REQUEST FOR PROPOSAL (RFP)

NAME & ADDRESS OF FIRM

DATE: August 25, 2022

REFERENCE: RFP/UNDP/2022/010

Dear Sir / Madam:

We kindly request you to submit your Proposal for the Provision of Communication, Branding and Digital Media Services to COP27 related activities and events.

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before Thursday, September 08, 2022 at 2:00PM Cairo Local Time and via email, the address below:

United Nations Development Programme
WALAA ZOULFAKAR
Procurementnotice.egypt@undp.org

Your Proposal must be expressed in the English and valid for a minimum period of 90 days

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.
Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail, and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP’s re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP’s vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link: http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link: https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscc/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Walaa Zoulfakar
Procurement Associate
8/25/2022
Annex 1

Description of Requirements

<table>
<thead>
<tr>
<th>Context of the Requirement</th>
<th>UNDP Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implementing Partner of UNDP</td>
<td>The UNDP Egypt Country Office is seeking to hire a company for Communication, Branding and Digital Media Services to COP 27 related activities and events.</td>
</tr>
</tbody>
</table>

List and Description of Expected Outputs to be Delivered

<table>
<thead>
<tr>
<th>Area of Work</th>
<th>Activity</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding, Identity and Events</td>
<td>Brand development (branding guidelines), for consistency in communicating about the project (Pre-COP, COP, Post-COP27) particularly for events and social media.</td>
<td>1 brand strategy that includes the project’s positioning at events, signatures, field visits, conferences, meetings...etc.</td>
</tr>
<tr>
<td>Branding and Designs of event’s marketing collaterals (any media material used to promote the organization’s products or services) including media walls, banners, roll-ups.</td>
<td>No of Pages: 10-20 pages single spaced/ 5,000 – 10,000 words</td>
<td></td>
</tr>
<tr>
<td>Branding of the event’s venue (designs only, no production).</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graphic Design of all printed/branded materials, including but not limited to venue backdrop, banners, event agenda, stationery (folders, notepad, pen), bags, participant tags and</td>
<td>50 events</td>
<td></td>
</tr>
</tbody>
</table>

1 A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.
| **Corporate materials**  
( **Copywriting and Design** ) | **souvenirs for participants if required.** | **Bi-annual newsletter (4 pages per newsletter)**  
- create an EU focused newsletter showcasing the joint EU-UNDP and the government of Egypt work related to COP27 | **4 newsletters**  
(bilingual – English and Arabic)  
A minimum of 1,000 words per newsletter + visual assets and engaging high quality photos  
(Database + Stock). |
|---|---|---|---|
|  |  | **Brochure (English and Arabic, 10 pages)**  
- create an EU-UNDP and the government of Egypt brochure highlighting the joint work in Egypt  
- including engaging photos  
- including engaging and well-written content  
- English & Arabic | **1 brochure**  
(bilingual – English and Arabic)  
10 pages/5,000 words.  
High quality and engaging photos. |
|  |  | **Stories booklet (English and Arabic, 25 pages)**  
- focusing on how the project’s success stories showcasing Egypt’s efforts pre-COP, during COP27 and Post-COP27 | **1 booklet**  
(bilingual – English and Arabic)  
12,500 words.  
High quality and engaging photos, photos from the field. |
| **Social media** |  | **Development of social media content to be used on Facebook, Twitter, Instagram and LinkedIn:**  
- To aid the development of EU funded project visibility on UNDP Egypt social media platforms  
- To ensure that the target audience, as specified in the strategy, is aware of EU, Government of Egypt and UNDP joint activities | **1 content calendar**  
that includes still posts (20/month), animated posts (10/month) with needed copywriting (captions) and visuals for a period of 9 months |
| **Videography** | Production of video reels for social media:  
- Engaging video content/reels to be posted mainly on Instagram  
- Reels to show in an engaging way the EU supported development initiatives and joint EU-UNDP work  
- Videos to include subs as needed in English and/or Arabic  

Production of short videos including creative direction and script development  
- Applicable formats across social media platforms  
- Video length: 2 minutes  
- 400-500-word script per video  

