

PSP-IT-2022-010 Creative services digital products

#	Question	Answer
1	May I ask you if you already have a budget range you would like to allocate to this project? Also a an estimation could help us to build a quote for the services required.	We do not provide information on budget availability. Financial offers shall be based on open competition. Feel free to submit prices based on the fees of your company. The financial offer will have a weight of 30% of the entire evaluation.
2	<p>1.ANNEX A, pag.6, 2.5 Micro web-site: 11. E-commerce development: e.g., an online shop to give donors and prospects the possibility to directly donate via website in view of the reception of a gadget such as digital e-card, birthday wallpaper, digital parchment, any other gadget aiming at increasing fundraising results.</p> <p>We don't find the e-commerce development quoted in financial offer form, can we add it by distinguishing from other kind of web development?</p>	Please quote the maintenance for the e-commerce on the dedicated space both on line 36 (hourly cost) and on line 56 (yearly cost/lump sum).
3	<p>2.ANNEX A, pag.7, 2.7 Landing Page In addition, Agencies may be required to implement form validation and data management for each landing page (e.g., local database or third-party services via API's development), integration with Social Networks as well as other third-party platforms (email marketing, CRM, or other tools). They will be also requested to implement UNHCR's tracking codes on the landing page (Google Tag Manager and custom conversion tracking codes).</p> <p>We haven't found this service mentioned in the financial offer form, how can we manage this?</p>	Please quote the hourly cost for the additional technical implementation for the landing pages on line 57.
4	<p>2.3 SOCIAL MEDIA ASSETS l'agenzia social e l'agenzia ads sono due agenzie diverse? hanno piattaforme già in uso per lo scambio dei materiali grafici e condivisioni, approvazioni necessarie per le attività operative. per il punto 5: è possibile avere un esempio di infografica, se già realizzata in passato, per capire meglio il desiderata?</p>	<p>Paid social media agency and media agency are currently two different agencies. We use emails or shared files and folders to share materials and visual assets.</p> <p>Find one of the latest infographics here: https://drive.google.com/file/d/1KOGIlhoU31Th_DbsNapFeJuuUK4jpbex/view?usp=share_link</p>
5	<p>2.4 VIDEO EDITING i testi in italiano vengono forniti dal cliente? in che formato dovrebbero avvenire gli adattamenti?</p>	<p>Yes, the copy in italian is provided by UNHCR. Most common formats are MP4 1:1, 9:16, 16:9.</p>
6	<p>2.5 MICRO WEB SITE per micro web site valutiamo un sito istituzionale oppure un sito ecommerce con obiettivo raccolta fondi? L'ecommerce ha degli aspetti aggiuntivi da considerare. La maintenance and web site updates (riga 53) che differenza c'è con la riga maintenance richiesta nel punto 2.5.</p>	<p>We have added 2 different lines to quote separately the microwebsite development and maintenance vs the e-commerce development and maintenance.</p> <p>The difference between the 2 lines is that the first requires a cost per hour, while the latter indicates a comprehensive annual cost. For the financial evaluation we will take into consideration the hourly cost.</p>
7	<p>2.6 EMAIL quale piattaforma verrà utilizzata per l'invio delle DEM ? l'invio delle DEM (al crm) è curato sempre dall'agenzia che si occuperà della creazione ?</p>	<p>The email template development is not linked to the platform used for sending out emails. Our request, as stated in paragraph 2.6 EMAIL TEMPLATES, is to develop <i>HTML in line with e-mail templates standards</i>.</p>
8	<p>2.7 LANDING PAGE possibile avere un link per ogni tipologia di landing page (se già create da parte vostra in passato)?</p>	<p>Lead Generation: https://sostieni.unhcr.it/emergenza-afghanistan/ New donor acquisition: https://dona.unhcr.it/campagna/dalla-parte-dei-rifugiati/ Engagement: https://sostieni.unhcr.it/sopravvivere-al-natale/</p>
9	<p>2.8 TOOLS i tool necessari per le attività quotidiane sono già attivati a vostro nome oppure devono essere attivati da parte nostra ?</p>	<p>Tools are already active under UNHCR accounts. New tools might be activated, in such case, the supplier will be requested to purchase the tools on behalf of UNHCR and the activation will be under UNHCR's name.</p>

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10	Il team non sarà formato solo da interni ma anche da professionisti e altre agenzie che collaborano con noi da diversi anni. Naturalmente Dot Next resterebbe come attore principale del rapporto con UNHCR e riferimento unico dal punto di vista amministrativo. Questo è previsto e accettato?	Yes, this is acceptable as per Art. 5 of the General terms and Conditions regulating the use subcontractors. Please indicate in the proposal the main company, which will be the lead one and UNHCR will interact with that company only from a contractual perspective. The lead company shall fill in the Annex E (Vendor Registration Form). In the technical proposal, please provide the name and experiences of the companies/consultants you may work with, so that their experience can be taken into consideration during the technical evaluation.
