

Round 1_Clarifications_RFP/2020/004 Public relation services as of 10_June_2020

Question	Answer from IRENA
It appears, via the data sheet, that it is acceptable to submit the proposal via email. Can you confirm? (there are two different directions listed on pages 8-9 and on 19)	Follow the instructions in data sheet under point 19. Proposals to be submitted to <u>bids@irena.org</u> only.
Can you confirm if there any preferred format for the proposal (PDF, PPT, etc.)?	Pdf or PPT are accepted
Is there a limit on the size of files you can accept?	35.00 MB
Will you accept files submitted through a file-sharing site and, if so, which sites do you use (e.g., WeTransfer, Dropbox, etc.)	No
Is there a page number limit to any of the documents (other than the company profile shared on page 18?)	No
Can you share how many agencies are participating in this RFP?	We have a list of 12 agencies who were directly invited based on our market search. The bid is open and is available on www.irena.org and www.ungm.org
Can you confirm that we can continue to ask questions throughout until the deadline of 4 days prior to submission?	We confirm
Can you confirm if you have any budget parameters in mind?	<p>We cannot disclose the budget as an international organization. We do have an estimation based on market assessment, but this is internal information.</p> <p>The aim of the published Request for Proposals is to find an Agency that can meet requested global services along technical eligible criteria based on proof and examples.</p>
We understand the work should start “immediately.” Can you confirm the expected length of the contract is 12 months from the start date (and therefore should be priced accordingly?)	We confirm

<p>How important – if at all – is it that there be core team staff based in UAE?</p>	<p>As indicated in the published Request for Proposals, no PR staff will be required at the IRENA headquarters in Abu Dhabi/UAE.</p>
<p>Who do you consider to be key competitors in conversations around renewable energy?</p>	<p>The energy transformation discussion is increasingly crowded. Competitors in the global discourse on renewable energy are for example the International Energy Agency (IEA), Sustainable Energy for All (SEforALL), UN Environmental Programme (UNEP) and the World Economic Forum (WEF) just to mention some.</p>
<p>What types of media relations activities have you engaged in thus far? What has worked and what would like to see work better?</p>	<p>IRENA holds a wide range of media relations at all levels (from technical to opinion lead) and all formats (print, audiovisual and online) regionally, nationally and globally. IRENA’s media outreach is mainly digital and via direct mailing.</p> <p>However, IRENA would like to improve and intensify its media relations with journalists from International, mainstream and opinion lead media (see Annex I of Request for Proposals), thereby deepening the outreach to a global target audience.</p> <p>IRENA seeks to elevate its reputation to become the intergovernmental agency for the energy transformation. A trusted, respected and credible voice.</p>
<p>Will IRENA’s communications team or the selected agency be responsible for implementing the Director-General’s Twitter and LinkedIn plans, in terms of content creation, content publishing and community management?</p>	<p>The management and publication of content of the Director-General’s Twitter and LinkedIn accounts will remain in the hands of IRENA’s communication team.</p> <p>The PR Agency will be responsible for developing a plan (including community engagement) and suggest content to increase the number of the DG’s Twitter account to at least 10.000 followers and further position him as a thought-leader.</p> <p>The PR Agency will also be responsible for developing a plan to set up a LinkedIn account</p>

	for the DG (including community engagement) and develop/suggest content.
How are you currently supporting the Director-General's social media channels? Do you have a paid social plan to help extend the reach and engagement with content published on these channels?	The Director-General's social media channel (Twitter) is currently run by the communication team – without any paid support for content/distribution.
Is IRENA planning to hold its Assembly in person in January?	Provided the Covid-19 situation allows, the 2021 Assembly is foreseen as physical event.
What, if any, travel or other financial support have you provided to journalists or influencers to attend the Assembly in the past?	IRENA has paid for exclusive media partners and influencers to attend previous Assemblies. Furthermore, IRENA has paid journalist's travel/accommodation within hosted media programs of Assembly meetings.
Are there any major events or meetings that the Director-General will be attending and/or speaking at that might create a 'mediable' moment for an interview or byline?	Indeed, the DG will attend major high-level events/meetings. These events derive from the global/regional (example G7, G20) and UN agenda in the area of energy, climate change and sustainable development and will ultimately be disclosed once the PR Agency is contracted.
Given the current COVID-19 situation, what level of travel do you expect the Director-General to maintain in the 2 nd half of 2020 and into 2021? Which markets does the Director-General visit most frequently and on which cadence (i.e., annually, quarterly etc.)?	It is difficult to provide an estimate due to the Covid-19 uncertainty. For safety reasons, events/meetings might take place in a virtual format. However, in normal times and as chief of an International Agency, the Director-General observes intensive travel activities throughout the year, visiting all markets and continents across the world.
Will the agency be responsible for the video recording and production of sound bites to use with media?	The Agency will be responsible for suggesting communication moments and providing content for video statements. The management and recording of the video sound bites will be taken care of by IRENA.
On page 22 of the RFP, in the Technical Evaluation Criteria, point 1 and 2 ask for "examples (published articles/interviews/op-eds)" do you expect to receive clippings as such examples? Are we also correct that these	Yes, we expect clippings of published articles/op-eds and videos of TV interviews as examples. Those should cover energy but can show topical knowledge in a wider sense from economic, financial, climate etc. perspectives.