Videos will showcase the project’s initiatives.  
- Record and produce HD videos (A and B-roll) in English and Arabic to document events, activities and interview key, staff/partners/beneficiaries per request of UNDP to ensure capturing of UNDP’s activities in video format.  
- Record and edit narration/voice over where needed in according with guidance from UNDP.  
- Export and deliver audio track of videos per request of UNDP.  
- Embed sub-titles video as needed (English and Arabic)  
- Edit videos and basic graphic.  
- Videos shall be produced in a high-quality broadcasting and web publishing format.  
- Export final version of a video in formats optimized | 20 videos for social media use  
- 1 minute per reel/210-word subs per reel | 20 videos |
<table>
<thead>
<tr>
<th><strong>Filming</strong></th>
<th>20 videos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filming of video interviews with key stakeholders (EU, Government of Egypt, UNDP), to be interviewed at events or offices in Cairo. Each video is 1 minute maximum to be posted on social media platforms. Each video should include subtitles approx. 150 words per video.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Photography</strong></th>
<th>50 events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photography support for the project events (includes 30 edited photos per event) Credits with each photo visit included.</td>
<td></td>
</tr>
<tr>
<td><strong>Photography support for the project’s field missions (includes production of 100 edited photos per field mission)</strong>* high quality photos human centered photos Photographs must be provided in high quality suitable for printing, 10 missions to multiple locations in Cairo, Sharm El Sheikh and protected areas near Sharm El Sheikh: Local field visits to Sharm El Sheikh:</td>
<td>10 missions to multiple locations in Cairo, Sharm El Sheikh and protected areas near Sharm El Sheikh: - 5 field visits to Sharm El Sheikh:</td>
</tr>
<tr>
<td><strong>Person to Supervise the Work/Performance of the Service Provider</strong></td>
<td><strong>Fatma Elzahraa Yassin, Communications Analyst, UNDP Egypt</strong></td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Frequency of Reporting</strong></td>
<td><strong>Upon completion of each deliverable and as needed to ensure completion</strong></td>
</tr>
<tr>
<td><strong>Progress Reporting Requirements</strong></td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Location of work</strong></td>
<td>Online</td>
</tr>
<tr>
<td><strong>Expected duration of work</strong></td>
<td>9 months</td>
</tr>
<tr>
<td><strong>Target start date</strong></td>
<td>15 Sept 2022</td>
</tr>
<tr>
<td><strong>Latest completion date</strong></td>
<td>15 May 2023</td>
</tr>
<tr>
<td><strong>Implementation Schedule indicating breakdown and timing of activities/sub-activities</strong></td>
<td>☒ Required</td>
</tr>
<tr>
<td><strong>Names and curriculum vitae of individuals who will be involved in</strong></td>
<td>☒ Required</td>
</tr>
<tr>
<td><strong>completing the services</strong></td>
<td></td>
</tr>
<tr>
<td>---</td>
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</tr>
<tr>
<td>Currency of Proposal</td>
<td>☒ Local Currency - EGP</td>
</tr>
<tr>
<td>Value Added Tax on Price Proposal(^2)</td>
<td>☒ must be inclusive of VAT and other applicable indirect taxes.</td>
</tr>
<tr>
<td>Validity Period of Proposals (Counting for the last day of submission of quotes)</td>
<td>☒ 90 days</td>
</tr>
<tr>
<td>Partial Quotes</td>
<td>☒ Not permitted</td>
</tr>
<tr>
<td>Payment Terms(^3)</td>
<td>Annex 2 - D</td>
</tr>
</tbody>
</table>

\(^2\) VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.

\(^3\) UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding $30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.
<table>
<thead>
<tr>
<th>Person(s) to review/inspect/approve outputs/complete services and authorize the disbursement of payment</th>
<th>Fatma Elzahraa Yassin, Communications Analyst, UNDP Egypt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Contract to be Signed</td>
<td>☒ Contract for Professional Services</td>
</tr>
</tbody>
</table>
| Criteria for Contract Award | ☒ Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)  
☑ Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal. |
| Criteria for the Assessment of Proposal | **Technical Proposal (70%)**  
☑ Expertise of the Firm 30%  
☑ Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 40%  
☑ Management Structure and Qualification of Key Personnel 30%  

