

QUESTIONS & ANSWERS
N°2 – 21.09.2020

Q1: *Regarding the development of key visual elements for the Program (e.g., design of layouts for publications, documents, presentations, and other visibility products) and the promotional fact sheet, should the design for each visual element be included in the methodology proposed or is the design expected after the project is won?*

A1: *The visual elements themselves should not be part of bidders' proposed methodologies. That would be the task of the selected Contractor. However, companies are advised to propose preliminary ideas on how they would approach the development of these elements and back this up by their earlier similar work.*

Q2: *Regarding the promotional video, should storyboards of the promotional video be included in the methodology of the technical proposal?*

A2: *Similarly, like for the previous question, no storyboards are expected to be submitted as part of the offer. However, companies may present their early ideas and approaches to developing the required video. They can also point to their earlier work (e.g., by sharing links to existing videos) which they consider relevant for this consultancy.*