



# QUESTIONS & ANSWERS (“Q&A”)

## ISSUED TO ALL PROPONENTS

<b>Q&amp;A No.:</b>	1
<b>RFP #:</b>	<b>15160039</b>
<b>RFP Title:</b>	Communication Services for Livestock Vaccine Innovation Fund
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## DETAILS OF Q&A DOCUMENT

This Q&A document is being issued to respond to questions submitted by Proponents seeking further clarification.

1 - Would you be open to receiving proposals from outside of the area?

We will accept proposal from all areas.

2 - Would you be able to let us know what your budget is for the project?

We do not have a predetermined budget for the project. We expect proponents to include a budget of their proposed work in the proposal.

3 - We assume the content will be provided to us in both languages or at the very least the core materials to develop the communication materials?

Most of the core materials to develop the communication materials will be provided in English. Proficiency in both official languages (English and French) would be considered an asset.

4 - Could you clarify that the contract will be for 1 years with renewal for up to 5 years, including the strategy, the plan as well as the execution of the same through that period?

A resulting contract will be for a period of one (1) year, with options for renewal under the same terms and conditions (one (1) year at a time).

5 - Does our proposal look at costing for year 1 and if so, could you clarify what components would be included in the same or, would you prefer an a la carte option to choose from or a hourly rate perhaps?

Costing should include the following deliverables for year 1:

1. A 5-year communication strategy and action plan. The communication strategy and action plan should include:

- An analysis of the context
  - Communications objectives
  - Strategic considerations
  - Risks and Opportunities
  - Target Audiences
  - Key Messages
  - A portfolio of Communication Products
  - Communications Plan
  - Evaluation Plan
2. A detailed work plan of communication activities to be carried out during the 1st year of the Program
  3. Communications products (for example brochures, booklets, etc.) for the 1st year.

5 - Is there an estimation on collateral that will be required or is this part of the plan that you would like to us consider and include at that stage?

We ask that only the cost of designing materials be included in the proposal, if we require production of the materials this will be done outside the contract by quote.

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**END OF Q&A # 1**

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