

## Call for Expressions of Interest to support the development of an online platform for sharing good safeguarding experiences

### COMPILATION OF QUESTIONS AND ANSWERS RECEIVED BY 11 MARCH 2025.

This document is available on the webpage of the call:

<https://ich.unesco.org/en/news/call-for-expressions-of-interest-to-support-the-development-of-an-online-platform-for-sharing-good-safeguarding-experiences-13546>

1.	<p><b>Q.</b> <i>The Call requires that "the proposed specifications shall be in line with the requirements set by UNESCO's Bureau for Digital Business Solutions." Can these requirements be made available?</i></p>
	<p><b>A.</b> The selected contractor will be put in touch with UNESCO's Bureau for Digital Business Solutions regarding the requirements set by UNESCO, to align the specifications that they will develop as part of their contract.</p>
2.	<p><b>Q.</b> <i>Is there a technology stack already preferred by UNESCO's Bureau for Digital Business Solutions?</i></p>
	<p><b>A.</b> The selected contractor will be put in touch with UNESCO's Bureau for Digital Business Solutions regarding technical recommendations, including the technology stack.</p>
3.	<p><b>Q.</b> <i>The Work Assignment section (2.1 to 2.6) and list of deliverables are described as drafts and plans to be presented. However, the Call refers to a platform, "with a "beta version" ready by October 2025". Could you please confirm that the expected output (the initial technical groundwork) of this call is just a plan and not a fully developed platform (with backend, front end, databases) fully working by end of August / September.</i></p>
	<p><b>A.</b> The expected output of this call is not the fully developed platform, but technical guidance – through an overall vision (2.4) and plan for knowledge and asset transfer (2.5) - for the development of the Article 18 platform in the next stage and not within the framework of the present contract.</p>
4.	<p><b>Q.</b> <i>The development of a platform should be done in phases (for ex: 1. UI/UX Design &amp; Architecture &amp; Database; 2. Front-end &amp; Back-end; 3. Integrations; 4. Testing; etc.). Several of these components do not seem to appear in the current timetable / roadmap. Does this mean that these tasks - or some of them - are not to be undertaken by the selected contractor?</i></p>
	<p><b>A.</b> The selected contractor will support UNESCO in defining the different phases and the technical requirements under each phase. This encompasses considerations related to architecture, UI/UX design approach, visual identity, front-end and back-end development, database setup, and testing as far as they inform the expected proposed structure for the development of the Article 18 platform (2.2).</p>

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5.	<p><b>Q.</b> <i>The call mentions that "Upon the receipt of enquires, both questions and respective answers will be shared with all applicants." – If other questions have already been submitted, we would be grateful if we could also get access to the Secretariat's answers.</i></p> <p><b>A.</b> All the questions sent by email to l.peredo@unesco.org and ich@unesco.org up to 11 March 2025 (midnight Paris time), as indicated in the call (5), and the respective answers, are shared in the present document.</p>
6.	<p><b>Q.</b> <i>Is the budget expected daily fee or total budget for the consultancy?</i></p> <p><b>A.</b> The budget expected is a total budget for the consultancy, a breakdown can be included but is not mandatory.</p>
7.	<p><b>Q.</b> <i>Can a consultancy firm apply or only individual/team of individuals?</i></p> <p><b>A.</b> The call is open to both individual specialists and companies.</p>
8.	<p><b>Q.</b> <i>If a team of individuals applies the contract would be issued with the team leader or all the individuals? If the individual is resident in France a TVA number is necessary? If the individual is not resident in France are any specific financial requirements?</i></p> <p><b>A.</b> In the case of an application by a team of individual specialists, a single contract should be issued with the team leader. Individual specialists/team leader's resident in France do not need a VAT number. There are no specific financial requirements for individual specialists/team leaders who are not resident in France.</p>
9.	<p><b>Q.</b> <i>Can revisions be in videoconference or should be in presence?</i></p>

