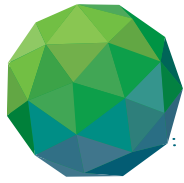


CLARIFICATION NO. 4

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

The Request for Proposals (RFP) is modified as set forth in this Clarification. The original RFP Document remains in full force and effect, except as modified by this Clarification (in addition to Clarifications 1, 2 and 3), which is hereby made part of the RFP. Respondents shall take this Clarification into consideration when preparing and submitting their Proposal.

Clarification requested	GCF Response
What do they mean by public advocacy campaigns?	Campaigns targeting potential contributor governments and GCF stakeholders.
Are we implementing this project / do they need us to? Or is this being delivered by an in-house PR team?	The deliverables within the ToR will be provided by the contractor and promoted / disseminated by the in-house communications team.
Can you give us additional clarity on your audiences and whether we should prioritize certain markets?	The main audience are potential contributors to the Fund, which is currently limited to parties to the UNFCCC, particularly developed countries, as well as sub-national regions and cities.
How have you selected agencies to participate in this RFP?	This RPF is open to all interested agencies. It's posted on our website. However, we have also drawn the attention to our web site of some agencies that we feel have the global brand and capacity to carry out and deliver what we are looking for.
How many agencies are you considering and how many will be "shortlisted"?	All the proposals received by the deadline will be opened at the same time. The evaluation panel will use a grading system to rate all the bids based on criteria specified in the RFP. After all the ratings have been done, the financial proposals will be opened, and the agencies (bidders) will be ranked according to the criteria stated in the RFP. We do not know therefore how many bidders will be considered or shortlisted. However, we will award only one bidder.



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<p>Are you looking for an agency to be hubbed out of a specific location?</p>	<p>We are open to an agency being hubbed out of a specific location that is not necessarily located in Asia, where our HQ is. What is important to us is to work with a caliber of talented agency professionals who are capable of developing and executing a campaign that can effectively reach our target markets (i.e., donor countries).</p>
<p>Have you been working with an agency previously? o If so, why are you re-considering the relationship and will said agency be participating in the pitch? o If not, why are you looking to establish an agency relationship?</p>	<p>We have not yet worked with any agency for a campaign of this magnitude. We have worked with several agencies for small communication projects. We're looking to establish an agency relationship for this global campaign because we recognize the limits of our reach (we have a relatively compact communication team) and because we want the campaign to be very strategic (i.e., has a general theme but tailored to specific country markets to reach high-level decision makers).</p>
<p>Can you confirm the budget for this campaign?</p>	<p>Under this procurement method, the procurement rule does not allow us to disclose the budget.</p>

Please note that no further clarifications will be issued after 31st March 2019.

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