1. From TOR: "The campaign should use a series of visuals/photos or mini videos that show sustainable cooling solutions and their impact on everyday life, both for social media and for exhibiting at conferences and events throughout 2020." Would the partnering agency produce the mini-videos and the photography, or would the agency produce? The campaign should be created with existing photo material. Royalties for pictures would be paid by SEforALL (if needed).

2. Do you know what events and conferences you plan to join in 2020? The original plan was to launch this campaign at the SEforALL Forum in May – but this event has been postponed. Due to the current situation, we don't know which conferences will be held in the second half of this year.

3. Will this campaign use the current branding of SE4All/Cooling for All initiative, or have its own look and feel, hashtag, etc.? The campaign should incorporate existing SEforALL branding but have its own look and feel and hashtag.

4. Do you have examples of previous exhibition designs you've used? Event designs such as Charrettes: https://www.flickr.com/photos/seforall/albums/72157709427004532 or 2018 Forum: https://www.flickr.com/photos/seforall/albums/72157668793279228

5. What kinds of "exhibit specifications" are expected? Just creative or also architectural? A mock up graphic showing how an exhibition could look like – e.g., on walls, on stands, on custom built structures, with specifications included (dimensions, material).

6. Would part of the camping goal be to bring on new partners? What support would you seek from the partnering agency for this? No.

7. What is the estimated budget for the campaign? We are not able to provide this information. We seek the best value for money.

8. Are there any creative assets you’re prioritizing as of now (video, web, collateral, exhibition booth design, etc.)? Digital assets are a priority.

9. By when would you like to launch the campaign? How long do you envision the campaign to run? At least for 6 months, so most likely for the second half of 2020.

10. Considering the challenges brought by the current crisis - when do you plan to hold the digital kick off meeting? Have your timelines changed at all? We extended all the timelines. Planned kick-off meeting would be mid-April. https://www.seforall.org/sites/default/files/2020-03/ToR Cooling Campaign_20200320.pdf

11. Would it be possible to extend the timelines a bit more, so the concept of the exhibit can be informed by the other products - especially considering that in-person events might not be feasible in the near future? This can be discussed when the contract has been awarded.

12. Have you considered how the COVID-19 crisis might impact this project on the short, medium and long run? Would you be able to share that with us? This is mainly a digital campaign. Public awareness will hopefully shift from the coronavirus crisis to other topics in the second half of the year.

12. Do you have an existing campaign plan we could look at to inform thinking? This would be our first Cooling campaign. See example of a campaign that we like: https://cleancooking.is/