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	<b>A.</b> All meetings can be held online, by videoconference.
<b>10.</b>	<b>Q.</b> <i>Could you clarify whether UNESCO expects only the design phase or also the initial implementation of the platform?</i>
	<b>A.</b> Please refer to answers 3 and 4 above.
<b>11.</b>	<b>Q.</b> <i>Is it possible to have more specific information about what are the specific digital guidelines or constraints set by UNESCO's Bureau for Digital Business Solutions?</i>
	<b>A.</b> Please refer to answers 1 and 2 above.
<b>12.</b>	<b>Q.</b> <i>As regards the data collected and managed through the platform, should it be aligned with existing UNESCO taxonomies et databases? Is the database design also expected as a deliverable?</i>
	<b>A.</b> The Article 18 platform should allow for the integration of the data of other existing UNESCO platforms and databases (mentioned under 2.2). The selected contractor is expected to identify and advise on technical solutions and requirements for this integration.
<b>13.</b>	<b>Q.</b> <i>Is the scope for the mapping of existing data limited to only UNESCO databases and platforms?</i>
	<b>A.</b> The scope for the mapping of existing databases and platforms is not limited to UNESCO's databases and platforms.

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14.	<p><b>Q.</b> <i>Is there an estimate on the number of existing databases and platforms which contain information on safeguarding experiences within UNESCO?</i></p> <p><b>A.</b> The call (2.2) refers to five UNESCO databases and platforms related to safeguarding experiences with which the new Article 18 platform should develop synergies. As far as the mapping of existing databases and platforms is concerned (2.1), this is not limited to UNESCO databases and platforms, and refer to the benchmarking of the available technologies to be used and inspire the development of the future Article 18 platform</p>
15.	<p><b>Q.</b> <i>"Mapping of existing databases" - does the analysis of existing databases cover the content on the webpages or should the analysis include backend data only?</i></p> <p><b>A.</b> The benchmarking/comparative analysis of existing databases and platforms should be mindful of the different levels and types of interactivity, as well as their impact in terms of content.</p>
16.	<p><b>Q.</b> <i>"Map existing online databases and/or platforms and digital marketing initiatives" - Are online databases websites and/or portals? Or do they refer to backend databases or data repositories?</i></p> <p><b>A.</b> The benchmarking/comparative analysis concern online databases websites and/or portals may include backend databases or repositories relevant to the reflection.</p>
17.	<p><b>Q.</b> <i>"Map existing online databases and/or platforms and digital marketing initiatives" - Could you please share more details on the analysis to be done on the digital marketing initiatives?</i></p> <p><b>A.</b> The benchmarking/comparative analysis aims to identify online databases and platforms that can serve as a source of inspiration for the development of the Article 18 platform, highlighting the potential and limitations of each regarding UNESCO's needs and constraints in terms of interactivity and synergies. As part of this exercise, relevant digital marketing initiatives may be included.</p>
18.	<p><b>Q.</b> <i>"Conduct research, desk review, and consultations with concerned UNESCO units and relevant stakeholders" - What is the estimated number of stakeholders / UNESCO units to be engaged?</i></p>

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	<b>A.</b> To be defined with the contractor, possibly no more than ten.
19.	<b>Q.</b> <i>Is the scope of mapping existing databases (4 weeks), should it cover all themes under good safeguarding experiences? Or only foodways?</i>
	<b>A.</b> The mapping concerns online databases and/or platforms primarily in the field of culture and/or heritage, or environmental sustainability or agriculture, which allow interaction with users, as well as communication and contributions from them (2.1). They are not limited to foodways or intangible cultural heritage safeguarding experiences.
20.	<b>Q.</b> <i>What are the key performance indicators (KPIs) for success in the platform's development and implementation?</i>
	<b>A.</b> Key performance indicators (KPIs) will be elaborated by the selected contractor as part of the expected 'overall vision' (2.5) and plan for knowledge and asset transfer (2.6) to UNESCO for the long-term running and sustainability of the platform (2.6).
21.	<b>Q.</b> <i>Are there any security and compliance requirements that must be met for this platform?</i>
	<b>A.</b> The selected contractor will be put in touch with UNESCO's Bureau for Digital Business Solutions regarding security and compliance requirements.
22.	<b>Q.</b> <i>Do you have a preferred hosting environment (e.g., cloud-based, on-premises, UNESCO servers)?</i>
	<b>A.</b> Hosting environment will be considered in consultation with the UNESCO project team and the Bureau for Digital Business Solutions.

