

parag	question	answer
3.3.3	In point 3.3.3, page 9 the duration is mentioned as 9 months, however on page 4, point 1.1 it mentions the following: WHO may during a certain period procure certain services from the selected providers at prices which will remain fixed for the duration of the LTA or framework/umbrella agreement (three years, renewable once for an additional period of one year, at WHO's discretion).	The project is planned for 9 months for which a financial proposal is requested. In addition, the contract aka LTA will be for a duration of 3 years to accommodate any ad-hoc service requests that may come in the future hence the importance of submitting your Rate Card (i.e. menu of prices for various professional services, daily rates, etc) that may be used as the basis for any additional work/quotes apart from the current project.
General	Are there any further documents you can share at this stage around the organisation ambition/strategy and goals for UHC, IHS and the newly formed CSY?	Documents have been shared as part of the RFP, and additional information and documentation can be found on the IHS/CSY website at https://www.who.int/teams/integrated-health-services/clinical-services-and-systems . Further information will be shared with a vendor after selection.
General	Are you able to offer insight into an example brief or what the first expected priorities of this LTA would be?	Our first aim is not an LTA, but an APW for 9 months. The contract will may be extended to 3 years to accommodate any ad-hoc service requests that may come in the future. The initial priorities for the APW will include a communications audit (interviews with key stakeholders; desk review of existing messages and tools; formulation of brief assessment and summary) and development of a strategy and plan, (including communication objectives, core narrative, key messages by internal and external audience segmentation, dissemination channels, outline of communication products and implementation timeline and budget).
3.3 – Objective 1.1	The RFP notes you are looking for communication strategies around external relations activities. Could you provide examples of what types of activities you are referring to?	Development of a communication and advocacy campaign that highlights the important roles of primary and emergency care in integrated health services. The campaign will be directed at key stakeholders, initially in low and middle income countries and expanded to a global approach.
3-Jan	You mention this work will interact across the WHO entity - are you able to give us a sense of the relevant departments/stakeholders that you envision being key to the work, particularly for Deliverable 1.1?	The communications audit, which includes interviews with key stakeholders, desk review of existing messages and tools, and the formulation of brief assessment will be focused on the Clinical Services and Systems unit in the Department of Integrated Health Services.
3.3 – Objective 1.2 - Advise the CSY team on media outreach priorities and strategies	Can you clarify the media portion of the stated work as described?	Objective to segment media lists and identify media outlets to reach target audience.
3.3 – Deliverable 1.2	Can you provide more detail about who you see as your internal audiences and the needs for each of your audiences (including external audiences) that the comms strategy and products will achieve? E.g., what is the balance of your focus on internal-facing vs external facing comms and priorities?	The creation of consistent messaging, creating a more clear understanding of the roles of primary and emergency care in integrated health services. These messages will be utilized both internally and externally.
3.3 – Deliverable 1.2	When referencing donor outreach, can you share a bit more about your donor database and where they are at in their journey with WHO/how you segment them?	Donor information may be shared with the selected vendor as needed.
3.3 – Deliverable 2	Deliverable 2 refers to the creation of a visual identity. Are you looking for a logo/typography/visual framework for CSY, or will your selected vendor be iterating off a pre-existing visual identity?	An identity will be developed, while respecting and maintaining WHO visual identity rules.
3.3 – Objective 3 - Editing	For Objective 3 in your brief, should we understand the expected deliverables to be ready-to-use content and materials, rather than more oriented towards guidance and oversight to the technical team and content managers for the website?	This objective will involve both the development of ready-to-use content and materials and provision of guidance to CSY staff responsible for website content.

3.3 – Deliverable 3	When it comes to your agency partner producing web content, do you have any internal content development capabilities we should be aware of or that we should plan to collaborate with?	The selected vendor will collaborate with 2-3 staff members within the Integrated Health Services Department who are responsible for developing and maintaining website content.
3.3 – Objective 4	For Objective 4 - Dissemination and outreach - can you advise at this point the typical channels you would associate with such a strategy or share a previous example?	Email and social media.
3.3 – Deliverable 5	Where the RFP refers to target audiences in Deliverable 5, are you able to offer insight into the target populations you refer to? Are there key markets or a market prioritisation for this LTA that we should be aware of?	To be developed with selected vendor.
3.3.2	The RFP states "Place of performance - Home based - Anywhere but in WHO premises": We read that to mean that all or most work performed is anticipated to be remote. Is this correct?	remote work only as per current contracts
4.4 Contents of the Proposal	Your brief notes that "Proposals may offer the total requirement or only part thereof": a) Will bidding on only part of the requirement disadvantage a proposer or will the bid for each portion of the requirement be evaluated separately (such that each objective in "3.3 Work to be performed" serves as a "Lot")? b) To the above, how many bidders do you anticipate awarding overall or per area of requirement? Is it your preference to award all to one bidder? c) Should we understand that at least one of the selected bidder(s) will execute on the initial 9-month project under the 3(+1) LTA also established by the initial contract?	a) it will depend on other offers received; b) cannot be answered , yes preference to have only 1 bidder, c) yes
Annex 5	Acceptance form notes "Cost" in CHF. We intend to provide in US Dollars. Please confirm if this is acceptable.	Yes
(3.2.4)	The RFP only mentioned specifically the need of project manager and also mentioned "The profiles (no individual names required) of the personnel proposed for these services should be included in the technical proposal." Does the bidder only require identifying the name of the project manager, while other positions can be provided as profile? Does the bidder only require providing the CV of the project manager?	We would want to see the CVs of key staff that will be assigned to this project
(3.3.2)	Can WHO share the priority markets where the communication will be implemented?	The initial priority will be the development of a core narrative and key messages, which can be utilized for internal and external audiences.
(4.12.)	There seems to be a contradiction between the staffing requirement (3.2.4 – focus on Project Manager), 4.12 (structure of the proposal, which does not mention specific section where CV should be presented) and Annex 4 (where the section about staffing mentioned all dedicated staff and CVs should be presented as part of the bid). Can WHO clarify?	We would want to see the CVs of key staff that will be assigned to this project