**Financial Proposal (30%)**  
To be computed as a ratio of the Proposal’s offer to the lowest price among the proposals received by UNDP. |
| UNDP will award the contract to: | ☒ One and only one Service Provider |
| Contract General Terms and Conditions ⁴ | ☒ General Terms and Conditions for contracts (goods and/or services)  
| Annexes to this RFP ⁵ | ☒ Form for Submission of Proposal (Annex 2)  
☑ Detailed TOR |

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⁴ Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

⁵ Where the information is available in the web, a URL for the information may simply be provided.
Contact Person for Inquiries (Written inquiries only)\(^6\)

| **Walaa Zoulfakar**  
| Procurementnotice.egypt@undp.org |

Any delay in UNDP’s response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.

Other Information

<table>
<thead>
<tr>
<th><strong>For email submission</strong></th>
</tr>
</thead>
</table>

Email submission, if allowed or specified in the BDS, shall be governed as follows:

a) Electronic files that form part of the proposal must be in accordance with the format and requirements indicated in BDS;

b) The Technical Proposal and the Financial Proposal files MUST BE COMPLETELY SEPARATE. The financial proposal shall be encrypted with different passwords and clearly labelled. The files must be sent to the dedicated email address specified in the BDS.

c) The password for opening the Financial Proposal should be provided only upon request of UNDP.

UNDP will request password only from bidders whose Technical Proposal has been found to be technically responsive. Failure to provide correct password may result in the proposal being Rejected.

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\(^6\) This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.
FORM FOR SUBMITTING SERVICE PROVIDER’S PROPOSAL

(This Form must be submitted only using the Service Provider’s Official Letterhead/Stationery)

[insert: Location].
[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated 8/25/2022, and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions & the validity of the proposals 90 days:

A. Qualifications of the Service Provider

The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following:

a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;
b) Business Licenses – Registration Papers, Tax Payment Certification, etc.
c) Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc.;
d) Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;
e) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.

B. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.

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7 This serves as a guide to the Service Provider in preparing the Proposal.
8 Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes
C. **Qualifications of Key Personnel**

*If required by the RFP, the Service Provider must provide:*

a) *Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.*;

b) *CVs demonstrating qualifications must be submitted if required by the RFP*; and

c) *Written confirmation from each personnel that they are available for the entire duration of the contract.*

D. **Cost Breakdown per Deliverable***

<table>
<thead>
<tr>
<th>Deliverables [list them as referred to in the RFP]</th>
<th>Percentage of Total Price (Weight for payment)</th>
<th>Price (Lump Sum, All Inclusive)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Deliverable 1 – submission and approval of brand strategy</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>2 Deliverable 2 - Branding and Designs of event’s marketing collaterals, photography and videography of 20 events brochure submission and approval, social media content, photography and videography for 2 months (Pre-COP 27)</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>3 Deliverable 3 - Branding and Designs of event’s marketing collaterals, photography and videography of 20 events (At-COP), Stories booklet submission and approval, social media content for COP month (Nov.)</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>4 Deliverable 4 - Bi-annual newsletters</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>5 Deliverable 5 - Branding and Designs of event’s marketing collaterals, photography and videography of 10 events (post-COP)</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

*This shall be the basis of the payment tranches*
Terms of Reference

Background

The Government of the Arab Republic of Egypt (GoE) will serve as the host of the 27th Conference of the Parties (COP27) to the United Nations Framework Convention on Climate Change (UNFCCC). The COP27 will take place from 7 to 18 November 2022 in Sharm El-Sheikh, Egypt. As the COP27 President, at several forums throughout 2022, Egypt will bring together nearly 200 country parties in a neutral and conducive space to advance the international negotiations on climate change. Egypt is also expecting to submit a revised National Climate Change Strategy and Nationally Determined Contribution (NDC) in 2022.

The GoE has sought the support of the United Nations Development Programme (UNDP) to increase the predictability and visibility of COP27, prepare negotiations, build momentum, and guarantee positive outcomes in collaboration with a wide range of both national and international stakeholders. The proposed activities will dovetail with UNFCCC Secretariat support and the coordinated offer by the United Nations system. In coordination with development partners, UNDP has established the project “Supporting CoP27 hosted in Egypt” including the following activities: i) Enhance GOE Capacities for COP27 delivery; ii) Support consultations; iii) Advance and showcase initiatives for climate action ahead and during COP; iv) ensure well organized/coordinated UNDP participation.