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23.	<p><b>Q.</b> <i>Do you have any preferred technology stack or development frameworks (e.g., CMS like WordPress/Drupal, or custom development)?</i></p>
	<p><b>A.</b> The selected contractor will be put in touch with UNESCO's Bureau for Digital Business Solutions regarding technical requirements and recommendations including technology stack and development frameworks, to align the specifications that they will develop as part of their contract.</p>
24.	<p><b>Q.</b> <i>Should there be a mobile-friendly or dedicated mobile application for the platform?</i></p>
	<p><b>A.</b> The platform should meet accessibility standards and be fully responsive across a variety of devices, including mobile phones and tablets.</p>
25.	<p><b>Q.</b> <i>What is the target audience's technical proficiency? Should the interface be designed for ease of use by non-technical users?</i></p>
	<p><b>A.</b> The interface (front-end and back-end) must be designed for ease of use by non-technical users, to enable consultation, interaction, and contribution that is as inclusive as possible in terms of age, gender, cultural background, by/with a diversity of communities from all over the world. The platform should meet accessibility standards and be fully responsive across a variety of devices, including mobile phones and tablets.</p>
26.	<p><b>Q.</b> <i>Should the platform support multilingual content, and if so, which languages?</i></p>
	<p><b>A.</b> While the working language for the development of the job assignment and the submission of deliverables under this call are either English or French, the platform will be developed with support for multilingual content.</p>
27.	<p><b>Q.</b> <i>What is the long-term sustainability plan for maintaining and updating the platform?</i></p>

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	<b>A.</b> This is part of the work assignment (2.6).
<b>28.</b>	<b>Q.</b> <i>Who will be responsible for content updates and technical maintenance after the project is completed?</i>
	<b>A.</b> This should be defined in consultation with the UNESCO project team as part of the plan for knowledge and asset transfer to UNESCO for the long-term running and sustainability of the platform (2.6).
<b>29.</b>	<b>Q.</b> <i>What level of involvement does UNESCO expect from the vendor in stakeholder consultations (e.g., conducting interviews, organizing workshops)?</i>
	<b>A.</b> The organization of online consultations will be handled by UNESCO; the contractor is expected to prepare and conduct the interviews and/or organize a workshop, as appropriate.
<b>30.</b>	<b>Q.</b> <i>Where will the UNESCO project teams be located?</i>
	<b>A.</b> The UNESCO project team is based at UNESCO Headquarters, Paris, France, however full remote work is an option to carry out the job assignment.
<b>31.</b>	<b>Q.</b> <i>Does UNESCO expect the vendor to use a pre-defined set of tools for project management and communications? (i.e. Jira, Teams, etc.)</i>
	<b>A.</b> The communication tools will be defined with the contractor for ease of use by the various parties.

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32.	<p><b>Q.</b> <i>Is it possible to extend the submission deadline by at least one or two weeks? This would allow us sufficient time to refine our proposal based on the responses to the clarification questions.</i></p>
	<p><b>A.</b> The deadline for submissions is not expected to be extended.</p>
33.	<p><b>Q.</b> <i>Will this project include a second phase for the implementation of the Article 18 platform? If so, does participation in this tender restrict or exclude the possibility of involvement in the development and implementation of the Article 18 platform at a later stage?</i></p>
	<p><b>A.</b> Participation in this call does not exclude or restrict the possibility of contributing to the future development and implementation of the Article 18 platform at a later stage.</p>
34.	<p><b>Q.</b> <i>Is there any flexibility in the deliverables timeline, or are the stated milestones fixed?</i></p>
	<p><b>A.</b> The contractor is expected to follow the timeline included in the call (3).</p>
35.	<p><b>Q.</b> <i>Will UNESCO provide access to data or resources for benchmarking and mapping existing platforms, or will this research rely solely on publicly available information?</i></p>
	<p><b>A.</b> Identifying online platforms or databases is part of the work assignment (2.1).</p>
36.	<p><b>Q.</b> <i>Could you clarify whether UX design and user interface (UI) considerations are included in the scope of this project? Or, alternatively, will UX/UI design be addressed in a later phase of the platform's development?</i></p>