11	Per la realizzazione della proposta declinata sui vari materiali di comunicazione possiamo attingere ad una vostra banca immagini/media?	You can refer to section 3.2 of the Annex A "The TORs" where you can find the links to websites and materials useful for the preparation of the creative proposal. To access the brandbook, please send a request via email to Erika Celi celi@unhcr.org or to globalbrand@unhcr.org .
12	Nella quotazione delle landing dobbiamo includere l'acquisto/utilizzo di form di lead generation/ form di donazione? In caso affermativo, la scelta del fornitore è libera?	The agency could buy a form builder or other tools. The agency could also develop the form from scratch. Requirements and agency suggestions will be further discussed before developing the landing page. See also answer n. 13.
13	Per la stima delle ore necessarie allo sviluppo del micro sito web considero la somma di tutte le features tecniche indicate nell'allegato A? In caso negativo, come possiamo stabilire cosa stimare nello specifico?	Yes, you are required to indicate an hourly cost for developments and estimate the amount of hours to carry out the services listed in Annex A. The selected company will then be required to keep the hourly rate and, according to the complexity of different technical features developments that will be requested, the number of hours will be adjusted based on the actual developments requested and number of hours needed.
14	Referring to Annex B: • Line 22. Could you please specify what you mean for Facebook cards? 1080X1080 banner or FB gift cards or anything else?	It can be both, either a square static card, or a Gif
15	Referring to Annex B: • Line 23 – Could you please specify what kind of materials you mean for digital influencer specific assets or product: what kind of materials will you share with us? And what kind of re-work do you expect from us, starting from those materials that you have shared?	We expect digital assets to be used by influencer in their communication, such as digital cards, gif, brief videos, infographics. We would share full briefs and photos for you to develop all the assets, and secure full collaboration during the development phase.
16	• Miniwebsites: in the financial offer, we have not found a specific line for quoting the reserved area: can we add a line in order to differentiate this article?	No, it would be preferable if you could just quote the hourly cost and the estimated number of hours you would need for the development of the micro website including the potential development of the reserved area. See also answer n. 22.
17	Referring to Annex A • Could you please confirm the all the materials that we will have to produce should we win the tender will be in Italian?	Yes, all materials will be produced in Italian.
18	As for our reference, could you indicate how many emergency events (thus, requiring the activation of the emergency preparedness plan) have you managed between 2021 and 2022 (the latest 2 years)?	In 2021 and 2022 there have been 2 main emergencies for which we have activated the emergency preparedness plan: Afghanistan in August 21, and Ukraine in February 22.
19	As for the micro websites: - as the effort and resources to develop a micro website can change dramatically according to whether the website needs to be created from scratch or simply updated, but also according to the type of features required for the website (e.g. the need to create a login area, API integration or not etc.), according to what assumptions should bidders fill in the financial form for 2.5 (points 1 to 10) ? - How will UNHCR ensure that financial offers between bidders are comparable (e.g. if one bidder estimates the number of hours and hourly cost of developing a more complex website foreseeing multiple log-in areas and API integrations and another bidder estimates only a content update of an existing website?)	Yes, you are required to indicate an hourly cost for developments and estimate the amount of hours to carry out the services listed in Annex A. The selected company will then be required to keep the hourly rate and, according to the complexity of different technical features developments that will be requested, the number of hours will be adjusted based on the actual developments requested.

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20	As for the micro websites: - We understand that the bidder should ensure the development of a user-friendly interface including the support of graphics, animations, and interactive tools. Can you better clarify which are your expectations in terms of animations and interactivity?	Some examples are fading of content blocks, photo slideshows, embedding of videos and maps,... See also answer n. 19.
