

Request for Proposal (RFP)

Reference Number: RFP-2013-04

Answers to questions from Bidders (26-March-2013)

A. In section 2.7.4 Financial Proposal, you specify we must cover all of the items from a-e. In order to answer this, are we to use the items specified in 1.3.1 - Deliverables as the specifics for cost structure, or do you require hourly and percentage rate indications for items covered in a-e [2.7.4] instead?

We need a breakdown of costs for each deliverable listed under 1.3.1. Please note that UNAIDS will print the final materials in-house.

B. Same section - please indicate on what specification we are to quote for Printing? We note earlier in the tender you state that all printing will be done in-house. By this we understand you mean you will be managing the printing in UNAIDS yourselves - are we correct? If we are to provide printing costs, then we also will need quantity indications for each appropriate item detailed in the Deliverables 1.3.1. Please provide us with these if this is the case.

Correct, the printing of the final materials will be done in-house and thus covered by UNAIDS. UNAIDS will not cover printing costs related to presentations etc.

C. Same section - Delivery Costs are required. Please indicate if we are to provide printing as stated in question B above. If we are to provide printed documents what address and other specific UNAIDS packing and labelling requirements need to be followed.
Printing will be done in-house.

D. Same section - Other costs. We cannot find indicated within this tender that you will be providing copy/text and imagery.

Please clarify if UNAIDS will be responsible for writing and providing the copy to the design team?
We expect the bidder to produce both the concept and develop and write the content for the fundraising materials.

Please also clarify if we need to provide imagery for any of this work or are we to source from your existing library of images, or purchase from external sources such as Panos for example, or both?
UNAIDS will provide images.

E. General: Does UNAIDS have specific design guidelines [other / in addition to UN guidelines] for all it's work which the design team will adopt and use?

Yes, UNAIDS will have brand guidelines which will be shared. There will be a meeting with the communications Director to discuss the brand guidelines. Please note that the current guidelines do not include a value proposition and key messages on how we talk about the organisation with external parties.