Clarifications (updated 24.11.2020)

#	Question	Clarification
1	Can we get access to any data to play around with?	Of course, please find a few examples of open source API:s and data sets here: https://unstats-undesa.opendata.arcgis.com/; http://data.un.org/Host.aspx?Content=API; https://unstats.un.org/unsd/demographic-social/products/dyb/dybcensusdata.cshtml; https://data.worldbank.org/.
2	Do you have any research about the target audience that we can access before the project starts?	Yes we do and this will be shared with the awarded contractor. A few findings that we can share are that the target audience (young adults) all expressed that they are very concerned about the state of the world and that they want to know more about what they can do to contribute. In that sense, this is a huge opportunity to engage youth and empower them to learn more so that they can fulfill a role in helping to shape sustainable development.
3	Is there a possibility to see the book, is there a PDF-format?	Yes, please find a link to the book on page 27 in the bidding document and here: https://www.globalamalen.se/wp-content/uploads/2018/12/blir-varlden-battre-webbvaenlig.pdf
4	For how long do you intend to have the website running?	For a very long time. The book has been published in several versions since 2005 and so we are hoping that the web version will be alive and used for years to come. This tender is for 11 months - which includes building and developing the platform and 3 months of maintanence post launch.
5	In terms of content on the website, images and videos, do you have access to this or does new content need to be produced?	We have access to images and videos from the UN database.
6	The book is quite text-heavy, if we are building an interactive experience, how much text do you think needs to be there to be able to communicate the content of the book?	We do not have a preference in terms of the medium that is used to convey the different messages - text, video, images, audio, infographics, animations etc. We are open to your suggestions and expertise as well as insights from the target audience in terms of how they best absorb new information. We suspect that a combination of several different mediums will be the best way forward. As you say, we want it to be an interactive experience and to push the envelope on what is out there in terms of digital platforms while at the same time meet the objectives of increasing awareness, knowledge and engagement around sustainable global development for the target audience.
7	Do you have a CMS in place or do you want the contractor to suggest what CMS to use?	We do not have a CMS in place for this platform and appreciate your input and suggestions here. The same goes for server hosting for the platform.
8	The material is in Swedish and the target group is in Swedish, would you like the platform to be designed for a Swedish audience in Swedish or would you like it also to be in different languages and open to be translated?	The platform should be for a Swedish audience in Swedish. However, as specified in the bidding documents we would like for the tool to support multilingual capabilities. The long-term aim is to be able to adapt the platform so that it can be used in several different countries and languages.
9	Will the platform be open to all or should school/students have access to extra content?	The platform should be open for all (no login requirement). Please keep in mind that the target audience is young adults and working professionals within sustiainable development. It is great if the platform ends up being used in schools but this is not the primary target group.
10	What are your expectations on budget and timeline?	The timeline is specified in the bidding document (page 23-24). Launch: September 2021. If you want to propose changes to the timeline, please accompany the adjustments with a detailed justification in the proposal. UNDP procurement practices do not allow disclosure of project budgets.
11	Is this an open RFP so anyone can join, or have you chosen the one you have sent the RFP to.	The RFP is open for all interested service providers.
12	What kind of service provider are you looking for, is it a "Learning management system"-companies or Deign/Innovation firm?	We are looking to create a visionary digital platform about sustainable development where innovation, originality, creativity and visual design will be of high importance (as specified in the bidding documents). The primary aim is not to create teaching material (läromedel in Swedish) but rather a interactive journey that engage young adults and people who are interested in sustainable development. Any agency that can deliver on this objective is welcome to submit a proposal.
13	Do you have a bigger budget than last time? Is it possible to get an indication of what that could be?	The budget for the project has increased but UNDP procurement practices do not allow disclosure of project budgets.
14	Do we get the opportunity to present our Draft Concept Proposals in person (digitally)?	Since this is a competative process and that the proposals will be evaluated not only by us but by an independent committee in New York, the proposals cannot be pitched in person as this would not ensure transparency of the process.

15	Is there a communications strategy or direction that we must consider?	The UNDP is part of the wider UN communications strategy which is outlines for as an organisation to be converyers of hope. This is also something we want to achieve with this tool. We wish to present the hopeful side of development that has taken place in the last 30 years and instill confidence in the target audience that progress has and is still being made in a wide range of areas. Link to strategy (not mandatory to read): https://trello-attachments.s3.amazonaws.com/5e99a1d0039e9b6e6aebf12f/5f46ce5fef3da10d982e7e40/6af2dd975105eeca523f965ccc8f8384/Global_Communications_Strategy_for_the_UN%2C_March_2020.pdf
16	Additional note on the target audience (from UNDP).	We obviously see schools as a natural platform where this tool could be used, but to make this specifically into a scool resource is not a primary aim for us. We want to underline that this is not just a school tool, it is aimed to feel relevant for a young audience where ever they may be. The most important thing is to look through the eyes of young people today, create something relevant for them that allows for them to dive into exploring the various ways in which the question "is the world is getting better?" could be answered.
17	How will you staff the project?	From UNDP, Lisa Stenvinkel is the project manager and the person who the awarded contractor will be keeping regular contact with. Lisa reports to Carolina Given Sjölander who is supervising the project and Caroline Åberg, who is the Sweden Representative of UNDP. Stina Amnebjer will be in contact with the awarded contractor about financial and administrative details.
18	Is making an app an option?	No, the development of an app is not an ambition of UNDP with this project. Mobile responsivity, however, is a neccesary criteria.
19	Why does UNDP use the word tool to describe the project in the bidding documents?	Although the use of the word "tool" is arbitrary, and could be exchanged to platform/experience etc, UNDP have been using it to signal how the digital version of Blir världen bättre could be used as a continous resource that the users can return to time and time again. We don't want to call is a website to give the impression that we wish to create a static place with information. We want to emphizise that this is not the digitization of a book. We aim to make this much more dynamic and creative and relevant to come back to for various reasons.