21	As for the micro websites: - Can you please clarify who will be in charge of the hosting services?	UNHCR will provide the hosting service (FTP account) and a database (Mysql).
22	As for the micro websites: - As for the possible integration with a reserved area, can you define what you exactly foresee as integration? Is it an integration with another system? If so, which data and objectives should be taken into consideration? What should the reserved area contain?	The development of a reserved area where users can access with credentials will not be required often. In case, this requirement will be further discussed with the appointed agency before starting developments. See also answer n. 13
23	As for the micro websites: - As for Social media integration, we assume you are asking for widgets only, NOT including social media login or similar. Can you confirm?	Confirmed
24	As for the micro websites: - As for the E-commerce development, we assume that the bidder should foresee the sale/payment functionalities + message via email functionality. While integrations with accounting/logistics management flows are NOT foreseen. Is that correct?	Confirmed
25	As for the micro websites: - As for the training for the CMS usage, we understand that this cost should be counted within the micro website costs within activities 1-10, therefore NOT appearing as a separate budget line. Can you confirm?	Confirmed
26	As for the landing pages: - should the bidder include in 2.7 the cost for content development / copywriting or will content be provided by UNHCR?	Contents and copywriting are usually provided by UNHCR. The bidder might be requested to develop some brief texts following the provision of detailed contents and briefs by UNHCR.
27	As for the landing pages: - it is our understanding that the supplier will also be in charge of CRM synchronization for data transmission. Can you clarify which kind of data needs to be transmitted, how and to whom?	CRM's API documentation is available here: https://dc.directchannel.it/mentor/supporto/it-IT/default.aspx Integrations will not be required every time. Before starting a new project, the data to be integrated will be discussed with the agency.
28	As for the landing pages: - we understand that the agency may be required to implement form validation and data management for each landing page via API. Can you give us more information on the systems to be taken into consideration, and on the type of validation and data management foreseen?	Examples of form validations: required fields, email address validation, phone number validation, etc. For API integration, please refer to answer n. 27.
29	As for the email templates: - should the cost to be included in 2.6.1 include the cost for A/B testing, email client testing, spam checking?	Confirmed
30	As for the email templates: - We also assume that all emails should have responsive design, can you confirm?	Confirmed
31	As for the Digital Tools: - we understand that the supplier will be responsible for the improvement of existing digital tools. Can you specify which digital tools will need to be improved?	UNHCR could ask, or the agency could suggest to activate new platforms or tools (eg. Software licences, SAAS, ...) to improve digital marketing and communication activities. See also answer n. 9
32	As for the Digital Tools: - can you also confirm that the agency will undertake the activation of new digital tools (e.g., unbounce.com, surveymonkey.com, Typeform, Helpscout, Adobe Cloud, ...)?	UNHCR could ask the agency to activate new digital tools or to renew existing ones. See also answer n. 9

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33	Is the bidder in charge of developing an editorial plan - and suggest content to be included in the SM assets? OR will UNHCR provide the number and content of assets to be developed, and the bidder should only develop its design and layout?	UNHCR will be in charge of the editorial plan and will provide the list of assets to be developed.
34	Regarding the creative proposal to be included in the technical offer: - should it have a focus on any specific context or crises, for example the current situation in Afghanistan, Syria and / or Ukraine?	That is up to you. It can also be focused on more general refugee issues related to winter.
35	Regarding the creative proposal to be included in the technical offer: - Could you please describe what are the most common / frequent situations that refugees must face during winter? Living in a refugee camp in a tent, walking in the snow while they are fleeing, survive the cold of the night, managing to cook?	All of those mentioned. Generally speaking, the main risk is constituted by the freezing temperatures and the fact that refugees are not equipped to face them. https://www.unhcr.org/it/milioni-di-rifugiati-sono-a-rischio-questo-inverno-il-piano-di-unhcr-per-aiutarli/
36	Regarding the creative proposal to be included in the technical offer: - can we use available materials in the UNHCR's media library https://media.unhcr.org/ ?	Yes you can. The use of UNHCR photo repository is highly recommended.
