



COM/FRAME2021/01

DOCUMENT D: Questions and Answers

This document is established to centralise the responses to all the questions the OIE receives related to the OIE Communication agency contractual framework call for tender (reference COM/FRAME2021/01).

Updated: 12/07/2021

RFP Section	Question	Answer
EXECUTIVE SUMMARY Communication Objectives	What key performance indicators are you currently tracking to monitor your communications efforts?	<p>The OIE additionally uses tailored indicators to measure communication efforts based on the type of activity. This may cover a broad range of KPIs but is an area we would like to continue to build.</p> <p>Supplementary answer: The OIE conducts weekly digital monitoring with associated report that influences how we evolve our work based on these weekly data sets. The weekly report includes strategic review of social media themes and review of digital channels (i.e., website views, followers gained or engagements).</p>
	What role do you see communications playing in achieving your mission?	<p>The World Organisation for Animal Health (OIE) is an international organisation with a mandate from its 182 Member Countries to improve animal health and welfare worldwide. According to the World Trade Organization (WTO), the OIE is the reference standard-setting international organisation. It is responsible for ensuring transparency of the animal disease situation worldwide, including diseases transmissible to humans, for the publication of disease prevention and control methods as well as for safeguarding the sanitary safety of world trade in animals and animal products, and ensuring food safety from their production phase.</p> <p>The OIE works with the permanent support of 312 Reference Laboratories and Collaborating Centres and 12 Regional and Sub-regional Representations worldwide.</p> <p>Communication plays an important role in ensuring that the work of the OIE is made known not only to the OIE network but to the general public and partner organisations,</p>
	Is it possible to do a consultative session (Zoom call) with OIE to understand the requirements better?	<p>Due to the nature of this call for tenders, we ask those questions to better understand the requirements of specific aspects of the call are done through the Document D: Q&A.</p>

	<p>How is OIE perceived by the public and what would we need the public to better understand i.e. what is the comms problem at the present? After a year of working together, what would you like to see improve in your communications?</p>	<p>An evaluation report of the OIE's presence on social media and in the press has been made available to agencies who express interest in responding to the call for tender.</p> <p>After a year of working together we would like to see an increased presence in the media and changes in perception of the Organisation by the public.</p>
	<p>How is the OIE perceived by the international development industry and what is missing?</p>	<p>The OIE has more than seventy partnerships with international and regional organisations. The OIE partners in the Tripartite collaboration with the World Health Organisation (WHO) and the Food and Agricultural Organization of the United Nations (FAO) in order to prevent and control disease at the human-animal interface.</p>
<p>SCOPE OF THE SERVICES</p>	<p>Are you able to provide an indication of the anticipated volume of activity for the selected agency partner?</p>	<p>The OIE will choose several agencies to work with as its objective is to create a pool of communication agencies with whom it can partner with over a renewable period of two years. While it is not easy to indicate the anticipated volume of activity, it is worthwhile to note that we have annual activities and campaigns such as:</p> <ul style="list-style-type: none"> • The Annual Report (work on this occurs from December to May of the following year) • The Annual General Assembly of OIE Delegates (now held virtually due to the current global health situation, work on this occurs from December to May of the following year. Commonly known as the General session, this event takes place over one week.) • World Antibiotic Awareness Week held in the last week of November, under the banner of the We Need You campaign. We work in partnership with the World Health Organization (WHO) and United Nations Food and Agriculture Organization (FAO). • The following are our current campaigns: <ul style="list-style-type: none"> ○ Rinderpest ○ African Swine Fever ○ Rabies ○ EBO-SURSY project <p>There are other topics that we communicate on such as our newly revamped OIE World Animal Health Information System, the organisations' ongoing digital transformation activities and emerging diseases. As our team is growing we will be communicating on other topics which we previously had not dedicated sustained campaigns to, such as emergency preparedness and resilience as well as Sustainable Labs.</p>
	<p>Do you have any 'press moments' i.e. announcements or launches planned for 2021/2022?</p>	<p>Please see the above answer for annual activities that we carry out.</p> <p>We will communicate on other topics along the course of the two years.</p>
<p>EXECUTIVE SUMMARY</p> <p>Communication Objectives</p>	<p>Are you able to provide a breakdown of your key audiences for communications and how they are prioritised?</p>	<p>Our key audiences in order of priority are:</p> <ul style="list-style-type: none"> • The OIE network <ul style="list-style-type: none"> ○ OIE National Delegates of the 182 Member Countries ○ OIE Council ○ OIE Specialist Commissions ○ OIE Collaborating Centres ○ OIE Reference Laboratories ○ OIE Working Groups ○ OIE Regional and Sub-Regional Representations (13 in total)