Since the Country Office anticipates several campaigns and events, communication will have a particularly strong role and will be integral part of the relevant projects’ implementation.

In addition, digital engagement is increasingly playing a crucial role in UNDP’s response to global shifts in the fields of communication, resource mobilization, advocacy, and development. Effective use of the various digital channels helps communicate UNDP’s key messages through relevant content, interactive experiences, and dialogue. This allows individuals to connect with our work directly, thus creating valuable relationships with online and offline users. By creating shareable and compelling visual content, UNDP Egypt aims to strengthen engagement through its digital platforms to help position UNDP as a thought leader, expand outreach and broaden engagement.

Accordingly, the UNDP Egypt Country Office is seeking to hire a service provider to support the branding and communication of online and offline events, create engaging content and copywriting services for the purpose of capturing and documenting the work and support to COP27 Presidency Team in connection to the environment portfolio and the COP27.

Objectives

Under the guidance and supervision of the Communication Head, the service provider will assist the UNDP in Egypt in branding and communicating about online and offline events including event communication, social media, preparing corporate materials, multimedia digital content, photography, and videography.

Scope of Work

The hired service provider will help with the completion of the above goals by completing the following tasks:

Branding, Identity and Events
• Brand development (branding guidelines on the usage of UNDP logo, COP27 logo, EU and partners logos applications), for consistency in communicating about the project (Pre-COP, COP, Post-COP27) particularly for events and social media.
• Branding and Designs of event’s marketing collaterals (any media material used to promote the organization’s products or services) including media walls, banners, roll-ups as well as the venue’s needed branding without any production required.
• Graphic Design of all printed/branded materials, including but not limited to venue backdrop, banners, event agenda, stationery (folders, notepad, pen), bags, participant tags and souvenirs for participants if required.
• Development of timelines and tasks as needed to complete the required tasks.

**Corporate Materials**
• The service provider is requested to develop and implement a bi-annual newsletter (4 pages per newsletter). The newsletter will showcase the joint EU-UNDP and the government of Egypt work related to COP27. The company will be responsible for the design and copywriting.
• The service provider will develop a project brochure (English and Arabic, 10 pages) and a stories booklet (English and Arabic, 25 pages), focusing on the project’s success stories showcasing Egypt’s efforts pre-COP, during COP27 and Post-COP27.

**Photography**
• Take high-resolution photographs (and provide basic info on where and when photos are taken).
• Select best photographs related to each activity including events and field missions (no less than 30 edited/best photographs).
• Photographs shall be provided in raw format and optimized resolution to UNDP on external memory medium or via file transfer service.
• Photographs must be provided in high-quality suitable for printing, processing or publishing on web, as per UNDP guidelines.
• Work in close cooperation with and report to the UNDP Communications Unit.

**Videography**
• Record and produce HD videos (A and B-roll) in English and Arabic to document events, activities and interview key, staff/partners/beneficiaries per request of UNDP to ensure capturing of UNDP’s activities in video format.
• Record and edit narration/voice over where needed in according with guidance from UNDP.
• Export and deliver audio track of videos per request of UNDP.
• Embed sub-titles video as needed (English and Arabic).
• Edit videos and basic graphic animation as per request of UNDP Communications Unit.
• Videos shall be produced in a high-quality broadcasting and web publishing format.
• Export final version of a video in formats optimized for HD web distribution and TV broadcast and deliver to UNDP.
• Videos shall be provided in raw format and optimized resolution to UNDP on external memory medium or via file transfer service.
• Work in close cooperation with and report to the UNDP Communications Unit.
• Photos and videos will illustrate official events, field trips, visits, activities and human stories as per UNDP guidelines.