37	Regarding the creative proposal to be included in the technical offer: - As for the overall visual identity, we understand that it should be consistent with UNHCR's brandbook. How strictly should we interpret the brand guidelines? Should we strictly stick to them, or can we expand a bit their creative boundaries?	The brandbook is clear on how much creativity is allowed and what are the indications that must be followed strictly.
38	Regarding the creative proposal to be included in the technical offer: - Based on the concept that we will develop; can we include stock photos for the assets to be produced, if needed?	Yes, you can, but we recommend using UNHCR photos downloadable from media.unhcr.org
39	Regarding the creative proposal to be included in the technical offer: - Regarding the Advice on actions to do to improve results and reach targets, do you expect suggestions on the media strategy and channels to be used? If not, can you please clarify	It could be that, or more general suggestions on creative features that work better than others.
40	Regarding the creative proposal to be included in the technical offer: - As for the social media assets - in general for the LTA, but also specifically for the creative proposal - is the bidder in charge of the selection of digital influencers or Goodwill Ambassadors to be involved, based on who we will develop specific assets or products?	No, digital influencers and GWA are always selected and nominated by UNHCR. The bidder might propose some names if they have existing relationships in place but it will be UNHCR to follow up with them.
41	Regarding the creative proposal to be included in the technical offer: - Would it be possible to receive a list (also a non-exhaustive list can be helpful) of UNHCR's	There is a list on our website: https://www.unhcr.org/it/chi-siamo/personaggi-celebri-al-nostro-fianco/
42	Regarding the creative proposal to be included in the technical offer: - Among the campaigns launched during the year, do you think some of them are more effective and incisive than others? If yes, which ones?	Those campaigns with higher visibility are the most effective ones in terms of fundraising results, namely the multichannel campaign at the beginning of the year and the Christmas Campaign.
43	Per quanto riguarda la realizzazione del video social è possibile presentare anche solo uno storyboard o si intende un video completo?	A storyboard is absolutely fine.
44	L'offerta tecnica è da consegnare in un unico documento contenente i punti 3.1, 3.2, 3.3, 3.4,3.5, o è possibile caricare file separati?	Yes, the technical offer can be submitted either in one single document or in different documents. Each document has size and extension limits. Please carefully read Annex G with upload instructions.
45	Micro-website: quali funzionalità dovrebbero essere incluse nell'Area Riservata?	Please see answer n. 22
46	Landing page new donor acquisition: c'è un gateway specifico che viene utilizzato/preferito (Paypal, stripe, ..) ?	UNHCR transact online donations with Axerve. Other payment gateways already in use by UNHCR are Paypal and Stripe.
47	Mockup landing page: il form deve essere di donazione diretta?	Yes, preferably

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48	è possibile collaborare con partner su parti del progetto? eventualmente in quale modalità?	<p>Yes, As per art. 2.4 of Annex A (The TORs), joint venture, or contractor/subcontractor relationship are allowed. In either case, bidder needs to confirm which company is the project led to take responsibility of the commercial relationship. The bid is to be submitted under one company, as leader. The winner bidder will be the contracted party, responsible for performance. UNHCR will deal with only one party (as single legal entity) for the administration of the contract, in case of selection.</p> <p>The lead company shall fill in the Annex D (Vendor Registration Form). In the technical proposal, you can provide the name and experiences of the companies you may work with, so that their experience and portfolio can be taken into consideration during the technical evaluation process.</p>
49	Which type of CRM do you use? Salesforce or SAP or Hubspot perhaps? Is it a CRM with documented RESTful APIs?	Please see answer n. 27.
50	About lead generation (to capture personal data, such as name, email address and phone number), where will this data be stored (what CRM platform)? GTM, Mixpanel, or? Can I have more details?	<p>Please see answer n. 27 for integrations with API.</p> <p>Lead generation landing pages could also store data locally (website database). In this case, UNHCR could ask the agency to have an easy way to export data in a CSV file.</p>
51	We work with MySQL (or MariaDB). MongoDB is also an option. Wordpress is limited to MySQL, while Drupal can use both MySQL and MariaDB? Could you specify what do you require?	<p>All the proposed solutions are feasible for UNHCR.</p> <p>Current websites are mainly developed with WordPress and MySQL.</p>
52	Con riferimento al punto 2.8 dell'Annex A richiediamo cosa si intende per "rinnovo o attivazione degli on line tools (adobe, Typeform, Helpscout.....). Nello specifico è richiesto se deve essere quotata la licenza per utente o, in alternativa, per quanti utenti?	As indicated in the TorS, the agency should only indicate the % of financial fee applied on the activated services.
