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evaluation, and 70% of the evaluation will be based on the quality of proposal based on other criteria

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27. Will the push out of social

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No onsite work will be required.

42. How many other communications agencies (external to IUCN) will we be required to liaise with and who might they be?

At least one other agency will be involved and will require some coordination, potentially more, including Congress host communications teams.

43. If the incumbent will have several managed partnerships as part of their project team, is there any protocol or formal procedures required by IUCN in relation to managed partnerships?

As long as changes to team members are approved by the incumbent, and liability for those team members is on the incumbent, then you can form the team as you please.

44. As part of our submission, we would like to share projects that include video, can we share direct URL links to these videos (hosted on Vimeo) in our submission?

Yes.

45. Do you have any learnings from the Marseille Congress? What worked and what didn't from a communications perspective?

Lessons are available and can be shared with incumbent

46. Can you provide a more detailed breakdown of the budget, including how it is allocated across different phases and deliverables? Does this include expenses and additional costs?

Not before discovery phase.

47. Do you have KPIs in place for some of the key deliverables (e.g. no. of participants, reach, impact)?

There will be different KPIs for different activities (e.g. reach, registrations) and we are in the process of defining them.

48. The brief mentions that IUCN will provide the visual identity, branding guidelines, and that a website is being created. Has the overarching theme and supporting sub-themes for the Congress already been agreed, or should the proposal include this?

These will be provided by IUCN

49. Are there any initiatives already in place such as Reverse the Red that you want to promote before and during the Congress?

Yes, information will be shared during the discovery process

50. What will be the approval process for content and strategy? How many rounds of revisions are anticipated?

We anticipate up to 3 rounds of revisions for most assets. Please include prices for additional hours in budget.

51.

58. Can you provide any specific target outreach metrics that should be met or considered in our proposal?

At least 5 million impressions across all IUCN social media platforms, minimum 20% increase in IUCN social media followers. 150 million impressions for #NoPlastic

59. Is there a minimum turnover required to apply?

No, there is no specific minimum. We just want to get a sense of the size of your organisation.

60. Could you please specify the legal information required for our submission? For example, do we need to include our Incorporation Certificate, Financial Statements, or any other documents?

At this stage we only need you to confirm that you have all the required legal registrations and permissions to carry out the work. It is up to the bidders to determine what these are.