<p>examples do not need to be on the topic of energy, but rather more general?</p>	
<p>On page 22 of the RFP, in the Technical Evaluation Criteria, point 3 refers to a “list of 5 global clients in public/private sector in the field of energy”. Given that almost all clients, especially in the energy sector, do not allow agencies from representing any other competitor and this limits them to having only one, can we assume that also ministries and governments in the field of energy (e.g. IRENA itself or Ministries of Energy or Environment) also count here under the 5? Or would it be a possibility to reduce the number of 5 required global clients in the field of energy?</p>	<p>Yes, as indicated in the RFP, global clients provided as reference can come from both, private and public sectors including Ministries.</p>
<p>The technical evaluation criteria as listed on page 22 of the RFP does not directly correspond with the template we are instructed to use for the Technical Offer in section 8 technical proposal on page 33-35. e.g. section 2 of the technical proposal - approach and implementation plan is not worth any points under the evaluation criteria. Could you additionally clarify if under this section 2 we should refer directly to the concrete deliverables listed on page 20 as this link is also unclear?</p>	<p>The template that we are proposing is a suggestion that may help you and us in preparing or understanding a proposal. The implementation plan is linked directly to the major milestones that we have listed as deliverables. As such, we did not see any reason to allocate points or scores to the implementation plan. You should compile the information that is needed in accordance with the technical proposals requirements as well as to focus on providing information as requested in the technical evaluation criteria. You have to showcase your knowledge and experience very well in order to allow us better understand your work and expertise.</p>
<p>As mentioned on the data sheet on Page 18, point 23 the company profile including CVs which should not be more than 40 pages, is this additional to the technical proposal that we should submit in the format provided in section 8 or is this the same document and we should assume that our technical proposal which we submit in the format of section 8 on Page 33 should not exceed 40 pages including CVs?</p>	<p>We hope to maintain the proposals at 40 pages, if possible. However, no proposal will be rejected if the 40 pages limitation is not met. Note that our email can accommodate only 35.00MB size of attachments.</p>
<p>Are you providing any indication on the proposed budget? For a global programme of this kind, we have numerous offices around the world who can provide support. An indication of proposed budget will be useful for allowing us to assess to what extent we are able to utilize them.</p>	<p>We cannot disclose the budget as an international organization. We do have an estimation based on market assessment, but this is internal information.</p> <p>The aim of the published Request for Proposals is to find an Agency that can meet requested global services along technical eligible criteria based on proof and examples.</p>

<p>Are you providing any information on the names of the companies participating in this process, or the number of companies participating?</p>	<p>We have a list of 12 agencies who were directly invited based on our market search. The bid is open and is available on www.irena.org and www.ungm.org. until now we have confirmation from 9 companies who expressed their interest in bidding.</p>
<p>As we understand the document, you do not require an on the ground presence in the UAE. Is that correct?</p>	<p>As indicated in the published Request for Proposals, no PR staff will be required at the IRENA headquarters in Abu Dhabi/UAE.</p>
<p>DS 23 specifies that ‘Company profile, which should not exceed forty (40) pages, including CVs of all personnel that shall be performing the Services, projects implemented, and details relevant to the Services being procured.’ Can you provide more clarity on which section of the document this relates to? Specifically, should the entire Technical Proposal (section 8) be limited to 40 pages, just section 1 of the Technical Proposal (‘Expertise of Firm’), or a separate part of the document?</p>	<p>We hope to maintain the proposals at 40 pages, if possible. However, no proposal will be rejected if the 40 pages limitation is not met. Note that our email can accommodate only 35.00MB size of attachments.</p>
<p>What attachments do you envisage as a part of section 8.5 (“Any attachments and/or appendices to the Proposal, including those specified in the DS no. 24”)? DS 24 appears to relate to confidentiality of the RFP only. Are you envisaging that other materials can be provided here?</p>	<p>Any additional information that is relevant and may be considered as needed from your side i.e. recommendations, ISO quality assurance certificates, major achievements</p>
<p>Is the media outlet list in Annex 1 final? Are we able to propose additional targets?</p>	<p>The media list in Annex I is final.</p>
<p>At this stage, we expect to put forward a regional structure to provide the most cost-effective solution for IRENA. Are particular regions a priority for IRENA? And are specific countries a priority, particularly in Asia? Do priority markets align with the list of media targets you have provided?</p>	<p>As indicated in the RFP, the services requested will primarily target international, mainstream and opinion lead media (top tier) as described in Annex I. Thus, our priority derives from their dominance/penetration on the global market.</p>
<p>The Technical Evaluation Criteria specifies that we should provide a “Proposed team of the PR experts to be highly qualified and have a strong knowledge in all relevant areas of IRENA’s focus targets*. Full details of the team to manage the account with not less than 5-7 years previous experience in all the above.” Do you only need us to provide the CVs of those personnel with more than 5-7 years experience,</p>	<p>We expect Full details of the team to manage the account with not less than 5-7 years previous experience in all the above.”</p>

