

Q&A of the Strategic Communications Agency Services-RFP

30 March 2022

RFP Section	Questions	UNCDF response
Duty Station	<p>It says it is home-based but by design, there is media management. It is important for us bidders to know what the scope of media in terms of countries is (to manage specific media in specific countries) or is it the assumption that all Better than Cash countries apply?</p>	<p>Relocation of the company: the location of the work is in continental Africa with some work at the international level as well as national. We expect the company to be able to work across a number of markets in Africa. We, therefore, did not specify one particular city where the firm should be based. For this bidding process, the firm's capacity, skillset, and track record matter more than location. When travel becomes necessary in the delivery of the outputs during the life of the contract, UNCDF will reimburse the travel cost following UNCDF travel rules and regulations, provided that such travel was reviewed, agreed and approved by UNCDF.</p> <p>Relocation of media work: To respond to your question regarding media, <i>part</i> of the scope of the work will be indeed to arrange media interviews with leading continental media outlets (eg. Africa News, African Arguments, Jeune Afrique), international media with strong Africa presence (e.g. BBC Africa, France 24, Radio France International, Reuters) as well as national media in a select number of countries. This, of course, is in addition to social media and other deliverables in the RFP.</p> <p>Re choice of countries: we will choose the specific markets/countries where we would like media activation based on context <i>at the moment</i> of activation and in close partnership with the company that will be selected. The choice will be linked to the specific advocacy moment we will be looking to shape at that moment. Therefore, we cannot communicate the exact number or choice of countries at this point. The successful bidder will be part of that decision making process.</p> <p>Therefore, it will be helpful to showcase in your application your track record in media activation in Africa, the type of media outlets you have worked with, the contacts you have with journalists, and the markets where you have partners/affiliates and good connections that you can rely on in Africa.</p>
Proposed Methodology and Approach	<p>Is the expectation that the Agency responds with a plan on how we will achieve the scope of work as opposed to presenting strategic thinking on the way to launch the DFI initiative into Africa?</p>	<p>Yes, the expectation is that the successful bidder will prepare the strategy and the plan on how they will achieve the scope of work as opposed to presenting strategic thinking on the way to launch the DFI initiative in Africa</p>

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