

RFP UNSSC/2026/04 on AI-Enhanced Immersive Learning Film

#	Question	Answer
1	<p>References – Technical Proposal Appendix A:</p> <p>With regard to previous work references, would examples be considered responsive if they demonstrate strong capabilities only in AI-generated content or interactive narrative design, and related thematic areas, even where the sector focus is not specifically sustainability or environmental topics, and/or where the examples do not fully reflect the exact decision-node structure required for the video described in the TOR?</p>	<p>Yes, reference to past projects on the AI and/or VR generated content and immersive narrative films is relevant. A minimum of 2 years experience in this sector is a minimum pre-requirement. Absence of experience in sustainable development topics is not a pre-requirement, nevertheless experience in relevant topics will be evaluated under technical criteria 3. If there is no evidence of sustainable development topics, the submission will be considered, but will get no points on criteria 3.</p>
2	<p>List of main clients:</p> <p>Annex C - Evaluation Criteria (Technical Evaluation)</p> <p>With reference to the “List of main clients” criterion, is there an expected minimum or recommended number of clients that bidders should include in order to be considered competitive under this criterion? In addition, could you please confirm whether, for the purposes of “similar services,” the production of AI-generated content without a VR component would be considered acceptable?</p>	<p>No, there is no minimum number of clients, however the longer the list of clients to which similar services have been rendered, the higher the score. Higher points will also be given to clients in the UN / international organizations.</p> <p>Yes, the production of films and videos with AI-generated content without VR component would be considered relevant.</p>
3	<p>Final delivery format:</p> <p>Could you please clarify whether Meta Quest 3S is expected to be a final delivery format for the completed product, or only a review/testing environment, given that Phase 5 refers to the final film only in web browser formats?</p>	<p>The completed product is intended to be delivered in both formats: Meta Quest 3S and web browser. While Phase 5 references the web browser as a primary delivery format, the Meta Quest 3S is equally considered a final delivery target and not merely a review or testing environment. Both platforms will receive a fully finished version of the immersive film experience, optimized appropriately for each format.</p>
4	<p>Existing learning infrastructure:</p> <p>Could you please clarify what is meant by UNSSC’s existing learning infrastructure to which the product must be deployed and integrated? In particular, are there any specific platforms, technical specifications, or constraints bidders should consider (e.g. LMS, WebXR, browser requirements, headset management)?</p>	<p>UNSSC currently uses Warp VR as its primary hosting platform for existing 360° film content. Vendors who are already familiar with or working on Warp VR are encouraged to continue using it, as this would facilitate smoother integration with our existing content library and device management workflows. However, Warp VR is not a mandatory requirement. Bidders are welcome to propose alternative hosting or deployment solutions, provided they can demonstrate compatibility with our delivery formats - Meta Quest 3S and web browser - and support the facilitated workshop context in which the experience will primarily be used.</p>
5	<p>Quest 3S headset provision and use case:</p> <p>Regarding the Meta Quest 3S requirement, could you please clarify who will provide the headsets, in what usage context they are expected to be deployed (e.g. facilitated in-person sessions vs broader distribution), and the indicative number of devices envisaged?</p>	<p>The headsets will be provided by UNSSC. The primary deployment context is facilitated in-person sessions such as training workshops and conferences, where UNSSC currently operates with a fleet of 30 VR headsets that are managed directly and carried when travelling.</p> <p>That said, UNSSC envisions this as a scalable experience. Depending on the business model, broader individual access may be enabled through alternative modalities, most notably the web browser format. UNSSC is also exploring the possibility of offering a packaged deployment solution, which could include the VR experience, headsets, reflection guides, facilitator materials, and access codes as a bundled offering for partners or clients in the future.</p> <p>In summary, the initial scope centers on our existing 30-device facilitated setup, with the architecture designed to accommodate broader distribution over time.</p>

