

RFP/IEI/2023-05
“Startup competitions platform (sourcing, marketing and evaluating)”
QUESTIONS AND ANSWERS
19th May 2023

Question 1

Regarding outreach, can you pls advise if you have any focus countries per region?

All UN Member States.

Question 2

Can you share any data related to the three calls you would like to promote, to have a better picture of the target audience? Is there any information you can share from current/previous campaigns?

See previous campaigns here: <https://www.unwto.org/unwto-startup-competition>

Question 3

Does the target audience also include UNWTO's affiliate members?

Yes.

Question 4

Which social media channels would you use in this contract?

UNWTO and UNWTO Academy.

Question 5

Please confirm that currently, there is no available technology-based platform, and one will need to be developed from the beginning.

This question is unclear. There are many available technology-based platforms from different companies that UNWTO have used in the past. UNWTO does not have its own deal flow platform.

Question 6

Regarding traditional media, can you please indicate some KPIs, specifically on quantities and type of media materials?

Answer 6

KPI 1- Exposure in specialised tourism media of the work of the IEI Department (number of articles, blogs posts etc...

KPI 2 - get Media to contact us when they need data on investment, innovation and education in tourism and quotes from authorised voice (Director level).

Question 7

Regarding social media, website positioning and activations in on-site/online events can you please advise on the expected KPIs UNWTO would like to achieve through the marketing & comms campaign?

KPI –1 – Launch of a communication strategy to get more engagement.

KPI -2– Organic Growth. Increase the number of followers without promoted posts (and without being penalised)

KPI - 3 – Relevance (measured in exposure, followers, organic growth etc.)

Question 8

To better form a technical proposal that would meet your needs, can you advise on project budget/ceiling?

There is not a closed budget for the project that can be shared. Please note that the maximum number of points for the price component (30 points) will be allotted to the lowest price proposal that is opened and compared among those invited firms which obtain the threshold points on the evaluation of the technical component.

Question 9

Could you please clarify the distinction between call and programme? Is one programme reflected by one call or is programme referring to the five UNTWO programmes (Startup Competition, Specific Challenges, TTA, Innovation Network, Digital Future for SMEs)? Document III in section 5.3.g, says "1 high-engagement webinar per programme". Does this mean that one webinar is needed for each of the five programmes or is one webinar needed per call?

In this case the call would be the announcement of the launch of the expression of interest to receive applications. The different programmes available are initiatives of UNWTO. The webinars would be for the calls of the programmes launched with the selected platform.

Question 10

Is there a budget? If so, what is the total amount and/or average amount per call in euros (VAT included)?

There is not a closed budget for the project that can be shared. Please note that the maximum number of points for the price component (30 points) will be allotted to the lowest price proposal that is opened and compared among those invited firms which obtain the threshold points on the evaluation of the technical component.

Question 11

What are the available communication channels for marketing and scouting activities, including mailing, social media, and press? Is there a database of former applicants and participants that can be accessed and used?

Yes, UNWTO will send materials to the UNWTO IEI databases and networks including the pools of former applicants to the awarded company once the contract has been signed.

Question 12

What was the average number of applications received and startups scouted per call in the past?

100-10,000 depending on the scope of the Competition / Challenge

Question 13

What were the main challenges and lessons learned from past marketing and communication plans for similar calls?

Exposure early-on to improve regional distribution of sourcing as some markets are harder to reach than others.

Question 14

Will the marketing be in English only or in other languages as well? If in other languages, which ones?

Mainly in English – possibility to be translated to any of UNWTO's official languages (French, Spanish, Arabic, Chinese).

Question 15

In document III, section 5.3.d, Website Positioning: could you clarify if this means creating content for the landing pages on the UNWTO website? Is the infrastructure for this provided by UNWTO? Can separate landing pages be created?

It would be imbedded into UNWTO's website (Drupal).

Question 16

What type of network or engagement opportunities are expected to be provided to the selected startups?

You can see the benefits and engagement opportunities from past competitions in the following link: <https://www.unwto.org/unwto-startup-competition>

Question 17

Could you provide more information on the evaluation process for applications? Could you clarify what is meant by supporting the evaluation process per program with UNWTO members?

The selected partners technological platform will have the ability to shortlist and filter applications to facilitate the final, manual review process by the jury.

Question 18

Are there standard taxonomies for describing and evaluating different types of start-ups in place?

Yes, they are set out in the TOR for each specific competition. See examples here: <https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-07/UNWTO-SDGs-Global-Startup-Competition-Terms-and-Conditions.pdf>

Question 19

Could you please clarify whether start-ups should have access to the actual technology platform other than applying to a program, and if so, could you please specify in what capacity other than networking and collaboration?

If the platform had extra facets such as an investment matchmaking tool in addition to the sourcing tool, it would be valued.

Question 20

How do start-ups currently gain access to the network other than applying through the web-based form?

All participating start-ups must apply through the standard application process agreeing to the Terms of Reference.

Question 21

Could you please clarify what is meant by "innovation stakeholders" in document III section 5.3.b, and detail what role they are expected to play on the technology-platform?

For example, opportunities with partners of the platform, other users or key stakeholders providing the space for interaction, visibility and prospects should they arise.

Question 22

We would like to kindly ask if an extension for clarifications could be awarded.

We are really sorry but, considering that extending the deadline for clarifications will lead to a delay in the whole procurement process, we cannot agree to that request.