**Social media**
The company is requested to provide social media services to the indicated events and field visits. The social media services aim to aid the development of EU funded project visibility on UNDP Egypt social media platforms and ensure that the target audience, as specified in the strategy, is aware of EU, Government of Egypt and UNDP joint activities and accordingly will provide:

- Social media content calendar: Develop key messages and content (Audio-Visual, GIFs, Static, Video…) in line with the COs social media strategy and content calendar, focusing on the project’s activities and stories. The content will be posted on the following platforms: Facebook, Twitter, Instagram, and LinkedIn, as detailed in the deliverables table.
- Revise the content and visuals as per feedback, if needed.
- Include suitable formats for all content across different social media platforms.

Provide analytical reports on KPIs
- Provide analytical reports on a regular basis and as needed.

Required Skills
- The service provider should have at least five years of experience and a track record – list of clients for similar services as those required by UNDP.
- Prior experience with development or UN entities is an asset.

Team Qualifications
The Team Leader is required to have the following qualifications:
- Project management skills in the context of international development.
- Five years’ work experience coordinating campaigns and advocacy initiatives related to sustainable development or related topics.
- Excellent organizational and time management skills, attention to detail, multitasking and proven ability to work under tight deadlines.
- The service provider will provide the CVs, track record and portfolio of the photographer, graphic designer and videographers assigned to the assignment.

Core competencies:
The following standard competencies apply to all UNDP interns:
- Demonstrating/safeguarding ethics and integrity.
- Demonstrate corporate knowledge and sound judgment.
- Self-development, creativity, and initiative-taking.
- Acting as a team player and facilitating teamwork.
- Facilitating and encouraging open communication in the team, communicating effectively.
- Learning and sharing knowledge and encourage the learning of others.

Institutional Arrangements:
a) UNDP will directly supervise the work of the Service Provider, and the Service Provider will be directly responsible for reporting to, seeking approval from UNDP as represented by UNDP Communications Analyst.
b) The service provider will assign a focal point dedicated to UNDP.
c) All materials developed by the vendor will become UNDP and partners copyrighted material.
Received Questions from potential suppliers who are interested in RFP Communication, Branding and Digital Media Services to COP27 related activities and events
REF# RFP/UNDP/2022/010

Question 1
Do we have any events happening in parallel? If yes, how many events?

Question 2
What kind of activities will be happening?

Answer 1 & 2:
No, not in parallel. Activities include consultations meetings, roundtables, and side events at the COP27.

Question 3
Are we going to work for 9 months/30 posts per month or only one month? What is the exact duration of social media?

Answer 3
Social media for 9 months.

Question 4
Filming 20 videos in Cairo, will this be during COP27 or pre/post?

Answer 4
Pre and Post COP27

Question 5
For the requirements below, We need to know the exact locations to provide the cost?
Q1- For the 5 field visits (2 days per visit), All the visits will be happening in a row or in separate dates?

Answer 5
Separate Dates as mentioned here below.
10 missions to multiple locations in Cairo, Sharm El-Sheikh, and protected areas near Sharm El-Sheikh:
- 5 field visits to Sharm El Sheikh (Pre-COP, 2 days per visit)
- 1 visit at COP27 (12 days)
- 2 field visits to Sharm El-Sheikh (Post-COP)

Question 6
Are we to submit designs in this round or just financials for creating them?

Answer:
Only a sample for the envisioned approach and of course financials for all anticipated designs.

**Question 7**

When you mention pre - during and post COP are there any specifics you require to see from our side pertaining to this part or just as highlighting the activity scope for reference to understand what is required?

**Answer:**

It is only mentioned in the RFP to explain the scope of work and the different phases of the assignment.

**Question 8**

Should designs be a prerequisite adapting them to marketing collaterals entails sizes and dimensions which are not on hand. Are we to place on standard size for reference - create special execution?

**Answer:**

Adaptation will be required based on events and venue requirements.

**Question 9**

Corporate materials - We have no content for them so correct of us to assume the request is purely financial at this stage?

**Answer:**

Financial only at this stage. As per the RFP, we will need copywriting and designs for corporate materials. Information will be shared after selection of the company.

**Question 10**

social media - Also no material on hand and yet to be generated from activities to be held. Sharing content calendar & financial proposals for this task. Same?

**Answer:**

financial only at this stage. As per the RFP, we will need copywriting and designs. Information will be shared after selection of the company.

**Question 11**

Videography and Photography just require a quotation from our end?