<p>or would you like us to include our full team, including less experienced staff?</p>	
<p>Can you provide any more information about the Assembly media event listed (section 3; Terms of Reference, Target Audiences)? Is the requirement only to ensure media participation or something additional?</p>	<p>IRENA runs a hosted media program based on well-established media contacts over the last years.</p> <p>We request the PR Agency to add to the hosted media program 5 top tier journalist from the list in Annex I and develop a detailed program for them during their visit.</p>
<p>Can you provide more detail about the requirement to update the IRENA Wikipedia page? Our advice would be that this is not something that an external provider should assist with, but that we can assist with drafting of the text itself. Does that conform with your expectation?</p>	<p>Yes, IRENA’s Wikipedia content and structure is outdated and requires drafting/editing.</p> <p>As indicated in the RFP, we request the PR Agency to provide an update, liaising with Wikipedia editors and proposing necessary content updates.</p>
<p>Should we include our approach to content planning and channel management in the social media plan?</p>	<p>Yes, we request the PR Agency to suggest a plan including content development/planning and channel management.</p>
<p>Does IRENA have priority geographies in terms of influencer engagement?</p>	<p>No, IRENA had no priority geographies as we target global influencers.</p>
<p>Has IRENA previously engaged with online influencers, and can you share details of whom if so?</p>	<p>So far, IRENA has only once worked with a social media/online influencer from the UAE, specifically targeting the local UAE market.</p>
<p>Will we have budget for activities, including paid social media targeting, influencer engagement, hosting events, etc.?</p>	<p>The management and publication of content of the Director-General’s social media accounts (Twitter and LinkedIn) will remain in the hands of IRENA’s communication team.</p> <p>Furthermore, IRENA foresees paid social media work and engagement and will assign budget to relevant campaigns and outreach.</p> <p>The PR Agency is required only to support with the development of a strategy/plan for execution by IRENA.</p> <p>As indicated in the RFP, the PR Agency will be responsible for developing a plan (including community engagement) and suggest content to increase the number of the DG’s Twitter account.</p>

	<p>The PR Agency will also be responsible for developing a plan to set up a LinkedIn account for the DG (including community engagement) and develop/suggest content.</p> <p>Furthermore, the PR Agency is requested to set up of a list of global influencers, bloggers and YouTubers and provide a plan how to engage/build up long-term relations.</p>
<p>We understand the Chief Communications Officer position is still vacant. Should we expect any materials changes to the brief when the position is filled? Are there any other considerations we need to be aware of here?</p>	<p>The RFP has been published independently from HR developments and is based on communication/PR requirements of the Director-General and IRENA.</p>
<p>Are there any specific implications from COVID-19 that we should be aware of as a part of this process? What impact do you expect on the 2021 Assembly for example?</p>	<p>It is difficult to provide an estimate due to the Covid-19 uncertainty. For safety reasons, events/meetings might take place in a virtual format.</p> <p>But indeed, the DG will attend major high-level events/meetings. These events derive from the global/regional (example G7, G20) and UN agenda in the area of energy, climate change and sustainable development and will ultimately be disclosed once the PR Agency is contracted.</p> <p>And in normal times and as chief of an International Agency, the Director-General observes intensive travel activities throughout the year, visiting all markets and continents across the world.</p> <p>Provided the Covid-19 situation allows, the 2021 Assembly is foreseen as physical event.</p>
<p>Are you able to share a list of milestones (reports, releases, initiatives, etc.) planned for the next year and which we should factor into our thinking?</p>	<p>IRENA’s milestones and key areas of programmatic work (reports, initiatives etc.) for next year are outlined in the Agency’s Work Programme and Budget for 2020-2021 published on the Agency’s website irena.org.</p> <p>https://www.irena.org/officialdocuments</p>
<p>Are you able to share an existing communications / positioning plan? And any insights on what has / has not been successful?</p>	<p>IRENA’s communication objectives are outlined in the Agency’s Work Programme and Budget for 2020-2021 published on the Agency’s website irena.org.</p>

The ultimate goal is to position the Agency as “lead intergovernmental agency for the global energy transformation”.

<https://www.irena.org/officialdocuments>

A more concrete communication plan will be shared with the PR Agency once contracted.