviews and two photo stories of women role models in STEM careers (a series of 3 - 4 photos with text to tell their stories). The company will be asked to take these 2 videos and 2 photo stories and add to the website in a way that aligns with the branding elements / style of the site. How it is presented on the site can be decided together with UNDP.</p> <p>The animated video is just that - we have a storyboard, and the company designs and creates/produces the animated video.</p>
----	--	--

All other terms and conditions remain the same.

Thank you and best regards,

Procurement IRH Istanbul  
UNDP Europe & CIS  
Istanbul Regional Hub, Turkey  
[www.eurasia.undp.org](http://www.eurasia.undp.org)