**Answer:**

Yes, plus the specifications of cameras used and CVs for potential ones to be used by the company.
**Question 12**
I would like to inquire what is exactly your expectation in regard to the deliverables mentioned in the RFP; whether financial proposal or you would like to receive a technical proposal as well?

**Answer:**

As per the RFP, the assessment criteria is mentioned explaining the technical and financial requirements, documentation needed and more. All inquiries should be received via email. It will be a pleasure to answer all your inquiries. Briefing calls were not part of the RFP request.

**Question 13**
Regarding the unit price term in the RFP, some of the services that you require cannot be quoted by unit price and are going to be quoted as a lump sum as the number of frequencies makes the cost less than when it is being calculated by unit price. We want you to get the best price possible and considering the unit price only could be unfair for both parties.

**Answer:**

Please follow the template. If it requires unit price, then it must be added.

**Question 14**
Regarding the branding request, in the TOR you mentioned that we need to develop a strategy for using the UNDP, EU, COP 27 logo all together in a harmonious way, BUT, what is going to be the brand name of the project, the name of the social media account that we are going to manage, the title for the newsletter? We need one brand name to work on and then we can integrate the other logos.

**Answer:**

We are requesting the company’s creative to do the branding for the project. The partners logos must be used. The company can create a logo for the project that reflects the support. No social media accounts will be created for this project. Only content that can be used on the partners platforms.

**Question 15**
Regarding the branding, in the quantity column, you mentioned that you need a file, 10 to 20 pages single spaced from 5,000 to 10,000 words, what is that file and what does it contain, if we are talking about a branding file then the content is mainly designs and visuals not words. Please elaborate.

**Answer:**

Yes, this document should include the branding strategy for the project, branding guidelines and applications.

**Question 16**
Regarding the newsletter, are we going to create the content of the newsletter from scratch, or are you going to provide us with the content and then we will work on the creative copywriting and phrasing of the newsletter to be more attractive? The same inquiry for the brochure and stories booklet.

**Answer:**
We shall provide the information available whether in stories or reports and then the company is responsible for the copywriting.

**Question 17**

Regarding the technical proposal, we want to make sure that no samples or strategy is required at this phase, all you need is our portfolio, a timeline for the implementation of the requirements.

**Answer:**

Kindly submit a sample to show what you are thinking of as part of the suggested methodology. Please check assessment criteria in the RFP.

**Question 18**

This project is a very big project and the staff that is going to work on is going to be quite a number, so attaching CV for all people participating in the project will be a hectic process, it is not going to be one photographer or one videographer or one designer, it is going to be teams of 5 or 6 per team at least?

**Answer:**

Please submit the CVs of the key personnel on the project including the account manager, photographer, videographer.

**Question 19**

Are we allowed to include 3rd parties in our quote or not? Or do we have to include 3rd parties in our proposal or not?

**Answer:**

The contract will be provided to one sole supplier. You can mention in your proposal if you are getting 3rd parties.

**Question 20**

Regarding the corporate materials for the brochure you said that it will 10 pages/ 5000 words but 5000 words is 20 pages not 10? Also do you want 5000 words for English and 5000 words for Arabic?

**Answer:**

Yes, you are correct. This is the average expected number of words, considering that it will include visuals, pictures, and boxes. Please stick to 10 pages.

**Question 21**

Regarding the corporate materials for the Stories booklet you said that it will 25 pages/ 12,500 words but 12,500 words is 50 pages not 25? Also do you want 12,500 words for English and 12,500 words for Arabic?

**Answer:**

Please stick to 25 pages. Correct for the number of words per language.

**Question 22**

A) Regarding the videography is there will be shooting in public places so we will need permits?
B) Is there will be videography shooting during the COP 27 or only photography?

**Answer:**

Both photography and videography at COP
Are the events will be consecutive or some of them will be in the same time?

**Answer:**
Consecutive

**Question 24**
During the event of COP 27 how many photographers you will need?

**Answer:**
2 photographers

**Question 25**
Regarding the provision of stock photos of the 500 stock photos on the climate change, biodiversity, and Egypt you want it from the photos that will be taken from the locations of field mission please explain more this point.

**Answer:**
This is online supporting imagery from online stock databases.