

RFP 2019 S-005 - Services for Creation of Replenishment Communications Campaign

Questions and Answers (No. 1 & No.2)

(Q&A No. 2)

	CLARIFICATION REQUEST	ANSWER
2.1	Annex 1: Terms of reference	
2.1.1	Are you able to provide a list of target markets for communications activity (in priority order)?	Target markets should be those of potential contributors to the GCF replenishment. Whilst these are not yet defined, for reference, see the current table of contributors: https://www.greenclimate.fund/how-we-work/resource-mobilization
2.1.2	As GCF is headquartered in South Korea, is it a requirement that the agency team is based there? If not, is there any other preference on lead market?	No, and there is no preference on the location of the agency.
2.1.3	How is the DEA team structured within the GCF?	There are three units within DEA: resource mobilization, partnerships & outreach, and communications. They report to a Director, and Deputy Director for DEA.
2.1.4	Can you share any further information about GCF's key stakeholders?	They would include the parties to the UNFCCC, as well as our Nationally Designated Authorities (focal points within developing countries), Accredited Entities (project partners), civil society organisations and private sector organisations. Existing and potential contributors to GCF are particularly relevant for this engagement.
2.1.5	What are the key communication challenges that you would like to overcome through this campaign?	Lack of awareness of GCF's role, activities and impact to date; setting out a vision for GCF's priorities during the replenishment period.
2.1.6	Relating to communications activity across the period 2015-2018, what do you feel has worked well and what could have been improved?	Comments on this subject are not necessary in the frame of this RFP.
2.1.7	Are there any requirements for traditional media engagement e.g. roundtables, interviews, press conference etc.?	These activities are not covered by the RFP.
2.1.8	Are there any GCF spokespeople available for comms activity?	Yes. The Executive Director, as well as senior Directors including the Director of External Affairs fulfil this role.
2.1.9	The RFP calls for a digital toolkit for adaptation and use by GCF Secretariat and <i>third parties</i> – can you share further information on what type of third parties you expect to use the toolkit?	Civil society organisations and private sector organisations, particularly those who are engaged in issues relating to climate change.
2.1.10	Which digital platforms should the toolkit content be designed for (in priority order)?	Prioritisation should be specified by the responding agency.

2.1.11	Will there be any funds allocated for paid media spend against the campaign assets (e.g. social media advertising, advertorials, etc.)? If so, is a media plan the responsibility of the contractor under this RFP, or will this be covered in-house, or by another contractor?	Separate funds are available for paid media, to be managed by GCF in-house. However, this can be aligned with activities covered under this TOR/RFP.
2.1.12	What does success look like for you with this campaign?	Please refer to the TOR, and to our replenishment website: www.greenclimate.fund/replenishment
2.2	Annex 4 Can you share further details on clients that GCF would class as a conflict of interest? (We have referred already to section 5 of the Model Contract)	Details on “Conflict of Interest” are provided in Clause 5 of the General Conditions included in the Model Contract. Please indicate any specific concern your company may have in your technical proposal. GCF will make the required analysis and decision.
2.3	Annex 5 – acknowledgement letter This is dated 1 st March with a deadline of February 18 th . Based on us receiving the RFP on March 8 th , what is the deadline to submit Annex 5?	Annex 5 can be submitted until 18 March 2019 as indicated in Annex 6 (Timeline).
2.4	FIN Forms	
2.4.1	What is the approximate / ballpark budget that you are looking to allocate for this activity? This will help us in considering the right team/support structure for your business needs	Information on budget cannot be provided in the frame of this RFP.
2.4.2	How many contractors are invited to tender? Have you worked with any of these before?	This is an open competitive bidding. No restriction is applied to bidders as long as the requirements of the RFP are met.
2.5	Model Contract	
2.5.1	Performance Security: what are the terms and amount of the proposed Performance Security payable by the contractor?	Performance Security is not required under this RFP.
2.5.2	This contract would run from date of signing to end of 2019 – do you have any sight of what will happen post-2019? If funding is allocated, will contractors need to re-bid for the communications contract or will this contract be extended (based on acceptable performance)?	No further details can be provided for the period after the end of the contract.

<p>2.6</p>	<p>Tech-6 Specifies that the agency must be able to develop and deliver multiple products concurrently. By products, does this refer to the different campaign outputs e.g. (infographics, videos etc.)?</p>	<p>Yes.</p>
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(Q&A No. 1)

	CLARIFICATION REQUEST	ANSWER
<p>1.1</p>	<p>“We would like to submit a joint proposal, with ... as the leading company and a as a partnering company. Is it sufficient to indicate this partnership in Annex 4 and to provide answers that illustrate the joint services offered by the leading company and its partner?”</p>	<p>Submission of a joint proposal or using a subcontractor is permitted under this RFP. The leading entity shall be clearly identified and details on the relationship shall be provided in the technical proposal. The name of the entity providing any stated qualification/expertise shall be indicated in the technical proposal. Each entity shall provide a separate Annex 4 (company profile form). The leading entity can mention the partnership in his profile form.</p>
<p>1.2</p>	<p>“In Annex 3 Section C, it is stated that "creativity and relevance of message concept" and "creativity of ideas in the frame of branding" will be evaluated. To which extent should we develop a creative proposal for both branding and messaging in our submission and what degree of detail do your demand in the proposal?”</p>	<p>Creativity can be demonstrated through reference to past work as well as by showing how the bidder approaches creativity challenges. Whilst some initial ideas can be proposed to demonstrate creativity, we do not expect a detailed proposal for branding and messaging, as this will be part of the work to be contracted.</p>
<p>1.3</p>	<p>“As for the videos included among the deliverables, how many voice-over languages are foreseen for each video? How many languages for subtitles? Will the translations be provided by the Green Climate Fund or expected to be provided by the firm?”</p>	<p>Voice-over languages should be limited to English for the purpose of this bid. Should further languages be required, then translations would be provided by GCF.</p>
<p>1.4</p>	<p>“As for the infographics included among the deliverables, will they be static or interactive? Do you expect GIFs formats for use on social media?”</p>	<p>This would be according to the recommendation of the firm. However, we would expect that the infographics would be formatted for use on social media, including any GIFs.</p>
<p>1.5</p>	<p>“As for the website, do you expect to change the current replenishment website structure to ensure it is suited to the new content / visuals, or should the firm work within the existing website structure?”</p>	<p>The website structure can be changed according to the recommendations of the firm. There is no assumption that the current structure needs to be maintained.</p>

1.6	“The TOR do not mention a Media outreach and PR component within this contract; will it be the object of another RFP; or has such work already been awarded to an external firm?”	Media outreach and PR is not within the ambit of this contract, but may be considered separately by GCF. At present this is handled in-house.
1.7	“Does GCF expect to draw on advocacy support by civil society/climate activist groups and other NGOs? If yes, should some of the content of the toolkit and other products be focused on supporting such advocacy? Should the communications concept and work plan include elements that support civil society advocacy?”	Yes, to all these questions: civil society engagement within the replenishment process is important to GCF.

13 March 2019