		<ul style="list-style-type: none"> ○ OIE Focal Points (8 for each Member Country according to the 8 topics) ○ Partner organisations (over 70) ○ Press (global contacts) ● Veterinary students ● General public ● Partner organisations <p>Our audience may vary according to the campaign we are running. For example, the African Swine Fever 'ASF kills pigs' campaign focused on travellers, travel authorities, commercial pig farmers, small holder farmers and hunters. The Antimicrobial Resistance 'We need you' campaign targeted national Veterinary Services, policy makers, veterinarians, veterinary students, farmers, pharmaceutical industry, wholesalers and retailers as well as animal feed manufacturers.</p>
	Who is the main audience, core demographic we are aiming to communicate with? What do you want them to think, feel or do after seeing our communications content?	<p>Please see the above answer for information on the main audience and core demographic.</p> <p>We would like our audience to better understand our content and the work of the Organisation.</p>
	Who is doing communications in this area better now? Who do you admire?	<p>The OIE is centrally located in global and political communications with partners such as the World Health Organization, Food and Agriculture Organization, UN Environment, and other international organisations/associations. It is important that we elevate the general understanding and recognition of our voice and activities with audiences to the same level of recognition that these types of organisations have achieved.</p>
RESPONSE STRUCTURE Experience	Which lots do you anticipate will make up the majority of activity, are there any that should be a particular focus in showcasing our experience?	<p>There is no specific lot that we anticipate will encompass the majority of the activities as our activities are multifaceted. This is an opportunity for agencies to showcase the lots that are their strengths, however, they are not limited to a specific number of lots and it is welcomed that you can include up to the total number of lots if there is that capacity.</p>
EXECUTIVE SUMMARY	How is material currently distributed and shared with your local affiliates? Do you use and platforms or services?	<p>We currently communicate on our campaigns by publishing press releases on the website. This is followed up by a newsletter to the OIE network. We make these tools available to the staff at Headquarters and in the regions, to share electronically or print for dissemination according to their needs. In previous years communication tools were dispatched annually to the regions. We further communication on these tools on social media.</p> <p>Following the onset of the COVID-19 pandemic and the travel restrictions, printing of material has reduced significantly, and almost no longer exists. Printed material was often used in workshops and seminars etc.</p> <p>Our Annual Report was distributed at the General Session in May every year, but this year we have opted for a web version given that the session is a virtual conference.</p> <p>For some topics we have websites or Trello boards.</p> <ul style="list-style-type: none"> - Websites: <ul style="list-style-type: none"> ○ AMR (We need you campaign) ○ Rinderpest ○ EBO SURSY project - Trello boards <ul style="list-style-type: none"> ○ African Swine fever

		<ul style="list-style-type: none"> ○ AMR (World Antibiotic Awareness Week in partnership with WHO and FAO) ○ Rabies <p>We send newsletters by Mailchimp which sometimes contain our tools.</p>
OBJECTIVES	Your terms of reference document mentioned developing a new visual brand, identity and master narrative across key streams of communication work. Is this brand and messaging development something we should consider in our response?	The OIE has produced a communication vision and is currently working on a new visual brand and identity. It is not foreseen that this exercise will impact responses from communication agencies in the call for tender.
RESPONSE STRUCTURE	Do you have existing brief or service request templates you are bound to, or is this something you would welcome input on from the agency?	We currently do not have formal brief or service request templates
	Is it possible to submit the entire tender electronically, rather than in a physical format?	No, as outlined in the Tender Procedure, a physical proposal is required to be sent by mail to the address of the OIE.
EXECUTIVE SUMMARY (BACKGROUND)	In which communications channels are you currently active? Are you able to share any recent learnings or successes from particular channels?	We are active on Facebook , YouTube , LinkedIn and Twitter since 2014. As of 2021 we have an Instagram account. We additionally support the Twitter Channel of the OIE's Director General Dr Monique Eloit.
RESPONSE STRUCTURE General methodology and proposed schedule	Are there any key milestones (activities, events, updates) over the next two years we should be mindful of in formulating our response?	At the OIE 88 th General Session we anticipate the World Assembly of Delegates will adopt the 7th Strategic Plan which will direct the organisation over the next 5 years.
Document B	Is the narrative mentioned in Document B a product you'd want an agency to support on, or is it already written/being written?	The narrative has already been developed.
	How much does the OIE envisage spending with the agencies appointed in year 1 and year 2?	At this point we are not in a position to place a monetary value to the contract as this will largely depend on activities being carried out and tools being produced.
	Can you provide budget weightings or a hierarchy of priorities in terms of the communications deliverables?	The priorities of deliverables will differ according to the campaign being developed, its target and length. We are looking to increase our digital presence therefore this is an opportunity for agencies to help us achieve this objective.
	Is it acceptable to submit the tender response in PDF format?	<p>There is no specific format in which the proposal needs to be drafted in as the proposal is required in physical format to be mailed to the OIE, along with a USB key containing the electronic copy of the technical offer.</p> <p>Please further reference the section 4.5 Response Format Requirements within the Document A Call for Tender.</p>

