

Questions and Answers

Posted April 12, 2017

Subject: RFP for Development of Communications Strategy

Issued on: March 31, 2017

Application Submission Deadline: April 21, 2017

1. Question: Is your SOW and approach to the tasks flexible? For example, for the initial consulting session, would you be open to participating a day-long facilitated meeting at the selected Firm's office?

Answer: The SOW is flexible, to the extent that no new activities are added to the SOW. The Center is open to various approaches to carrying out the proposed activities listed in the scope of work. For example, for the initial consulting session, rather than carrying this out via a conference call, video conference, or Skype, the Center would be open to participating in day-long facilitated meeting at the selected Firm's office.

2. Question: Do you have background research about the Center and your target audiences you can share that will help inform the communications strategy? If not, are you open to a firm having their own approach to discovery, such as conducting interviews, focus groups, or surveys with targeted audiences and stakeholders, or carrying out a desk review of documentation?

Answer: The Center has not carried out any background research to date regarding its target audiences, though we do have a general understanding of the other entities working on related projects, and stakeholders who may be interested in the work of the Center. The Center is open to firms proposing to carry out discovery tasks as is deemed useful to optimize the utility, relevance, and effectiveness of the ultimate communications strategy to be developed as part of the SOW. If useful, the Center would be happy to provide contact names for potential interviewees who might be useful to contact as part of a discovery process.

3. Question: When you say "establish a unique identity" do you mean that you'd like the firm you select to create a visual identity (logo, colors, typography, style guide) for the Center OR for the selected firm to provide recommendations in the strategy that will guide future development of a unique visual system?

Answer: The Center has released a separate RFP for logo and website design and development. Ideally, we would like the Communications Strategy to be developed under this RFP to help inform the logo and website design process to be undertaken by the firm selected to design and develop the Center's logo and website, to the extent that timelines for carrying out the work align. In addition, we are seeking recommendations for any novel opportunities that might exist for branding various Center products, or unique outputs that can be developed by the Center, to help with the Center's "brandraising" efforts, and the Center's aim to establish a unique identity (given that there are several other similar dietary-related initiatives already in existence). As part of the RFP for the development of a communications strategy, we are not requesting firms to create a visual identify for the Center.

4. Question: For the virtual launch of the Center, are you looking for recommendations for what should be part of this scope or are you also looking for the selected firm to create a website and/or section of the FHI 360 site for the virtual launch within the timing/scope of this project?

Answer: For the virtual launch of the Center, we are seeking recommendations for what should be part of the scope of the virtual launch, and various elements that should be given consideration. We are not requesting the selected firm to create a website and/or section of the FHI 360 site for the virtual launch.

5. Question: To whom would the selected firm report? Who is the client? Does the Center have its own decision-making and leadership team separate from FHI 360 that will be involved in this work? Can you tell us more about the levels of stakeholder engagement or buy-in that might be required?

Answer: The Center will make all decisions related to the Communications Strategy to be developed, but we expect to also share the final version for Communications Strategy with the Center's steering committee for feedback. The selected firm can expect engagement and feedback from 2 Center staff (the Center Director and the Center's Senior Technical Advisor) throughout the process to develop the strategy, and from 5-6 steering committee members on the final draft of the strategy.

6. Question: Is there an incumbent firm bidding on this work? Are you able to tell us how many firms are responding to your RFP (or were approached)?

Answer: There is not an incumbent for this work. We are not able to disclose how many firms we expect might respond to the RFP.

7. Question: What level of investment does the Center have available for a selected firm to carry out the work requested as part of this RFP?

Answer: This is a fixed price purchase order. We are requesting firms to provide a quote for the price to carry out the requested work. We are not providing a specific dollar amount for firms to budget to.

8. Question: Is there any geographic preference for contractor selection?

Answer: There is no geographic preference for selection of the contractor to carry out the work related to this RFP.

