

Subject: Clarification No. 2

To the attention of potential applicants,

Reference is made to the Request for proposal posted on 31 May 2022 with the subject of “Implementation of “Development and Implementation of Digital and Social Media Campaign as part of Digitally Enabled and Digitally Equipped [GATE]” project”. with the deadline of 14 June 2022.

Please note that Table of deliverables mentioned in Terms of Reference on pages 24 and 25 of the RFP package, is hereby revised as highlighted below in green:

No.	Deliverables / Outputs	Estimated Duration to Complete	Review and Approvals Required
1	Report on: campaign strategy, operation action plan with clear deadlines, analysis of potential risks and mitigation measures; as well as a monitoring and measuring the specific indicators of effectiveness of the campaign. (KPI)	Five days after signing contract	Yes (UNDP)
2	Report on: successfully published a package of materials (as mentioned in the work package number 2) on agreed platforms and source of materials.	Two weeks after signing the contract	Yes (UNDP)
3	Final report including analytical progress report including the progress of each work assignment.	Four weeks after signing contract	Yes (UNDP)

Moreover, in response to the received inquiry below clarification is provided:

Q1. Is the requested landing page launched on UNDP domain or the other domain is needed?

A1. All technical aspects including required coding, hosting, domain registration, etc. are the contactor’s responsibility. For visibility enhancement and UNDP branding, only a redirect link will be hosted on UNDP’s website which will be provided by UNDP.