

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: 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”: 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? 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?	<p>Yes, companies with valid legal registration in any country are eligible, as long as they are not listed in the UNGM ineligibility list.</p>
13	Is there an indicative budget range available for this project?	<p>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.</p>

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14	Will this experience be delivered primarily in facilitated workshops, self-paced learning, leadership programs, or blended formats?	<p>The experience is designed primarily for facilitated settings - including structured workshops, training sessions, and side events at conferences - mainly for professionals who have a leadership role. 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>
15	Is the expected output a guided immersive film only, or should it include interactive decision selection inside the headset and browser experience?	<p>The expected deliverable is an immersive film that includes interactive decision-making elements, not a passive guided film alone. Learner agency and interactivity are central to the experience, and bidders should plan for decision selection functionality across both the Meta Quest 3S and web browser formats.</p> <p>That said, the branching narrative structure referenced in the TOR is indicative rather than prescriptive. It reflects our current thinking on how interactivity might be embedded in the experience, but it is not a fixed requirement. Bidders are actively encouraged to propose alternative narrative architectures if they believe a different approach would better serve the learning objectives and overall immersive quality. We are open to being guided by the vendor's expertise in interactive storytelling, and proposals that thoughtfully challenge or refine the suggested structure will be viewed favourably, provided the rationale is clearly articulated.</p>
16	Should each decision pathway show both medium-term and long-term outcomes as separate scenes, or can they be represented through narration/visual montage?	<p>UNSSC does not have a fixed preference on how medium-term and long-term consequences are presented, and considers this an important creative and production design decision to be explored collaboratively with the selected vendor during the early stages of the project. Both separate consequence scenes and narration or visual montage approaches are considered viable, and the most appropriate method may vary depending on the narrative context, the nature of the decision, and the world in which it takes place.</p> <p>Bidders should note that production feasibility and cost-effectiveness are important considerations in this regard as the volume of unique consequence sequences generated by the branching narrative structure has significant implications for production scope and budget.</p> <p>Bidders are encouraged to propose and justify their recommended approach as part of their submission, clearly articulating how their chosen method balances narrative impact, immersive quality, and production efficiency. Proposals should demonstrate creative solutions to conveying complex consequence pathways within realistic production constraints.</p>

#	Question	Answer
17	Should participants experience all branches over time, or only one pathway based on their choices?	<p>The intended design is for participants to experience a single pathway determined by their own choices throughout the experience. This approach is considered most appropriate for the primary facilitated workshop context, where the experience is designed to be completed within a structured session and where the sense of personal agency and accountability is best preserved when participants live with the consequences of their own decisions rather than exploring all possible outcomes.</p> <p>That said, the facilitated context does open the possibility for multiple playthroughs as part of a planned reflection or debriefing session. Facilitators may choose to guide participants through a second run of the experience - or selected decision points within it - to explore alternative pathways and compare outcomes as part of a structured group discussion. This would be a facilitation design decision rather than a built-in feature of the experience itself, and bidders should factor this potential use case into their proposed interaction and content management design where relevant.</p>
18	Will UNSSC provide a competency framework, learning objectives, or measurable outcomes for participants?	<p>Yes. UNSSC will provide an initial competency framework, learning objectives, and measurable outcomes as a foundation for the project. However, these should be understood as a starting point rather than a finalized brief. They will be reviewed and refined collaboratively with the selected vendor during the early stages of the project so that the learning design is both pedagogically sound and well-suited to the immersive format.</p> <p>Bidders with experience in experiential or immersive learning design are encouraged to bring their own perspective on how learning outcomes can be most effectively structured and assessed within a VR and browser-based context.</p>
19	Will UNSSC provide SMEs for land, climate, biodiversity, systems thinking, and sustainable development governance?	<p>Yes. UNSSC will provide access to subject-matter experts across the thematic areas central to this project. Their input will validate the content accuracy, credibility, and alignment with both UNSSC's organizational mandate and the broader UN policy frameworks that underpin the experience.</p> <p>SME engagement is expected to be most intensive during the content development and validation phases. SMEs will review and validate the scenario content, ensuring the immersive experience reflects current knowledge, policy positions, and real-world complexity across each of the four worlds.</p> <p>Bidders should factor this collaborative validation process into their proposed methodology and timeline, and are encouraged to identify how they would structure SME engagement sessions to make the most effective use of expert input.</p>

