RFP – Communications and Resource Mobilization Strategy

Questions and Answers

June 05 2020

General Questions

1. It was mentioned that you could bid for 1 or more work packages. Can you confirm what those work packages are based on the RFP? I am assuming you can bid for one or more of the below. Is that correct?

   a. Brand identity
   b. Investment case
   c. Communications

   A: Yes, a supplier can bid for one or more of the following work packages, including sub-packages, such as bidding for 3.3 only for example:

   1. Brand identity
   2. Investment case
   3. Communications:

      3.1 Communications and Advocacy Campaign Strategy (September 2020)
      3.2 Production of Communications assets and products (July 2020 to Dec. 2021)
      3.3 Web Design (May 2021)
      3.4 Restructuring the Communication Function (October 2021)

2. What is the budget ceiling (or a range) for each of the buckets: Brand Identity, Investment Case, Communications?

   A: We have not released any information or ranges of budgets for the different work packages publicly so as to allow firms wishing to submit proposals to do so based on their own methodologies, evaluation of the work, and their own costs. Deliverables and dates outlined in the RFP and in Q1 above should be guides.

3. The scope is quite open ended (e.g. it doesn't say how many comms assets, op-eds required, how many target markets/funders). Therefore, it is very hard to assign the correct level of effort. As a result, we would therefore be very nervous about submitting a bid without being given a top value budget that bidders should ensure their submissions come within. Is that something that you could give guidance on? Of course, as costs are a significant part of the costing criteria all bidders would be motivated to come under that.

   A: We have not released any information or ranges of budgets for the different work packages publicly so as to allow firms wishing to submit proposals to do so based on their own methodologies, evaluation of the work, and their own costs. Deliverables and dates outlined in the RFP and in Q1 above should be guides.
4. It says the technical response should be 10 pages. Is that 10 or 20 sides of A4?
   
   **A:** 10 pages in total excluding cover page and executive summary.

5. Do appendices count in the 10 pages? E.g. in the RFP it says CVs can be included in appendices.
   
   **A:** No, appendices will not be included in total page count.

6. You ask for a detailed work plan including staffing, hours. Is this essentially the same as the budget template (i.e. staff time split by deliverable) without the costs or are you looking for something different (e.g. project timing plan)?
   
   **A:** We are looking for workplan detailing the process by which your team is going to achieve the project’s deliverables. This will give a better understanding of your proposed approach.

7. Would it be possible to send a PDF rather than a Microsoft Word document?
   
   **A:** Yes, you can send your documents in PDF or word formats.

8. Is there a length restriction to the Appendix (where we envisage including further case studies of our work)?
   
   **A:** No length restrictions – but they may not be included in the evaluation.

9. What is the budget ceiling (or a range) for each of the buckets: Brand Identity, Investment Case, Communications?
   
   **A:** We have not released any information or ranges of budgets for the different work packages publicly so as to allow firms wishing to submit proposals to do so based on their own methodologies, evaluation of the work, and their own costs. Deliverables and dates outlined in the RFP and in Q1 above should be guides.

10. In the costing scoring criteria, value for money is mentioned. Do you want a separate word doc budget narrative submitted outlining VFM or do you just want a few lines on VFM included in the Budget excel sheet?
   
   **A:** A few points on value for money (VFM) in the budget excel sheet will suffice.

**Investment Case**

11. Will CGIAR define the funding strategy (e.g. key funder targets to meet project goal of doubling investments) and give this to the selected agency as basis for investment case and communication development?
   
   **A:** Yes, CGIAR will provide the Resource Mobilization, Communications and Advocacy Strategy.

12. What does the final deliverable for the investment case look like?
   
   **A:** Final deliverable will include (1) full investment case, (2) artwork and infographics, (3) print ready files, (4) short version executive summary, and (5) additional supporting media.
13. Can you give a bit more detail on requirement for investment case? In other words, what will you do internally in shaping this investment case versus expect your agency partner to do?

   A: CGIAR will provide a Resource Mobilization, Communications and Advocacy Strategy, which includes in-depth analyses of funding opportunities for each of the five key markets we are targeting, as well as an evidence-based report on ‘The Payoff to Investing in CGIAR Research’. Based on those documents and analyses, the firm is expected to produce one high-level compelling investment case.

14. Who would you say are your biggest competitors competing for funding from key donors?

   A: Strategy is about growing total investment in agricultural research for development. Not cutting the pie into diminishing returns.

15. Can you achieve your goal of double the investment through greater share of existing agriculture funding or would you need to raise demand for more funds to be dedicated to this?

   A: Strategy is about growing total investment in agricultural research for development. Not cutting the pie into diminishing returns.

**Brand Identity**

16. Do you have sufficient understanding of current perceptions of your brand across existing/new target funders to inform the brand identity development or would the bidder need to cost to gather these insights?

   A: Yes, we do have sufficient insights. We have recently undertaken a Landscape Analysis, which contains findings and recommendations on branding for One CGIAR. This will be made available to the successful bidder.

17. Does the brand identity process also include the possibility of a new name, or will the new name be "One CGIAR"?

   A: Yes, the brand identity process includes the possibility of a new name.

18. Can the existing Landscape Analysis Report be shared for us to review?

   A: The Landscape Analysis Report will be shared with the successful bidder.

19. Can you elaborate on the number of stakeholders (both internal and external) who would need to be consulted as part of the "inclusive process" for the new brand identity?

   A: We expect to involve a maximum of 20 leaders from the CGIAR System in the process of creating a new brand identity.

20. Does research and consultation only need to take place in English? If other languages also, which ones?

   A: In English exclusively.
Communications

21. Can you confirm that deliverables 3a to 3d are strategies only and do not require any costs for implementation?
   
   A: In the full Request for Proposal, items 3.1a, 3.1b, 3.1c and 3.1d are strategies only

22. Can you confirm that 3.2 does not need to include any costs for dissemination (e.g. social media spend/events) or media outreach?
   
   A: Confirming that 3.2 does not include costs for dissemination

23. Can you elaborate on the number of stakeholders (both internal and external) who would need to be consulted as part of the "restructuring (of) the communications function"?
   
   A: We will share the Landscape Analysis Report with the successful bidder, which contains findings and recommendations as to the structure and composition of the communication function. In addition, a maximum of 20 stakeholders are expected to be consulted.

24. Can you confirm that 3.3 is web design only (i.e. providing design layouts) and doesn’t include costs for web development/build?
   
   A: This work package includes recommendations on website structure and providing web designs.

25. As we understand, the CGIAR website was recently rebuilt? Is the expectation of the website refresh to simply apply the new brand identity and add new pages/content (i.e. within the existing CMS)? If so, can you elaborate on the CMS of the existing site as it stands?
   
   A: The cgiar.org website is built with WordPress and we are seeking to build upon or redesign it – depending on bidder’s approach.