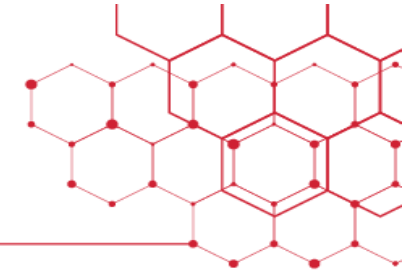


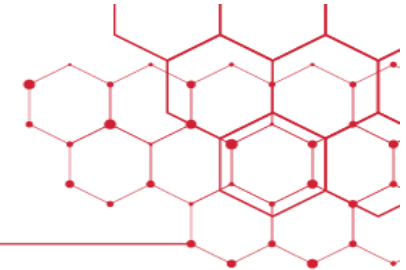
Dated: 16 April 2025

Response to Queries-Request for Proposal (RFP): Hiring of National and/or International PR and Public Policy Agency(s)

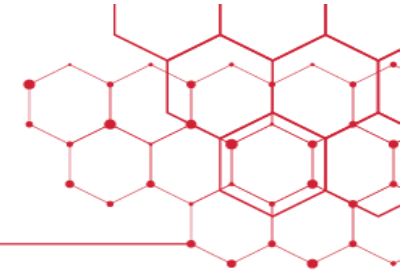
S. N.	Clause number and page reference	RFP text	Query	CDRI Response
1.	Clause 9(I)	<p>A comprehensive communication and advocacy plan detailing how your agency will promote ICDRI 2025 (refer to ICDRI concept note). It should include:</p> <ul style="list-style-type: none"> • Strategy, objective, and goals • Duration • Identify CDRI spokesperson (s) • Targeted media list (s) and broader stakeholder (s) list • Proposed media pitch (es) • Messages and talking points • Draft press release • A strategy to influence change in key stakeholders <p>A case study of a previous project/client showing how earned media was successfully used to change public perception and/or influence a cause.</p>	<p>The ICDRI Concept Note basis which the communication and advocacy plan is to be drafted is not available in the public domain. Attempts to download the Note from the ICDRI website are unsuccessful since it shows that there is no file linked. Where can the ICDRI Concept Note be accessed?</p>	<p>ICDRI 2025 concept note is attached as Annexure I.</p>
2.	Technical evaluation criteria – Page 5	<p>Proposed Work Plan for each component, including allocation of responsibilities.</p>	<ul style="list-style-type: none"> • Do you require an Excel-based workback plan based on the outlined scope of work requirement on page 2? 	<ul style="list-style-type: none"> • Please share a high-level proposal. However, please note that we will need an in-depth presentation if the agency is shortlisted. • Please share a media and advocacy plan for promoting the ICDRI event.



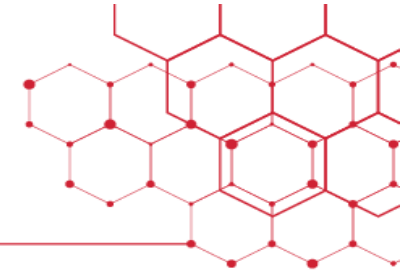
S. N.	Clause number and page reference	RFP text	Query	CDRI Response
			<ul style="list-style-type: none"> •What exactly is the requirement of the work back plan, as the requirements outlined for the technical proposal on pages 6 & 7 do not mention a work back plan, but strategy and advocacy plan for the annual ICDRI event. Do share some guidance on this, please. 	
3.	Pg 2, Clause 2.1: Objective	Support CDRI's strategic communications, media relations, and public relations priorities in India and globally.	Are there any specific regions that are more important to you than others?	43 member countries (information available on CDRI website), Focus on SIDS
4.	Pg 7, Clause 9.1: Technical Proposal	A strategy to influence change in key stakeholders for ICDRI 2025	Who are the primary stakeholders you wish to reach with your media and PA outreach?	Refer attached document as Annexure II .
5.	Pg 2, Clause 2.1: Objective	Strategic outreach to build influence and advance CDRI's work by promoting its programmes, knowledge reports, and events.	Are there any misconceptions or challenges in public perception that need to be addressed through PR and PA efforts?	No misconceptions. Ask is to make a case for the resilience dividend
6.	Pg 3, Clause 2.2.a: Media and public relations services	Develop and implement a crisis communication plan, as needed.	Have there been any recent media crises or reputation challenges that the agency should be aware of?	No
7.	Pg 1, Clause 1: Background	With the Strategic Work Plan for 2023 – 2026, CDRI has set out the following strategic outcomes.	Are there any additional (specific) outcomes that you are aiming for? E.g., increased funding commitments, adoption of resilience standards, etc.?	A strong Coalition that has members, resources, and global leadership to drive action, promotion of knowledge products that focus on risk-informed policy and practice. Refer attached document as Annexure II .



