

Date: July 13th, 2015

Addendum #1

Request for Proposal (RFP) Ref: # UNWHQRFP23

**Public Relations & Communications Services
for the HeForShe Campaign**

UN Women Responses to Enquiry from Prospective Proposers:

Question 1:

Do you accept applications from agencies that are not based in the United States?

UN Women Response:

Yes we do.

Question 2:

With regards to the subject-mentioned RFP, regarding the HeforShe campaign, is the deadline still July 17th or is it postponed?

UN Women Response:

The deadline has been postponed to the 31st of July. See link below

<https://www.ungm.org/Public/Notice/35578>

Question 3:

Can you please give us more clarity on how you define goal of “mobilization of 1 billion men” and how you are accounting for the current 1MM? Does this number reflect the men who have made the pledge via the website? Or are there other metrics that you are using and will use to account for the 1B?

UN Women Response:

HeForShe is mobilizing men in three way: (1) through the HeForShe commitment at heforshe.org ; (2) through offline community events organized by 90 UN Women country office; (3) through social media engagement

Question 4:

The RFP mentions personal impact stories. Can you give us an illustration and how it correlates to HeForShe? Are these women/men who have been affected by programs implemented by UN Women?

UN Women Response:

HeForShe impact stories are received via email from HeForShe supporters who have taken action as result of their engagement with the movement

Question 5:

Can we submit the RFP only via email or do we need to submit both email and printed?

UN Women Response:

As stipulated in the “Proposer Instruction Sheet” page 3 of the RFP line 4.1 “Manner of Submission” and “Address for Proposal Submission” you can do either or.