

LRPS-2024-9194542 LTAS Graphic Design Service
Clarifications to Questions from Bidders
Part 2 - 10/12/2024

No	Reference document	Question from Bidders	Clarification from UNICEF
1	Annex D - Financial Proposal	How should bidder add daily rate to the 'Pricing breakdown sheet' if the task involves more than one expert/role?	Bidders should enter the daily rates for each proposed key team member (with name), and/or all generic experts and roles (i.e., "Junior Graphic Designer") in the designated "Daily Rates" tab within Annex D - Financial Proposal.
2	Annex C – Technical Proposal	<p>Could UNICEF please clarify the level of detail required for listing the creative service areas that bidders can provide in the technical proposal, as mentioned on page 3 of Annex C, which states, "4. Please list the creative service areas your agency can provide"?</p> <p>Should bidder focus on the service areas aligned with the five Service Categories of work assignments under the established LTA-S, or provide a general list of all creative services our company offers? Additionally, would UNICEF require a short description for each category?</p>	<p>Under Annex C, question 4, bidders are welcome to list all services they can provide.</p> <p>1. Please group the offered services as per the five (5) service categories A to E outlined in the TOR, with a short description of services for each category (bullet point list or similar), and</p> <p>2. Bidders are welcome to provide a list of any additional services they can offer.</p> <p>In support of the description, bidders should ensure to provide <u>work samples</u> for each of the offered categories.</p> <p>It is noted that bidders are welcome to submit proposal for one, several or all five (5) service categories.</p>

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3	Annex B -Deliverables	<p>Is English a primary language for communication and development?</p> <p>Will UNICEF require translation services into other languages?</p>	<p>Yes, English is the primary language for communication and development throughout this project.</p> <p>Yes, UNICEF may require translation services into other languages as part of its projects (or translations might be provided by UNICEF, to be confirmed on a case by case basis). This could include translations into local languages relevant to the region, depending on the specific needs of the project and target audience. Translation services do <u>not</u> have to be included in the LTAS proposal, but will be clarified based on specific projects.</p>
4	Annex D - Financial Proposal	<p>Could UNICEF confirm if we are only required to fill in the list labeled 'daily rates'?</p> <p>Are bidders required to include all levels of expertise, such as 'junior graphic designer,' 'mid-level graphic designer,' and 'senior graphic designer'? Is it necessary to have all levels for every position?</p>	<p>Yes, bidders should enter the daily rates in the designated "Daily Rates" tab within Annex D - Financial Proposal. The resulting LTA-S will be based on these daily rates, and contract awards will be made based on a secondary bidding process (kindly refer to TOR Section 2).</p> <p>Yes, bidders are required to include daily rates for every key team member (listed with name, see question 1 above), and/or generic roles and level of experience.</p>
5	Annex D - Financial Proposal	Are the positions listed final, or are we expected to add additional positions along with their prices?	<p>The daily rates for experts and roles listed in the Annex D are binding for the initial duration of the resulting LTA-S, and should be comprehensive for all service categories offered in the proposal.</p> <p>Should it be required, specific roles or expertise can be offered within the secondary bidding process for a specific assignment, while the offered rates must be aligned with similar roles and level of experience as per LTA-S.</p>