



**Q&A in response to  
REQUEST FOR QUOTATION (RFQ) N° UNFPA/BKK/RFQ/22/009  
In regards to: The Provision of a company to produce, disseminate, and promote a  
series of podcasts'**

Q1: What's the ceiling budget of this project? (even a ballpark number is fine)

A1: Around US Dollar (USD) 30,000.

Q2: Are overseas companies allowed to apply?

A2: Yes, all eligible bidders are welcome to participate in this bidding exercise. Please refer to section IV. of the RFQ regarding the definition of 'Eligible Bidders'.

Q3: We don't have a physical office presence in Thailand. Is that fine?

A3: Yes, all eligible bidders are welcome to participate in this bidding exercise. Please refer to section IV. of the RFQ regarding the definition of 'Eligible Bidders'.

Q4: Are virtual meetings acceptable instead of physical meetings?

A4: Yes, this if absolutely fine.

Q5: Are the podcasts going to be in English language?

A5: Yes. The main language should be in English. But if there will be soundbites in other languages, English dubbing should be organized.

Q6: On the line 'Support the coordination of the speakers' could you please clarify

Q6a: Does the vendor need to propose speakers and if so, include their costs in our quotation?

A6a: In case the vendor needs to propose speakers, the expenses should be included in the quotation. Once the speakers are agreed between the vendor and UNFPA, the vendor is expected to coordinate the recording schedule and production. The speakers will be decided in agreement between UNFPA and vendor based on the topic. UNFPA can also introduce the vendor to its counterparts in country offices for field level coordination and identification of local speakers.

Q6b: Are the speakers going to be UNFPA team members or external parties?

A6b: This should be both depending on the topic.

Q6c: Is there going to be a unique host/speaker for all the podcasts or each podcast will have different selected individuals by UNFPA?

A6c: This is up to the vendor to suggest the best modality- but it's flexible and different formats can be pursued to ensure most engaging content.

DS 26-Sep-2022  
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Q7: In the price quotation form, under the Professional fees table (page 7) there are no fees/costs associated to the actual dissemination of the podcasts, but under the Annex II TOR (page 11), it is stated that the vendor will 'develop a dissemination plan with associated budgets (...) and support with the dissemination'. So our question related to this is:

Q7a: Do we need to include **third party costs of digital marketing** (ie Facebook, Youtube, Programmatic advertisement) in order to achieve KPIs stated? Or this investment cost will be done directly by UNFPA and all you need from the vendor is the plan?

A7a: Yes, all costs should be included in the Price Quotation Form (Cost per each deliverable).

Q7b.: Similarly, does the vendor need to **manage** this dissemination + digital marketing of the project in order to reach KPIs or just prepare the actual plan for UNFPA to execute? We would like to distinguish/clarify between developing the marketing plan and actually executing it/managing the ongoing advertisement of it.

A7b: Yes, the vendor needs to **manage** this dissemination + digital marketing of the project in order to reach KPIs and all costs should be included in the Price Quotation Form (Cost per each deliverable).

Q8: We have over 2 decades of Audio-Visual Production. However, we have not fully executed Podcast production before from our side nor did branding and marketing. I would like to check if you would be ok if the quotation includes out side vendors such as an experienced Podcast producer/writer, marketing/branding agency, etc. Can we share the details of this pitch with them?

A8: Please refer to clause 4 of Annex I as per the below:

*4: SUBCONTRACTING: In the event the Contractor requires the services of sub-contractors, the Contractor shall obtain the prior written approval and clearance of UNFPA for all sub-contractors. The approval of UNFPA of a sub-contractor shall not relieve the Contractor of any of its obligations under this Contract. The terms of any sub-contract shall be subject to and conform with the provisions of this Contract.*

In case the bidder requires the services of sub-contractors, it is suggested to include name of subcontracted vendors and their portfolio in the technical proposal.

Q9: Also, the amount of time given to come up with a podcast concept and prepare such a detailed the pitch is very limited. If we are interested to pitch for this project; would you be able to give an extension for the submission of the pitch?

A9: An extension until Tuesday 11th October 2022 at 17:00 hours, Bangkok time. has been granted.

Q10: Who is the target audience for the podcast? Would be great to have socio-economic demographics (urban/rural, age, spending power, etc..).

A10: This is a good question. Given the key objective is to position UNFPA as a thought leader in the region, we anticipate the audience to be primarily audiences around 24- 65 years old, middle class and policy makers.

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26-Sep-2022



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Q11: Who would be the podcast hosts?

A11: the vendor could suggest options for the format/ and specific personality if any.

Q12: What topics would you cover?

A12: As mentioned in the TOR, topics should be related to UNFPA's mandate: sexual and reproductive health and rights, gender-based violence, comprehensive sexuality education, adolescent pregnancy, family planning, population ageing, women and girls' health needs during humanitarian emergencies, etc.

Q13: Would you do interviews for every episode? or multiple interviews per episode?

A13: format is flexible- we welcome different proposals for the format.

Q14: Would production team or UNFPA select and secure bookings for interviews?

A14: Once the speakers are agreed, vendor should coordinate the production schedule details/interview coordination

Q15: Do you have a timeline all episodes have to be finished or aired?

A15: Please refer to section V. of the TOR (page 12-13): Estimated duration of the project and payment schedule

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