53	Il budget media, non essendo contempalto come voce da quotare nell'Annex B, lo riteniamo fuori budget?	Yes, budget media is not included in the available creative budget.
54	Per quanto riguarda il punto 3 del 2.3 Social media asset, in merito ai digital influencer, si richiede se gli stessi sono da proporre da parte dell'agenzia o se i nominativi verranno indicati da UNHCR. Il costo di ingaggio è extra budget?	See answer n. 40. In terms of influencers fee, we are not allowed to pay them as it will constitute a serious reputational risk.
55	<p>About Landing Page (annex A, art.2.7): New donor acquisition: the landing page includes a proper donation form to fill-in with personal data, amount of the donation and credit card information;</p> <p>Does it mean that we have to create from nothing a full single page integrated with your payment systems or that we can create news pages starting from a model already integrated by changing contents (images, text, cost examples...) for example on your web site CMS? In poor words... could it be possibile to receive further details about the structure and the flow that this kind of landing page should be compliant with.</p>	see answers n. 12 - 13 and 19
56	Le campagne di digital marketing verranno configurate, gestite e monitorate da UNHCR/da un'altra agenzia o il servizio richiesto include anche questa attività?	Digital marketing campaigns will be set up, managed and monitored by UNHCR and its media agency. Services requested do not include this activity.
57	<p>1)Vorremmo presentarci con un partner su alcune sezioni della gara. Inseriremo nell'offerta tecnica sia il partner che i relativi CV ed eventuali case support. Mi confermi che non serve nessun altro documento relativo al partner. (es. DURC,visura camerale. ecc) ? Ci potete inviare un esempio di micro website creato per una situazione emergenziale? Ha le stesse caratteristiche di un micro website standard?</p>	Yes, that is correct. We only need the admin/business documentation from the lead agency.
	Nella sezione relativi ai timing (Annex C) nella voce 2.5 Micro Website c'è un asterisco a cosa si	<p>You can disregard the star.</p> <p>You can find an example of micro-website here:</p>

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58	<p>riferisce?</p> <p>Ci potete inviare un esempio di micro website creato per una situazione emergenziale?</p> <p>Ha le stesse caratteristiche di un micro website standard?</p>	<p>https://testamentosolidale.unhcr.it/</p> <p>Please note that in emergency situations we tend to build landing pages instead:</p> <p>https://www.unhcr.org/it/cosa-facciamo/emergenze/ucraina/</p> <p>Yes, the micro website has the same characteristics of a standard website.</p>
59	<p>How the donation form ("Dona ora") service is provided by UNHCR? In which technology is it developed?</p>	<p>The donation form is developed by UNHCR digital development agency in Wordpress.</p>
60	<p>What should we foresee as a process to purchase Digital Tools for UNCHR? Will the purchasing and payments in charge of UNHCR or should the Service Provider purchase the Digital Tools in the first place and then re-invoice them to UNHCR?</p>	<p>Yes, preferable process is that the Service Provider purchase the tools and re-invoice them to UNHCR. In that case, the fee applied will be the one that you indicate for service 2.8 in the Annex B "Financial Offer Form".</p>
61	<p>Annex B - Point 2.5 Financial Offer: what does UNHCR means by "all the updates"? Are you referring to Technical updates (i.e CMS, Plugin...)?</p>	<p>All the updates are referred both to creative updates (content, images, infographics etc..), and technical ones (CMS, Plugin..)</p>
62	<p>Form of participation: we would like to participate to this tender with two companies belonging to the same Group. One company will hold the contract and will have in charge the program/project management, while the other one will have the technical expertise to provide most of the services. Which form of JBR are you willing to accept? Can we think of a Subcontracting (where the company providing technical services will be in Subco to the one holding the contract) or do you foresee something different.</p>	<p>Subcontracting is allowed as per art.5 of the General Terms and Conditions (Annex F). See also answer n.48.</p>

Information provided within the scope of the present tender is confidential and is NOT to be shared outside the purpose of the tender participation.