9. Question: How does the timing of the logo and website design connect/relate to the communications strategy?

Answer: Ideally, we are hoping that the communications strategy can help to inform the design of the Center's logo and website, but the extent to which this will be feasible will be dependent on the timelines that can be met for carrying out the respective pieces of work.

10. Question: To what extent are public and media relations important to the communications strategy?

Answer: During the initial four years of the Center's life, we are not expecting that public and media relations will need to be an important component of the communications strategy.

11. Question: Will the virtual "launch" coincide with the Center website launch?

Answer: The Center will not undertake a virtual "launch" without having a website established; however, we have not made a decision as to whether the virtual "launch" will coincide with the Center website launch.

12. Question: Does the Center have a completed strategic plan?

Answer: The Center does not have a strategic plan at this point in time.

13. Question: What is the timeframe for the communications strategy, and dissemination?

Answer: Ideally, the Center would like to have a final version of the communications strategy available to share with the Center's steering committee for feedback in October, 2017. Dissemination of products are envisioned to take place over the life of the current, i.e. thru January 2021.

14. Question: Is FHI360 clear on the priority audiences for the Center or would the selected firm help to figure this out? Is there a clear delineation between the different types of audiences: partners, donors, stakeholders, organizations that require technical assistance? Or is part of the SOW to work through this?

Answer: The Center has an idea of the priority audiences for its work but envisions that as part of the scope of work for developing a Communications Strategy that further delineation between the different types of audiences would be necessary.

15. Question: How would the work of the selected firm interact with the Center's launch in Sept 2017 since the final plan is due in October? Does this communications plan encompass launch?

Answer: The Center's virtual launch is tentatively planned for September 2017, but will be

postponed, if necessary. Ideally, we would like the communications plan to provide input into and recommendations for the Center's launch.

16. Question: How would the chosen consultant interact with the logo and web design and development process?

Answer: We do not have a clear answer to this at this point because it depends somewhat on the timelines with which the respective pieces of work can be carried out. However, ideally, we would like the recommendations made in the communications strategy to help inform the design of the logo and website, and, to the extent possible, the Center would also like to share for feedback the logo and web design options proposed by the selected web design firm with the firm selected to develop the Communications Strategy.

17. Question: Is FHI 360 looking for a communications plan that will cover the entire duration of the BMFG Gates grant? Through Jan 2021?

Answer: Yes, we are seeking the development of a communications strategy that will cover the entire duration of the Center's current grant, i.e, through January 2021.

18. Question: Are representatives from FHI360's development and communications teams involved in formulation of the plan?

Answer: No, at this time, we do not expect that FHI 360 communications team will be involved in the formulation of the communication strategy. The client is the Center for Dietary Intake Assessment. Therefore, the selected contractor will work primarily with the Center Director and the Center's Senior Technical Advisor.

19. Question: How many people work at the Center and how many will the chosen consultant have the opportunity to speak with? Will the consultant have access to existing funders and partners? Is there a large volume of documentation to read as part of the desk review?

Answer: There are currently only two full time staff at the Center, the Center Director and the Center's Senior Technical Advisor. The Center can also provide a list of other stakeholders that might be useful to contact. There is not a large volume of documentation to read as part of the desk review.

20. Question: Re: "attaining a global reach" for the center – Are there target geographies or is this all determined by where stakeholders and audiences reside? Are they clustered somewhere? (Rome? Geneva? Brussels?)

Answer: By "attaining a global reach", the Center aspires for key stakeholders to be aware of what the Center does. This means that researchers around the world working in the area of dietary intake assessment would know about the Center's work, and that individuals working at key UN agencies (e.g. UNICEF, WHO, FAO, IFAD, WFP), international organizations (e.g., Bioversity, IFPRI, WorldFish), and NGOs (e.g., CARE, CRS, Save the Children, World Vision) would also be aware of the Center's work. Furthermore, it is important that government donors (US and European) and foundations be aware of the Center's work, and that government representatives (ministries of health, agriculture, finance) in low and middle income countries also know about the Center's work. The geography where the Center's stakeholders reside is thus very broad-reaching.