

**GREEN
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FUND**

25 March 2019

Reference: GCF/RFP 2019/S/005

CLARIFICATION NO. 3

Request for proposals (RFP 2019/S/005) Services for Creation of Replenishment Communications Campaign

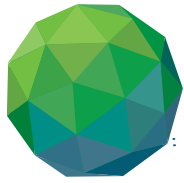
The GCF is hereby communicating to all potential Proposers answers to the requests for clarifications received.

Clarification requested	GCF Response
Is there a specific length for responses to be provided Forms TECH 2 and 3	No
Given the complexity of the project, the deadline of 25 March is very short. Will you give extra delays in order to secure quality outcomes?	The submission deadline has been extended to 8 April 2019, 5pm Korean Time
What do you deem to be the ultimate objective for this project? We understand your objective is to raise awareness about GCF's role and achievements to date as well as its use of contributions provided.	Refer to GCF's replenishment webpage http://www.greencimate.fund/replenishment
Do you envisage the campaign to run for after the 31st December 2019 and what does the end outcome look like?	We anticipate the Fund will host a pledging conference in autumn 2019, by which time the majority of the campaign deliverables will be complete. Activities will continue past this date, but we anticipate they will be delivered in house.
Your KPIs are both sentiment and funding based. Do you envisage doing primary research to understand the current perception of GCF among your funders and stakeholders? Do you have any existing research that you are able to share during this stage of the process	No, we cannot share at this stage this material. Once a vendor is selected, a detailed briefing of funder and stakeholder perceptions will be shared.
What resource does GCF have internally for social content creation? (Team, tools, assets etc..)	Internally, the team has full time communications staff between 0.5-1.5 FTE supporting Social Media content creation depending on workflow. GCF also uses an industry standard Social Media automation and listening service for content management and audience engagement monitoring. GCF develops its social media content using assets from owned and purchased sources including photos and video footage.
Who is looking to procure these services within GCF and therefore who will be the end client, if we win this work?	GCF is the customer. Once selected, the vendor will be managed by the Communications Team within the Division of External Affairs. The performance of the selected

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	vendor will be monitored by the leadership of the GCF Secretariat.
Can you please advise how many agencies in total are intending to respond to this process?	No.
Who will be reviewing and finalizing their views on our proposal?	As outlined in the procurement documentation, all bids will be a reviewed by both a technical review committee and a financial review committee composed of GCF staff.
What does success look like after 1 year?	Expectations for what the selected vendor will help to achieve are outlined in the ToR. In addition, please refer to the Fund's Replenishment webpage: http://www.greenclimate.fund/replenishment
On 14 March we sent the acknowledgment letter (Annex 5) to procurement, confirming our intention to respond - we wanted to bring to your attention on the fact that the dates in the letter are not in line with the timeline. Please let us know should you prefer sending us a new version with the correct dates or if it's good as it is.	Its good as it is as the dates in the RFP prevail.

In view of the above clarifications, the closing deadline has been extended to 8 April 2019, 5pm Korean Time. Bidders who have already submitted may submit revised proposals if they wish to make changes.

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