



CONVENTION ON WETLANDS
CONVENTION SUR LES ZONES HUMIDES
CONVENCIÓN SOBRE LOS HUMEDALES

(Ramsar, Iran, 1971)

RfP Reference: RAM-24-08-018

Digital Communication Services

Questions and Answers

1.	Can self-employed consultants work as a team and submit a joint proposal	Yes, please note the submission requirements for joint venture are explained in Items 7.4 and 7.5 of the RFP.
2.	What is the project budget?	Estimated budget is CHF 50,000 per year.
3.	Have we understood correctly the only information to be included in the Financial Proposal is the list of daily rates for proposed staff?	Yes, that is correct, you need to indicate the daily rates for each staff involved in the delivery of services and products listed in the TOR of the RFP.
4.	Is there a template for the Financial Proposal or should bidders simply list the daily rates for key staff in a table?	There is no template, it is sufficient to list the daily rates for staff involved in the delivery of services and products listed in the TOR of the RFP.
5.	Budget: Are you expecting a monthly fee for a number of deliverables and services? Or the unitary cost of each asset/service (3-5min video, short video, sm cards, etc)? Or is the agency free to propose a budget structure?	Please list the daily rate for each staff involved in the delivery of services and products listed in the TOR of the RFP.
6.	Budget: the budget specified is between 100.000 CHF and 250.000 CHF. Is this for a year of work?	The estimated budget is for five (5) years of work, i.e. around CHF 50,000 per year.
7.	You mention 'Interviews / presentations' in your tender timeline - could you please disclose what the bidder would be	The bidders that will be selected for interviews based on the technical and financial evaluations will be expected to elaborate on their capabilities, with

	expected to present in the interview/presentation?	questions arising from the submitted proposal.
8.	What is the expected CMS for this project?	Not Applicable.
9.	I understand that we are required to produce 1-minute short videos for social media as well as 3 to 5-minute videos about various environmental issues. Do you have an estimate of the number of videos required per month?	Five short videos (1-minute) and two long videos per month, with the possibility of additional ad hoc tasks as needed.
10.	Regarding the design of social media cards do you have an estimate of the number of posts required per month?	A total of seven cards are expected to be delivered each week.
11.	Is it necessary to travel to different Ramsar areas, institutions, and organizations to produce new, fresh audiovisual material and perform interviews for the videos?	No, it's not necessary to travel to produce videos. It's preferable for the agency to utilize various online stock libraries to source the required content. In some instances, the Secretariat may provide recorded videos, and the agency will be expected to enhance them by adding b-roll footage and background music.
12.	Can you give an idea on the amount of video deliverables required?	Five short videos (1-minute) and two long videos per month, with the possibility of additional ad hoc tasks as needed.
13.	Is there a requirement for video in a collection of languages?	All videos should be produced in English only.
14.	What video formats are required?	MP4.
15.	Imagery & Content Hub: Is there already a preferred location for the hub of content?	No, the Secretariat is open to using any content hub that is appropriate.
16.	Does the agency gain access to insights ahead of developing the strategies?	Yes, the Secretariat will provide weekly guidance on the content for social media cards and the topics for the videos.
17.	Can you provide any specific target outreach metrics that should be met or considered in our proposal?	Social media metrics that will be conducted by the Secretariat should show a steady, gradual increase each month.

18.	Will we be granted GA access for the microsite?	The agency will not be working on any microsite. Access to the social media accounts or Hootsuite could be granted where need be.
19.	Can we access last year's metrics for benchmarking?	Not Applicable.
20.	Does the budget include the campaign activity budget (e.g., media costs and planning time across Meta/AdWords)?	No, the Secretariat will take care of this aspect.
21.	Regarding short, informative videos and social media cards, how many pieces do you require per month, approximately? Our costs improve when the content quantity is higher.	Five short videos (1-minute), two long videos per month and seven social media cards are expected to be delivered each week, with the possibility of additional ad hoc tasks as needed.
22.	For all the content, is the agency expected to prepare the scripts or copies? Or will the Secretariat provide the base texts?	The Secretariat and the agency will work together on the scripts.
23.	Will all the content be produced only in English? Or how many pieces will have versions in Spanish or Portuguese?	All the content should be produced in English only.
24.	Regarding "support and digital marketing strategies to improve campaign visibility and impact," are you referring to, for example, social media ad strategies? Is that investment viable for you?	Yes, the primary focus will be on developing social media strategies. Advertisement strategies are not considered.
25.	In which time zone does the person who will be our counterpart (Communications Officer) work?	The Communications Officer is based at the Secretariat Headquarters in Switzerland, operating within the Central European Time (CET) zone.
26.	Is there a specific number of short videos (less than a minute) that you are expecting per month/year? Or is this something we can propose?	Five short videos (1-minute), with the possibility of additional ad hoc tasks as needed.
27.	Is there a number of 3-5 min videos that you are expecting per month/year? Or is this something we can propose?	Two long videos per month, with the possibility of additional ad hoc tasks as needed.
28.	Is there a number of SOCIAL MEDIA Posts that you are expecting per month? Or is this something we can propose?	A total of seven cards are expected to be delivered each week.

29.	Are you expecting the agency to produce original footage and images for the different video and image assets? Or we will be using library footage and images, and RAMSAR's existing materials?	The use of existing materials from the Convention is encouraged, along with leveraging various online libraries for additional resources.
30.	How many campaigns do you do a year?	Two campaigns that are launched in the first quarter of the year, in addition to the celebration of various international environmental days.