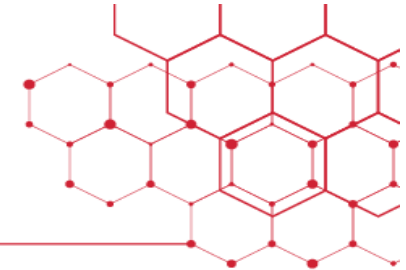
S. N.	Clause number and page reference	RFP text	Query	CDRI Response
8.	Pg 2, Clause 2.1: Objective	Drive change through the production of high-quality documents on DRI and engagement with key stakeholders.	Are there any specific government organisations (legislative bodies, regulatory agencies, advisory councils etc.) or officials who are of key interest to you, or whose campaign contributions you would particularly encourage?	Decision makers, senior bureaucrats
9.	Pg 3, Clause 2.2.b: Policy advocacy	<ul style="list-style-type: none"> Plan and deliver state and national-level outreach in India for CDRI's critical infrastructure work for policymakers. Facilitate engagements with high-level influencers 	What resources can CDRI allocate to dedicated advocacy efforts- national and global? This would ensure that our plan and proposal for you is realistic.	Staff, technical experts, knowledge products, convenings
10.	Pg 1, Clause 1: Background	Strategic Outcome 3: Enhanced capacities of government, private enterprises, and communities to implement post-disaster recovery and DRI action at scale.	Are there any sensitive legislative issues or setbacks that you would like us to handle on your behalf?	None
11.	General Question	NA	Are there any upcoming events, reports or policy decisions that we can plan and time our efforts around to maximize the relevance of the proposal?	ICDRI/COP, launch of finance study (NIP), telecom state-level workshops
12.	Section 2. Terms of Reference:	CDRI intends to hire National and/or International PR and Public Policy Agency(s) for national and international PR, strategic media, and public policy support to promote and advance its work and the cause of DRI in India and globally."	When you say that we need to support your communication strategy and public relation efforts in the international market, what do you mean by the international market, and can you please specify the countries?	43 member countries (information available on CDRI website), Focus on SIDS



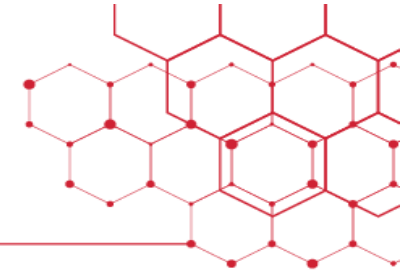
S. N.	Clause number and page reference	RFP text	Query	CDRI Response
13.	Section 2.2. a. Media and public relations services:	"Create and implement a comprehensive media and public relations plan that adheres to CDRI's communication strategic framework, including the target audience..."	What is your primary and secondary target audience?	Refer attached document as Annexure II .
14.	NA	NA	What is the tentative range of budget you have for the India market and for international markets in total?	Not disclosed at this stage
15.	Section 2.1. Objective, Section 2.2. a. Media and public relations services	Draft messaging documents, talking points, FAQs, media Q&As, etc." "Provide strategic advice to CDRI leadership on positioning, messaging..."	What has been your messaging and your go-to statement for the stakeholders in India versus that of the international markets?	Similar messaging for both markets. Refer CDRI social media platforms. See Annexure II .
16.	NA	NA	Regarding the competitor organizations you mentioned, do you have an aspirational company that you are looking at and saying you want to benchmark against?	We haven't mentioned any such organization
17.	Section 2.2. a. Media and public relations services:	"Develop and maintain a comprehensive media list of all forms of media. "Proactively pursue stories...targeting all forms of media..."	You mentioned that you are not visible in XYZ media apart from India. Do you have an aspirational media list?	We have not mentioned this. However, we would appreciate list of major publications read by our audience
18.	Section 2.2. b. Policy Advocacy, Section 2.2. a. Media and public relations services	Facilitate engagements with high-level influencers." "Actively engage with and develop relationships with influencers."	Regarding facilitating engagements with high-level influencers, what do you mean by high-level influencers?	Govt. officials, bureaucrats, senior journalists, CEOs