General	Are you able to share your scorecard for this RFP – or explain the weighting of each section?	<p>The OIE will not share its selection grid which is an internal document.</p> <p>As mentioned in articles 4.7 and 4.8, the criterion for the selection are the following:</p> <p><u>Technical criteria (50%):</u></p> <ul style="list-style-type: none"> • Company organisation and sustainability • Demonstrated understanding of the context and experience in working in a multicultural context and in the public sector • Relevance and quality of the proposed methodology and associated work plan • Relevance and quality of the proposed project team <p><u>Financial criteria (50%):</u></p> <ul style="list-style-type: none"> • Global cost, including standard rates
General	How many agencies have you invited to participate in this RFP? Are any your incumbent agency?	We contacted more than twenty agencies, among which were agencies we have worked with before, and some whom we have not yet had the opportunity to work with. Additionally, as per the requirements of our organisation's procurement process, all Call for Tenders are posted to our OIE website.
	Is logo redesign part of the branding work?	Rebranding is currently being undertaken by a branding agency. While we will work to implement the new brand identity, there is no expectation that this Framework Contract will encompass additional rebranding development work.
	Are you considering building a new website during the contract period?	<p>We launched our new website on the 29th of April: https://www.oie.int/en/home/</p> <p>We therefore do not envisage building a new website during the contract period. We however do have the possibility of creating external websites for certain topics which will be linked to the main website.</p>
	What attributes are you looking for from a strategic communications partner?	<p>The organisation is looking for a creative partner to work with us on our projects. We welcome an open dialogue with the agencies we work with and are open to their recommendations and suggestions to improve the final products.</p> <p>We are also value an agency that is detail-oriented. The OIE is at its core a technical organisation with a range of scientific expertise that we communicate about. It is important that communication materials accurately depict this information in a clear and understandable way.</p>
	<p>Technical Q's for OIE:</p> <ol style="list-style-type: none"> 1. What is a call off contract? 2. What is the cascade method? 3. What are the next steps? – if selected do we pitch for each lot? 4. Clarifying where communication strategy sits (which lot?) 	<ul style="list-style-type: none"> - A call off contract is one signed between the OIE and the communication agency in the event that the OIE identifies services which it wishes to produce at its sole discretion without making a formal competitive call for quotations. - The cascade method involves the OIE choosing the agency whose bid has been ranked first. If the latter is unable to respond within the required time, the OIE may contact the service provider whose bid was ranked second, and so on. - If selected, the OIE will proceed to contact various agencies when the need arises - At the moment there is no lot that supersedes another. All lots play an important role in our communication efforts.

Price Quotes Matrix	We have noted two requests for financial submissions: the Price Quotes Matrix and a financial submission. Are these separate requests and are you looking for an additional budget, beyond the completed Price Quotes Matrix?	The two documents assess different information. The Financial and Economic Capacity Assessment (Annex 2) is an assessment of an agency's overall financial management. Whereas the Price Quotes Matrix provides the cost of producing specific deliverables.
Price Quotes Matrix	Multiple lots mention additional language adaptation. Should we quote for one additional language or your three key languages identified? Will this approach be true for all LOTs listed in the document?	The OIE operates in three official languages (French, English and Spanish). All relevant lots note the expectation that the deliverables will be produced in the three official languages as the standard base in their description. Additional language adaptation is to accommodate regional requests and priorities on a case-by-case basis. Additional language adaptations should be considered as languages outside of the three official languages of the OIE. The OIE has 182 Member Countries and in an effort to meeting regional and national communication needs we have produced tools in over 20 different languages.
	Does 'redaction' refer to the service provider editing the English content provided by OIE to make suggested improvements?	The redaction of content may occur in one of the three official languages of the OIE (English, French or Spanish). However, majority of the redaction phase of development is done in English.
	It would be helpful to receive clarification of what the term 'language adaptation' (in italics in the lot description) covers. For example, for each of the document lengths specified (such as '1-page A4 infographic') should our price range include the cost of translating the document into French and Spanish, as well as laying it out in those languages (making three languages in total, including English). Or should our price be based just on layout, with OIE providing the translated French and Spanish text? (We can quote for either or both options.)	All documents will be created in French, English and Spanish – this is a component of the regular design process for all documents. This is not considered 'additional language' adaptation. Additional language adaptation only includes the exchange of a new language outside of the three OIE languages into a validated layout. Translation is not included.
	Does the final row of the pricing table 'Additional language adaptation' refer to other languages over and above French and Spanish (for example the requirement to, say, lay out a document in German or Arabic), or should we use this field to enter the unit price for preparing the document in a second and third OIE language (French/Spanish)?	All documents will be created in French, English and Spanish – this is a component of the regular design process for all documents. This is not considered 'additional language' adaptation. Additional language adaptation only includes the exchange of a new language outside of the three OIE languages into a validated layout. Translation is not included.
Lot #5: Brochure editing	Does this lot involve actioning text changes provided by OIE, or reviewing the existing English content and making suggested improvements proactively? (We can quote for either or both options.)	This lot takes into consideration the need to occasionally update the text or graphics of a document to align with changes to OIE Standards and the most up-to-date scientific information. The OIE will draft the necessary changes.