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6	<p>•Scenario framework and SME input:</p> <p>Could you please clarify to what extent UNSSC will provide the scenario framework and subject-matter expert input, at which stage of the project, and with what level of detail? In addition, how should bidders understand the expected balance between co-created narrative development and supplier-led authorship?</p>	<p>UNSSC envisions this as a genuinely collaborative process from the outset. The scenario framework outlined in the RFP should be understood as a starting point rather than a fixed brief - it remains open to evolution through early dialogue and joint brainstorming with the selected vendor. UNSSC welcome proposals that bring creative and narrative perspectives to the table, and we are prepared to refine the thematic and structural direction together during the initial project phases.</p> <p>In terms of authorship balance, UNSSC is not seeking a supplier to execute a pre-defined script. Rather, we expect the selected vendor(s) to take an active role in shaping the narrative, while UNSSC provides strategic direction, subject-matter grounding, and content validation. Bidders should therefore feel confident proposing their own creative approaches, provided they demonstrate alignment with UNSSC's learning objectives and values.</p> <p>Regarding subject-matter expert input, UNSSC and its partners will engage in content accuracy reviews once an overarching framework and theme have been agreed upon. This input will serve to validate rather than prescribe, ensuring the final narrative is both creatively compelling and substantively sound.</p>
7	<p>•Definition of the four “worlds”:</p> <p>Could you please confirm whether the four “worlds” referenced in the TOR (e.g. urban, rural, forest, small island) are already defined by UNSSC, or whether bidders are expected to propose them as part of their methodology?</p>	<p>The four worlds referenced in the TOR have been developed by the UNSSC project team and represent UNSSC current thinking on the narrative structure. However, they should not be treated as fixed parameters. We consider them a working foundation that remains open to revision through collaborative ideation with the selected vendor.</p> <p>The story is still in active development, and UNSSC deliberately wants the vendor to be part of finalising both the thematic direction and the structural approach including, potentially, the nature and number of the worlds themselves. Bidders are therefore encouraged to engage critically with the proposed framework and, where relevant, to present alternative or complementary approaches that could strengthen the storytelling.</p> <p>In short, creative input on the worlds is welcome and expected as part of the co-development process.</p>
8	<p>To what extent is AI-generated content expected in the final product?</p> <p>Would other techniques such as game engines, CGI, photogrammetry be considered responsive to the RFP?</p>	<p>AI-generated content is expected to form the majority of the final product. There is no plan for live-action or on-location filming, so the production pipeline will rely predominantly on AI-based generation tools and workflows.</p> <p>That said, complementary techniques - including game engines, CGI, and photogrammetry - are not only permitted but actively welcomed where they enhance the quality, immersion, or narrative coherence of the experience. However, we anticipate that AI generated content is more cost effective than using those methods above. Bidders should feel free to propose a hybrid production approach that combines AI generation with other relevant techniques, provided the overall methodology remains feasible within the project scope, timeline and potential budget constraints.</p>

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9	Will UNSSC provide the thematic scenarios, policy frameworks, and subject expertise for the four Worlds, or are bidders expected to develop the scenarios and content as part of the proposed scope?	<p>This is a shared responsibility, though the contributions differ in nature. UNSSC will provide subject-matter expertise, relevant policy frameworks, and thematic grounding to ensure the content is accurate, credible, and aligned with our organisational mandate. This input will serve as the substantive foundation from which the narrative is built.</p> <p>The development of the actual scenarios and storytelling structure, however, is expected to be a collaborative effort between UNSSC and the selected vendor. Bidders should anticipate an active role in shaping the scenarios - bringing creative, narrative, and experiential design expertise to the table - rather than simply executing content that has been fully pre-defined.</p> <p>In practice, this means vendors should propose a methodology that accounts for a co-development process, including early-stage workshops or ideation sessions where both parties contribute to finalizing the scenario framework for each of the four worlds.</p> <p>See also answers to questions n. 6 and 7.</p>
10	On the branching narrative structure, should decision pathways remain fully divergent throughout the experience, or can they converge back into a shared narrative after key decision points?	<p>The branching narrative structure is indicative rather than prescriptive. It reflects our current thinking on how interactivity and learner agency might be embedded in the experience, but it is not a fixed requirement. Bidders are actively encouraged to propose alternative narrative architectures - including convergent, parallel, or hybrid structures - if they believe a different approach would better serve the learning objectives and overall immersive quality of the experience.</p> <p>We are open to being guided by the vendor's expertise in interactive storytelling.</p>
11	Is the experience expected to be used primarily as part of facilitated workshops, or should it also be designed for fully self-guided use by individual learners?	<p>The experience is designed primarily for facilitated settings - including structured workshops, training sessions, and side events at conferences. In these contexts, a facilitator will guide participants through the experience, supporting reflection and discussion before and after the immersive film.</p> <p>That said, the broader delivery architecture - which includes a web browser format alongside the Meta Quest 3S - is intended to allow for more flexible access over time. While self-guided individual use is not the primary design brief, bidders are encouraged to keep this potential secondary use case in mind.</p>
12	Are companies registered outside Europe, including companies based in Brazil, eligible to submit proposals and enter into contract directly with UNSSC?	Yes, companies with valid legal registration in any country are eligible, as long as they are not listed in the UNGM ineligibility list.
13	Is there an indicative budget range available for this project?	UNSSC does not provide an indicative budget as it may bias financial offers from bidders. The RFP aims at identifying competitive suppliers and the financial component has a weight of 40%, so that we encourage companies to submit their most competitive offer, also taking into consideration the financial constraints that the UN system is experiencing and the humanitarian and educational objective of UNSSC.

The information shared in the present Q&As file shall be used only within the scope of the tender.