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	<p><b>A.</b> UX design and user interface (UI) considerations are included in the scope of this call as far as they inform the expected proposed “structure” for the development of the Article 18 platform (2.2), such deliverables may include wireframes and designs following the Organization’s design guidelines (to be provided).</p>
37.	<p><b>Q.</b> <i>Regarding the initial research and mapping phase (2.1), could you clarify: The approximate number of stakeholders or organizations that will be consulted during this phase. Are there any priority regions, sectors, or communities to focus on? Whether UNESCO will provide a list of recommended stakeholders or databases/platforms, or if the identification of these will rely entirely on the expert/organization’s independent research. The anticipated scale of online databases and platforms to be reviewed. Is there a target number of benchmarks to include in the final deliverable?</i></p>
	<p><b>A.</b> To be defined with the contractor, possibly no more than ten stakeholders. the contractor may propose stakeholders considered relevant, in addition to those identified by UNESCO. The identification of databases/platforms is part of the work assignment (2.1). There is no predefined number of platforms for the benchmarking, insofar as the main selection criterion should be their relevance to the project.</p>
38.	<p><b>Q.</b> <i>With regard to the indication of fee expectations, are you referring to the consultant's rate or a high-level estimate of the project? Additionally, is there a template available for this?</i></p>
	<p><b>A.</b> The budget expected is a total budget for the consultancy, a breakdown can be included but is not mandatory. There is no specific template.</p>
39.	<p><b>Q.</b> <i>What specific technologies are currently under consideration for this Platform?</i></p>
	<p><b>A.</b> No specific technology has been determined at this stage to support the Article 18 platform. The selected contractor will be put in touch with UNESCO’s Bureau for Digital Business Solutions regarding technical requirements and recommendations. Please refer to answers 1 and 2 above.</p>
40.	<p><b>Q.</b> <i>Foodways is referenced as the test case and thematic focus for the Article 18 Platform, but to what extent should other initiatives be included?</i></p>

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	<p><b>A.</b> While the proposed structure (2.2) and the overall vision (2.5) should initially detail the creation of a thematic focus on foodways within the Article 18 Platform, the plan for knowledge and asset transfer (2.6) should include technical requirements and considerations for the continuous thematic expansion of the Article 18 Platform.</p>
41.	<p><b>Q.</b> <i>What is the expected format of the different deliverables? Particularly for DLV 02- Structure Proposal.</i></p> <p><b>A.</b> While the format of deliverables will be discussed with UNESCO, the proposal for the structure (2.2) may include some of the following:</p> <ul style="list-style-type: none"> <li>• Sitemap: A hierarchical diagram showing the structure and navigation flow (UI approach).</li> <li>• Wireframes and Mockups: Visual representations of the site layout and design.</li> <li>• Back-office: Overview of the Back-office Management System.</li> <li>• SEO Strategy: Techniques and best practices to optimize the content an architecture for search engines.</li> </ul> <p>While the format of deliverables will be discussed with UNESCO, the overall vision (2.5) and plan for knowledge and asset transfer (2.6) may include some of the following:</p> <ul style="list-style-type: none"> <li>• Requirements Specification (user cases): Detailed documentation of functional and non-functional requirements.</li> <li>• Development Plan: A breakdown of technologies, frameworks, and development milestones.</li> <li>• Testing and QA Plan: Processes for testing responsiveness, performance, and usability.</li> <li>• Deployment Plan: Steps for hosting, domain setup, and live deployment.</li> <li>• Maintenance Plan: Guidelines for updates, security checks, and ongoing support.</li> <li>• Project Timeline: A Gantt chart or timeline of tasks and milestones.</li> </ul>
42.	<p><b>Q.</b> What is the balance envisioned between fully interactive, horizontal exchange and collaboration between communities and groups versus simple retrieval of curated information about other experiences? For the former, what tools are envisioned for facilitating peer-to-peer communication among members of diverse communities speaking a multitude of languages?</p> <p><b>A.</b> Such considerations will be discussed with the contractor in view of preparing a proposed structure for the Article 18 Platform (2.2).</p>

