



Issue Date: 3 July 2025

Addendum No. 2

Request for Proposals (RFP) GCA-PR-25-780

Provision of Services to Conceptualize, Design, and Implement a Global Digital Campaign

This addendum addresses and/or clarifies the following:

Question 1: In your second objective, you reference "Creatively spotlight countries and institutions that are prioritizing adaptation" - do you already have countries and institutions in mind? And do you have existing content/evidence/stories that the agency can utilise, or will this prioritisation and sourcing be required by the agency?

Response 1: GCA will provide the agency with this information.

Question 2: In your third objective, you reference "Mobilize key audiences, including policymakers, media, adaptation practitioners" - can you outline what actions you'd like to see key audiences take?

Response 2: We would like key audiences to actively engage with the campaign by participating in events, endorsing core messages, and sharing campaign content across their networks.

Question 3: What does success look like for you through this Adaptation Campaign? What are the key indicators of success?

Response 3:

Success for GCA would be to gain strong visibility and engagement. Key indicators include high reach and impressions across platforms and key audiences, strong engagement and influential voices interacting with the content. As a collaborative efforts between GCA and the creative agency, we would like campaign messages adopted in broader conversations and signs that digital momentum is translated into real-world discussions on adaptation.

Question 4: As the deliverables are quite broad, please can you outline the budget for the campaign so that we can assess what is possible within your parameters? Is there a separate media budget or will this need to be included?

Response 4: GCA does not typically disclose indicative budgets or levels of effort unless explicitly stated in the procurement documents. For this specific RFP, no budget ceiling can be communicated. Bidders are therefore encouraged to submit a competitive financial proposal that reflects a realistic costing aligned with the scope and deliverables outlined in the Terms of Reference.



Question 5: We are going through it in detail now. However we are wondering if you have defined a budget range within which submissions will be considered? It's very useful for framing our ambition and thinking for a campaign of this nature and scale.

Response 5: See response to Question 4.

Question 6: As a non-branded campaign, do you have a network of key partners, stakeholders and youth leaders that will assist in amplifying the campaign on social media, or is it the responsibility of the agency to identify and engage with potential amplifiers of this nature?

Response 6: While GCA has its own network of amplifiers, we would also like the agency to identify and engage new or external amplifiers beyond our existing network.

Question 7: Do all campaign assets, including the microsite, need to be translated into the key languages (English, French, Portuguese and Spanish)?

Response 7: Yes, please include translation in the budget.

Question 8: Is it either a requirement or advantageous to include any early-stage creative direction with visual samples for the campaign in the technical proposal?

Response 8: Including early-stage creative direction is not mandatory but strongly encouraged, as it allows GCA to better assess the agency's creative approach and capabilities.

Question 9: Are there any pre-established KPIs or benchmark targets GCA aims to achieve with this campaign (e.g. engagement rates, impressions, donor visibility metrics)?

Response 9: We expect to work collaboratively with the selected agency to define key success metrics as part of the campaign strategy development. Success for GCA means strong visibility, engagement and amplification across key audiences with key messaging linking to current policy discourse around adaptation, as well as positioning the campaign itself as a leading global voice on adaptation.

Question 10: Are there any other internal targets or existing KPIs beyond the broad categories of 'Awareness' and 'Engagement'?

Response 10: See response to Question 9.

Question 11: Can GCA clarify if the selected agency will be posting directly on social channels or working through the GCA comms team?

Response 11: The agency will be working closely with GCA's Communications team. Posting will be through GCA's social media platform Brandwatch.

Question 12: Are there any paid channels GCA have explored before?

Response 12: GCA has ran paid campaigns through meta and LinkedIn in the past.



Question 13: What other non-digital engagement will GCA be doing in the run-up to COP30?

Response 13: GCA will host several high-level events such as at the Africa Climate Summit, UNGA80, Youth Forums, Adaptation Partnership Forums. GCA is also running a separate campaign for its Youth Leadership Program on Youth Climate Adaptation Action Day, which can be leveraged to amplify the adaptation campaign's messaging.

Question 14: Will GCA have an on-the-ground or sponsorship presence at any other key global events mentioned e.g. UNGA, Africa Climate Summit, etc?

Response 14: Yes, GCA will have on-the-ground presence at the above-mentioned events.

All other requirements regarding the Request for Proposal remain the same.