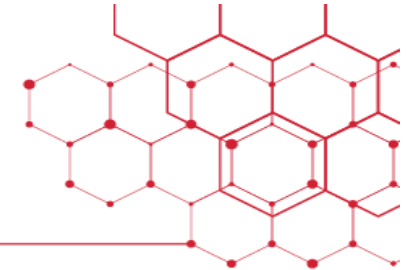
S. N.	Clause number and page reference	RFP text	Query	CDRI Response
19.	Section 2.2. b. Policy Advocacy,	Policy Advocacy	When you talk about policy advocacy, what is the definition or what are the deliverables that you are looking at?	Driving policy change
20.			We understand the key leadership is based at India – how would you distribute the support in India and globally – is it safe to assume that you would require the entire account / project management support in India.	No, they could be based anywhere, but some knowledge / expertise / contacts on PR / PP in the Indian market would be required
21.			We also are aware that your prime donors are GOI, Govt. of Aus, Govt of UK and EU – what percentage of Media & Policy support is envisaged here	Donors are not the focus of our media and policy work, but are appropriately acknowledged when we communicate about the work they are funding
22.			Apart from the donor countries is CDRI also keen to have any engagement in programme countries – if yes, please help us with priorities – this would help us with team structure and more important will have an impact on budgets	Yes, the ambition is to drive change in programme countries, and PR and PP play a role in this. SIDS is a big focus.
23.			We are aware of your ICDRI fellow ship programme – apart from regular planned media engagement how many high visibilities event support can be envisaged (considering CDRI actively co-hosts programme launch events across the world) in a calendar year.	No high profile fellowship events, but opportunities to use fellows’ stories in broader PR / PP.
24.			In terms of policy advocacy – would you have any estimate of number of	Approx.10 across different programmatic areas and geographies



S. N.	Clause number and page reference	RFP text	Query	CDRI Response
			roundtables you expect the partner to conduct in a calendar year.	
25.			Are we free to suggest policy advocacy formats like webinars, policy briefs, process documents, or let us know if CDRI has any restricted format preferences	Yes
26.			As an agency, are we allowed to come up with an effort estimate and suggest a number of deliverables across each stream of work, while yes, this will impact the budgets, the same can be negotiated, optimizing the effort estimate or scope of work.	Yes
27.			Any remote chance to extend the submission deadline	The deadline is being extended until 24 April 2025.
28.	Page 7	Inclusion of targeted media lists, proposed media pitches, draft press releases, and messaging documents as part of the Technical Proposal	<ul style="list-style-type: none"> • These deliverables are strictly mandatory at this stage, or if high-level examples/approaches would be acceptable • Are there any protections in place to ensure submitted content is not used unless the contract is awarded 	<ul style="list-style-type: none"> • High-level examples/ approaches would be adequate. However, please note that an in-depth presentation will be required in the next stage, in case the agency is shortlisted. • We confirm that the submitted content is confidential and will be deleted if you are not selected.
29.			While we understand this will be an international PR campaign, do you have any priority countries (other than India) that should be prioritised	CDRI member countries can be prioritized. Events of importance in FY 2024-25 are COP30 and G20



S. N.	Clause number and page reference	RFP text	Query	CDRI Response
30.			Will you require any support in additional languages	French and Spanish (both not frequent)
31.			Do you have an existing database of media, influencers, and stakeholders, or would the agency need to develop this from scratch?	We have a database for India, which may have to be updated
32.			How many spokespersons or senior staff members will require media training?	Up to five, however, this may change
33.			Do you have a specific annual budget in mind for this comms partnership	Yes, but it cannot be disclosed at the RFP stage.
34.			If a budget is already in place, does it include direct costs, such as paid media placements and influencer collaborations?	We avoid paid activity



Annexure I

International Conference on **Disaster Resilient Infrastructure (ICDRI) 2025**

Shaping a Resilient Future for Coastal Regions

Introduction

ICDRI 2025 will contribute to shaping a future where coastal regions, particularly Small Island Developing States (SIDS), are better equipped to withstand climate-induced hazards while fostering economic stability and ecological sustainability.

Background

Climate change is intensifying climate-induced hazards - both hydrometeorological disasters and slow-onset events - and creating new risks for places and communities. In coastal regions, rising temperatures have increased the frequency and intensity of heavy precipitation events, such as hurricanes, cyclones and flooding; and, extreme storms and sea-level rise are resulting in greater coastal flooding, storm surges and coastal erosion.

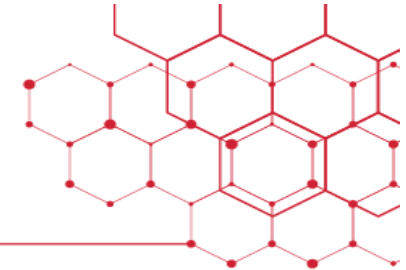
About 37 percent of the world's population lives within 100 km of the coast, where the population density is twice the global average. These coastal communities contribute an estimated 1.5 trillion USD to global GDP annually, a figure projected to rise to almost 3 trillion USD by 2030. In addition, nearly 90 percent of the goods being moved globally are transported by sea.

The interconnectedness and interdependence of critical infrastructure in coastal areas amplifies this increasing risk, leading to higher dynamic risks and cascading impacts. The risks to critical services such as health, transport, power and telecommunications are exacerbated by aging infrastructure, poor maintenance and their establishment in hazard-prone areas.