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43.	<b>Q.</b> Is there any mechanism for an organization/applicant that wishes to join with another interested party in submitting a single proposal to make their interest known to others?
	<b>A.</b> There is no such mechanism.
44.	<b>Q.</b> Could you kindly indicate your preferred cost structure: cost per hour per person involved in the project development or total budget for the estimated months of work?
	<b>A.</b> The budget expected is a total budget for the consultancy, a breakdown can be included but is not mandatory.
45.	<b>Q.</b> Will a contract be the result of a submission, or will an RFP be developed based on submission for this EOI? If we do not submit this EOI, will we not be eligible from potential resulting competitions for this project?
	<b>A.</b> The contract will be the result of a submission in response to this call.
46.	<b>Q.</b> Should the technical and cost proposal be submitted in the same document / email?
	<b>A.</b> Yes
47.	<b>Q.</b> Would you prefer the budget be tax-inclusive or exclusive?

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	<b>A.</b> This is not a requirement; it could be either.
<b>48.</b>	<b>Q.</b> How should the budget be provided (lump sum per products in the timetable, or a detailed cost breakdown including hours/days per resources)?
	<b>A.</b> The budget expected is a total budget, a breakdown can be included but is not mandatory.
<b>49.</b>	<b>Q.</b> Can we include CVs of new team members we expect to work on this project?
	<b>A.</b> Yes
<b>50.</b>	<b>Q.</b> Are we expected to provide a technical approach, timeline, or methods in our proposal?
	<b>A.</b> This is not a requirement
<b>51.</b>	<b>Q.</b> Is there a page limit to our response?
	<b>A.</b> No

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52.	<b>Q.</b> How does UNESCO envision the balance between public contributions and expert-reviewed content on the platform?
	<b>A.</b> This will be discussed with the contractor when defining the deliverable for the structure (2.2).
53.	<b>Q.</b> What are UNESCO's preferred technologies (CMS, frameworks) for building the platform, and are there any strict technical requirements from the Bureau for Digital Business Solutions?
	<b>A.</b> The selected contractor will be put in touch with UNESCO's Bureau for Digital Business Solutions regarding security and compliance requirements.
54.	<b>Q.</b> Should the platform have user accounts (for community contributions) or only allow submissions via UNESCO review processes?
	<b>A.</b> This will be discussed with the contractor when defining the deliverable for the structure (2.2) of the platform.
55.	<b>Q.</b> What types of media formats will need to be supported (text, video, audio, images, interactive tools)?
	<b>A.</b> While a multimedia format is envisaged, this will be discussed with the contractor when defining the deliverable for the structure (2.2) of the platform
56.	<b>Q.</b> Should the platform include interactive features such as discussion forums, collaborative workspaces, or live event hosting?

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	<b>A.</b> While an inclusive interactive format is envisaged, this will be discussed with the contractor when defining the deliverable for the structure (2.2) of the platform.
<b>57.</b>	<b>Q.</b> How does UNESCO define "moderated user inputs" — who will perform moderation, and how quickly should content be approved?
	<b>A.</b> While an inclusive interactive format is envisaged, this will be discussed with the contractor when defining the deliverable for the structure (2.2) of the platform.
<b>58.</b>	<b>Q.</b> Are there existing UNESCO digital assets (databases, APIs) that the platform must integrate with.
	<b>A.</b> Yes, those are detailed under 2.2.