

**Round 2\_Clarifications\_RFP/2020/004 Public relation services as of 17\_June\_2020**

<b>Question</b>	<b>Answer from IRENA</b>
<p>1. Under section F of the RFP document (Award of contract) you mention the need for a performance security. In the Data Sheet it is indicated that this is not required. Can you please confirm that no Performance Bond / Performance Security is required for this RFP.</p>	<p>It is not required</p>
<p>2. Can you tell us more about your internal team structure and the team that the agency would be working with?</p>	<p>IRENA's Communication team consists of ten members specialized in different areas of communications for example social media or website management. The Agency would liaise with one dedicated focal point only.</p>
<p>3. In terms of your communications approach – what is currently working well, and you would look to continue and amplify? And where is there room for improvement?</p>	<p>IRENA holds a wide range of media relations at all levels (from technical to opinion lead) and all formats (print, audiovisual and online) regionally, nationally and globally. IRENA's media outreach is mainly digital and via direct mailing.</p> <p>However, IRENA would like to improve and intensify its media relations with journalists from International, mainstream and opinion lead media (see Annex I of Request for Proposals), thereby deepening the outreach to a global target audience.</p> <p>IRENA seeks to elevate its reputation to become the intergovernmental agency for the energy transformation. A trusted, respected and credible voice.</p> <p>IRENA's communication objectives are outlined in the Agency's Work Programme and Budget for 2020-2021 published on the Agency's website irena.org.</p> <p>The ultimate goal is to position the Agency as "lead intergovernmental agency for the global energy transformation".</p> <p><a href="https://www.irena.org/officialdocuments">https://www.irena.org/officialdocuments</a></p> <p>A more concrete communication plan will be shared with the PR Agency once contracted.</p>

<p>4. Are there any activities/communications campaigns that have particularly caught your attention from other organisations?</p>	<p>Competitors in the global discourse on renewable energy that have caught our attention are those for example from the International Energy Agency (IEA) and the World Economic Forum (WEF) just to mention some.</p>
<p>5. Do you currently have media and social media monitoring in place? Does this cover international media? Does it cover all channels (including social media)?</p>	<p>IRENA has a media monitoring in place that covers the digital coverage (of print and audiovisual) media.</p> <p>However, it does not cover all channels including social media.</p>
<p>6. Are there any other spokespeople, in addition to the Director-General, who we could leverage for media relations work?</p>	<p>IRENA has a dedicated spokesperson policy in place allowing for “on record” statements by Directors/senior staff on a case-by-case bases only. Services requested from the PR Agency mainly focus on strengthening the media profile of the Director-General internationally, thereby positioning IRENA as the lead agency for the global energy transformation</p>
<p>7. Is there scope within the budget for paid media partnerships, paid social media amplification and paid influencer engagement?</p>	<p>IRENA runs paid media partnerships and hosted media programs in the context of annual Assemblies. IRENA foresees paid social media work and engagement and will assign budget to relevant campaigns and outreach.</p> <p>However, the PR Agency is required only to support with the development of a strategy/plan for execution by IRENA. As indicated in the RFP, the PR Agency will be responsible for developing a plan (including community engagement) and suggest content to increase the number of the DG’s Twitter account. The PR Agency will also be responsible for developing a plan to set up a LinkedIn account for the DG (including community engagement) and develop/suggest content. Furthermore, the PR Agency is requested to set up of a list of global influencers, bloggers and YouTubers and provide a plan how to engage/build up long-term relations.</p> <p>Furthermore, IRENA foresees paid social media work and engagement and will assign budget to relevant campaigns and outreach.</p>

	The PR Agency is required only to support with the development of a strategy/plan for execution by IRENA.
<b>8.</b> Are you looking for support on updating IRENA's corporate Wikipedia page only or will support on updating the Director-General's Wikipedia page also be required?	As the RFP clearly indicates, an update of IRENA's Wikipedia page is requested only.
<b>9.</b> We were unable to find an existing LinkedIn page for the Director-General. Can you please confirm that the agency will need to develop a plan to create a new LinkedIn account for the Director-General?	So far, the Director-General has no LinkedIn account. As mentioned in the RFP, the Agency is requesting to suggest plan and content to develop the Director-General's profile on LinkedIn.