

## Questions and Answers

### Provision of services for Branding and Communication campaign in the launch for The Minamata Convention on Mercury in Genève, Switzerland

#### RFP UNOPS-UNEPGEN-2017-S-001

I

Q: Proposals are due 25 May, and a decision is anticipated in June. However the first set of deliverables are due by 20 June. This leaves a very short amount of time between notification and the first delivery. Can you confirm the exact date that the notification will be communicated, and whether the June delivery deadlines may be subject to move? For the same reason, please can you confirm the decision making /approval process for the deliverables, so that we can assess timeline feasibility on our side? How many rounds of review do you anticipate for each element?

**A: The deadline for submission of proposals is set for Thursday, 25 May. The evaluation is planned to take place in the week of 29 May, and may include an oral presentation. The contract will be awarded as soon as possible following the successful completion of the evaluation. The first set of deliverables continue to be due by 20 June. Upon the first meeting between the successful vendor and the Minamata secretariat the exact parameters of these deliverables will be clarified and agreed.**

II

Q: Please can you confirm if all materials for the website and COP1 delegates will be produced in English only?

**A: English is the primary language for the COP1 website, though there will also be a mirror page in French and Spanish. The successful vendor does not necessarily have to invest in translation fees, but the team should be multilingual so that content in different languages can be managed. All UN documents will be provided in UN languages by the Minamata Secretariat**

III

Q: Please can you confirm if the materials for the general public in Geneva should be produced in French only?

**A: French and English, or as language neutral and visual as possible.**

IV

Q: If other languages are needed for materials, is it expected that the vendor provide translation services or do you handle that in-house?

**A: Translation of all official UN documents and notifications will be provided by the Minamata Secretariat.**

**V**

Q: On page 2 of the terms of reference you refer to the website [www.mercuryconvention.org](http://www.mercuryconvention.org) (live already), but in the annex with the website specifications you propose the domain name should be [www.minamataconvention.org/cop1](http://www.minamataconvention.org/cop1) (domain not found). Please can you confirm if the website to support this initiative should be part of the existing mercury convention site, or if a brand new site is required

**A: The Minamata Secretariat owns the [www.mercuryconvention.org](http://www.mercuryconvention.org) website domain, but also should own the [www.minamataconvention.org](http://www.minamataconvention.org) website domain for possible future purposes. The COP1 webpage should link directly to the [www.mercuryconvention.org](http://www.mercuryconvention.org) website. Those searching for the Minamata Convention and for the convention on mercury should all be reaching the [www.mercuryconvention.org](http://www.mercuryconvention.org) website. The exact naming protocol on this can be further refined between the vendor and the Minamata Secretariat upon start of the work. The purchase of the domain should be done in the name of the interim Secretariat of the Minamata Convention, and any future administration of that would be handled by the Minamata Secretariat.**

**VI**

Q: Please can you confirm that we should develop the site on a staging server and then provide all the assets to UNOPs for integration with an existing site or registered domain (or if we would need to secure and register the domain separately)

**A: The new website would be hosted on the current server utilized by the Minamata Secretariat. The site design does not have to be done on a staging server. The vendor can design and produce mock-ups in close consultation with the Minamata Secretariat using their preferred software. Following approval from the Minamata Secretariat the templates and mock-ups will be integrated into the content management system used by the Minamata Secretariat (DNN).**

**VII**

Q: In the timelines section (C) a communication campaign is noted to be due on 20 June. Does this refer only to the deliverables detailed in output 2, or are you anticipating that a full campaign will also be developed?

**A: The key role of the successful vendor for the communication campaign is setting out the creative and strategic messaging and communication process, and to produce key elements to be used in the communication campaign. The implementation of the communication campaign will be done through the Minamata Secretariat who in turn will be the direct link to the Communication Division of the United Nations Environment Programme under whose purview all communication falls. The full campaign would not have to be delivered by 20 June, but following the initial meeting(s) with the Minamata Secretariat upon conclusion of the contract, and in close consultation with the Minamata Secretariat, the strategy and identification/scoping of agreed deliverables of the campaign should be ready as soon as practical to the 20 June 2017.**

**VIII**

Q: Will you need the vendor to push out the deliverables developed in Output 2? We note that there is no mention of, for example, a media outreach programme or social media engagement. Will the roll out of these deliverables be covered by another UNOPS unit or vendor?

**A: As explained above, elements for a media outreach campaign and social media campaign are the focus of the vendor's work, though this content will be pushed out through the established institutional communication channels of the Minamata Secretariat and UN Environment. Any additional assistance the vendor can provide to identify or mobilise specific strategic communication opportunities is an added advantage.**

**IX**

Q: Output 2 refers to communication campaign materials that will form part of a communication campaign led by the UN Environment Programme with the interim Minamata Secretariat. Will it be possible to see that full campaign strategy and plan?

**A: There is no draft communication plan. This plan will be part of the work of the vendor in close consultation with the Minamata Secretariat.**

**X**

Q: Output 4 requests proposals for items not in the conference center (e.g. in key Geneva locations), however these are not mentioned in the deliverables. Are you just looking for recommendations in this respect (for delivery by another UNOPS unit or vendor)? Or do you require the vendor to produce, secure and install advertisements in public venues around Geneva?

**A: The successful vendor would need to provide a list of prime suggestions of key places, perhaps iconic places, in Geneva that could be utilised to bring attention to the Minamata Convention. The vendor would then work with the Minamata Secretariat to obtain the selected ones. At times this may require an installation, it could refer to a projection, it could include advertising space (but on advertising it should not be excessive in budget). The intent is not to re-brand all of Geneva, but to come up with key suggestions to utilise some public areas that delegates, officials and residents of all ages could visit or even "stumble" upon that brings attention to a meeting convening at the CICG, and to pique their interest in why the world has decided to establish this convention in the first place. Partnerships or relationships the vendor has in Geneva that can be leveraged in this regard will be an advantage.**

**XI**

Q: Can you share your budget expectations for this programme please

**A: According to UN procurement rules the budget cannot be shared.**

**XII**

Q: Should the budget include all third party costs, such as printing of the branded items or purchasing advertising space, or will we just provide artwork files and recommended items for another UNOPS unit to procure?

**A: The budget should include the cost of producing the materials (e.g. printing).**

**XIII**

Q: The TOR lists event venue design and customization as one of the deliverables for this project. Will this require vendors to be on-site to design or set up the event, or may work be done and submitted remotely?

**A: As per RFP, Section III Evaluation Criteria, Qualifying Criteria, the Team Leader and Team Members should be present and able to work in Geneva on a regular basis, even daily, in close cooperation with the Minamata Secretariat.**

Prospective bidders are welcome to contact us at [srpc.procurement@unops.org](mailto:srpc.procurement@unops.org) for any and all further clarifications.