While all coastal areas face these increasing challenges, for SIDS, their remoteness and geographic location compounds their vulnerability.

ICDRI 2025

ICDRI's ambition is to align with both the UNDRR Global Platform on Disaster Risk Reduction (GPDRR) in Geneva, and third UN Oceans Conference (UNOC3), in Nice, both in June 2025, around integrated, risk-informed and adaptive infrastructure solutions that safeguard both people and the planet. CDRI has been engaging with UNDRR to support the integration of DRI into the GPDRR agenda, and the venue for ICDRI will be in the UNOC3 Green Zone.



The Conference will be an opportunity to address the challenges of harmonising infrastructure development priorities in the coastal regions, with a specific focus on SIDS. Governments, public and private sector infrastructure stakeholders, multilateral development banks, local bodies and financial institutions will convene to deliberate, showcase and share risk-informed infrastructure investment approaches towards shaping a future beyond disaster and climate risks in the coastal regions and SIDS.

CDRI through its programmes is already contributing towards resilience of coastal areas including SIDS. These contributions are realized through country-level technical support, development of frameworks, assessment of infrastructure and systems, developing knowledge repository on disaster risk management, and enhancing adaptive capacity and resilience of infrastructure to climate and disaster risks. These efforts are influencing infrastructure investments, facilitating access to financing for resilience-building measures and supporting the adaptation of the urban environment.

Through these engagements, and through consultation with representatives from coastal regions, CDRI has identified the key priorities which will drive the agenda and outcomes of ICDRI:

- **Data & Technology**
- **Early Warning Systems**
- **Codes and Standards**
- **Access to Finance**
- **Preparedness Tools**
- **Inclusion**

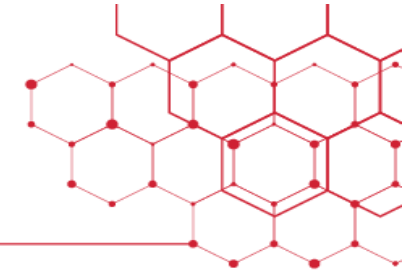
To prepare for ICDRI, CDRI has formed a Community of Practice for global experts and practitioners, and within this, established four Expert Groups. These experts will guide the development of the agenda and produce bespoke thought pieces to inform the deliberations and outcomes of ICDRI 2025.

Outcomes

CDRI will launch a thought piece on DRI for Coastal Regions in the Inaugural session of ICDRI, which will be developed by the Expert Groups within the Community of Practice. This will frame discussions over the two days and beyond, including in the broader UNOC3 events.

A summary of the Conference and key recommendations will be produced, and released, at a high-level side event planned to be held in the UNOC3 Blue Zone.

CDRI will maintain the Community of Practice as a space for experts to share good practices and collaborate.



Annexure II

CDRI COMMUNICATION STRATEGY FRAMEWORK

Target Audience	Objectives	Means of Communication	Assumptions/ Risks	Other Actors	Interim Outcomes	Outcomes at the end of SWP (2026)
Decision Makers - Politicians - Officials - Private Sector	<ol style="list-style-type: none"> 1. Increased awareness about CDRI. 2. Acknowledge the role of Members & collaborators. 3. Make the case for DRI, including the financial benefits of investment. 	Briefs Technical Papers/Reports Evidence-based Case studies Presentations Press Social Media	<p>Lack of understanding/ clarity about CDRI.</p> <p>Lack of understanding on DRI and the positive financial case for investing in DRI.</p> <p>Regularity & scale of disasters is unpredictable but increasing.</p>	UNDRR UNDP WB MDBs GCA WRI	<p>Increased awareness of CDRI & interest in its offerings.</p> <p>Enhanced understanding of DRI.</p> <p>CDRI Members feel properly recognized and view CDRI positively.</p>	<p>CDRI is a global - brand, influencer, and DRI solution provider.</p> <p>CDRI is well-positioned to influence planning and policies necessary to ensure DRI.</p>
Policy Influencers - Politicians - Officials - Researchers - Media	<ol style="list-style-type: none"> 1. Showcase CDRI, and its work, including as a funder for DRI. 2. Make the case for DRI, including the financial benefits of investment. 	Briefs Technical Papers/Reports Evidence-based Case studies Presentations Press Website Events	<p>CDRI members /donors don't always feel properly acknowledged.</p> <p>Capacity.</p>			
Public (Educated Urban)	<ol style="list-style-type: none"> 1. Promote CDRI Brand. 2. Advocate DRI, demonstrating benefits to communities, life & livelihoods. 	Social Media Website Press Blogs, Op-eds Infographics				