

## ADDENDUM- 002

**Date:** 29 July 2015  
**Attention:** Prospective Proposer  
**From:** Chief, Procurement & Operations Section  
**Reference:** Request for Proposal (RFP) Ref: # UNWHQRF23

**Note:**

Un Women have received many queries regarding the above mentioned **UNWHQRF23** on **Public Relations & Communications Services for the HeForShe Campaign**, below are the consolidated queries and UN Women responses:

**QUESTION #1:**

Are there any other metrics are in place to measure impact other then reach and engagement - are any routes to measuring societal change / how inequality is falling due to the campaign in real terms, on either a local, national or international level?

**UNWOMEN RESPONSE:**

Our mobile app to be launched in early 2016 will have a dashboard to track impact and behavioral change at the community level.

**QUESTION #2:**

Would this project allow scope to review and revisit the user experience of the website, sign-up process and communications thereafter?

**UNWOMEN RESPONSE:**

Public Relations team will collaborate and work closely with the HeForShe Digital Team whose main task is to address user- related experiences.

**QUESTION #3:**

Please can you confirm and clarify the roles of your current agency appointments, to ensure we don't allocate budget where there will be overlap?

**UNWOMEN RESPONSE:**

We currently do not have a Public Relations/Communications agency and looking for an agency who can fulfill the terms outlined in this RFP

QUESTION #4:

Are you able to share more details on the capacity and resources within the 90 local UN country offices, specifically in terms of the skills and attributes within these offices and role they have played to date in the campaign?

UNWOMEN RESPONSE:

Each UN Women region has a dedicated HeForShe focal person who assist with event organizing, translation of materials into local languages and serves as point person for supporters within their relevant regions

QUESTION #5:

We understand this is a global campaign, but are there any strategic priority areas - either due to particular inequality or particular propensity to change?

UNWOMEN RESPONSE:

Campaign is an accelerator for UN Women's strategic plan which can be seen at [unwomen.org](http://unwomen.org)

QUESTION #6:

Could you share any examples of the type of key milestones and timings during the launch and first wave of this campaign?

UNWOMEN RESPONSE:

Key milestones are the announcement of impact 10x10x10 in Davos in Jan 2015 and the subsequent announcement of the impact champions

QUESTION #7:

Similarly, are you able to share how you have previously measured agency - and project - success?

UNWOMEN RESPONSE:

Based on agreed KPIs which are defined and agreed upon at the beginning of the contract.

QUESTION #8:

How are the grassroots efforts currently linked with the IMPACT 10x10x10 programme?

UNWOMEN RESPONSE:

They are not.