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20	Does UNSSC have preferred or prohibited AI platforms, generative tools, models, or hosting environments?	<p>UNSSC does not currently have a prescribed list of preferred or prohibited AI platforms, generative tools, or models for this project. Bidders are therefore free to propose the tools and workflows they consider most appropriate for delivering a high-quality, immersive experience within the agreed scope, timeline, and budget.</p> <p>That said, any AI tools and platforms employed in the production pipeline should align with the UN system's broader principles on the responsible and ethical use of technology, including considerations around data privacy, intellectual property, and the transparency of AI-generated content. Bidders should be prepared to disclose the AI tools and platforms they intend to use as part of their technical proposal, and to demonstrate that their proposed workflow is compliant with relevant ethical and legal standards. In terms of hosting environments, UNSSC currently uses Warp VR as its primary platform, and vendors familiar with it are encouraged to leverage it.</p>
21	Are AI-generated visuals acceptable for final production deliverables, or should AI outputs be enhanced through CGI/game-engine/animation finishing?	<p>AI-generated visuals are fully acceptable for final production deliverables and are expected to form the majority of the finished product. There is no plan for live-action or on-location filming, and the production pipeline will rely predominantly on AI-based generation tools and workflows. Complementary techniques - including game engines, CGI, photogrammetry, and traditional animation finishing - are welcomed where they meaningfully enhance the quality, immersion, or narrative coherence of the experience. However, bidders should note that cost-effectiveness is an important consideration. Proposals that incorporate additional techniques should therefore clearly articulate the added value they bring relative to their cost and production complexity</p>
22	Are there requirements regarding transparency or disclosure of AI-generated content within the final experience?	<p>Transparency in the use of AI-generated content is a consideration that will be factored into the project. Any specific requirements or guidelines in this regard will be discussed and agreed upon collaboratively with the selected vendor as part of the project onboarding process.</p>
23	Does UNSSC have brand guidelines or ethical guidelines governing AI-generated imagery, voice, and storytelling?	<p>UNSSC does not currently have dedicated guidelines specifically governing AI-generated imagery, voice, and storytelling. However, all creative outputs will be expected to align with UNSSC's broader brand standards and the UN system's overarching principles on ethical communication, inclusivity, and responsible use of technology. These will serve as the guiding parameters within which the selected vendor should operate, and any specific expectations will be discussed and agreed upon collaboratively during the early stages of the project.</p>

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24	What visual quality benchmark should the vendor target for environments, counterfactual scenes, and continuity across worlds?	UNSSC does not currently have predefined visual quality benchmarks for this project. Given the innovative and exploratory nature of the production approach, we consider the establishment of visual quality standards to be an early and important milestone to be developed collaboratively with the selected vendor and relevant subject-matter experts during the project's initial phases. Bidders are therefore encouraged to propose their own quality benchmarks and visual references as part of their submission, demonstrating how they would ensure consistency, coherence, and immersive integrity across environments, counterfactual scenes, and the four worlds. This will form part of the evaluation criteria and will serve as the basis for agreeing a shared visual quality standard at project outset.
25	Will this be 4 separate applications or 1 application containing all 4 worlds?	The intended deliverable is a single, unified application encompassing all four worlds.
26	Should the Meta Quest 3S experience be delivered as a native app, WebXR experience, browser-based headset experience, sideloaded file, or another format?	UNSSC is open to proposals that best serve the experience across both Meta Quest 3S and web browser. That said, development of a standalone native app is not something we are seeking at this stage. UNSSC currently uses Warp VR as its primary hosting platform, and vendors familiar with it are encouraged to leverage it, though it is not a mandatory requirement. Alternative solutions will be considered provided they support seamless deployment in facilitated workshop settings and reliable access across both delivery formats.
27	For browser delivery, are there preferred technologies, browser versions, hosting constraints, or device compatibility requirements?	<p>The browser-based experience should be compatible with the latest versions of all major browsers. Bidders should ensure the experience is accessible across both desktop and mobile devices, given the range of contexts in which individual and facilitated access may occur.</p> <p>In terms of hosting, UNSSC currently uses Warp VR as its primary platform for existing 360° content, and vendors familiar with this platform are encouraged to leverage it where appropriate. However, Warp VR is not a mandatory requirement, and alternative solutions will be considered provided they meet compatibility and accessibility requirements.</p> <p>Beyond these parameters, UNSSC does not prescribe specific front-end technologies or frameworks, and bidders are encouraged to propose the most suitable technical approach as part of their methodology.</p>

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28	What is UNSSC's current infrastructure and technical capabilities?	<p>UNSSC's current infrastructure for immersive learning is built around a fleet of 30 Meta Quest 3S headsets, which are managed and deployed by our team for facilitated in-person sessions including workshops, training events, and conference side events. These devices are used on a travelling basis, accompanying facilitators to events rather than being stationed in a fixed location.</p> <p>For content hosting and delivery, UNSSC currently uses Warp VR as its primary platform for existing 360° film content, supporting both headset-based and browser-based access. This platform also handles access control workflows.</p> <p>In terms of content production, UNSSC does not have in-house film or immersive content production capabilities, and the selected vendor will be responsible for the full production pipeline. UNSSC's internal contribution centers on subject-matter expertise, organizational knowledge, learning design input, and project oversight, with subject-matter experts and relevant partners engaged for content validation at key project milestones.</p>
29	Will the experience need LMS integration, SCORM, xAPI, LRS connectivity, SSO, or completion tracking?	<p>There are currently no plans to integrate the experience into an existing LMS platform, and requirements such as SCORM, xAPI, LRS connectivity, or SSO are not part of the immediate scope. The experience is designed primarily for facilitated in-person settings where formal completion tracking through a learning management system is not a core requirement.</p> <p>That said, as the experience scales toward broader individual access - particularly through the browser format - the need for some form of access management or completion tracking may become relevant. Bidders are welcome to flag any lightweight solutions they would recommend in this regard.</p>
30	Does UNSSC require user-level analytics, aggregate analytics, completion data, or reporting dashboards?	<p>Analytics and reporting capabilities are not included in the current scope as defined in the TOR. The immediate priority is the development of the immersive experience itself, and formal data collection or reporting infrastructure is not a requirement at this stage.</p> <p>However, given the learning and evaluation context of the experience, UNSSC recognizes that some level of insight into participant engagement and completion may be valuable as the project matures and scales. Bidders are welcome to outline any analytics capabilities that would be available as part of their proposed hosting or delivery solution as this may inform future phases of the project.</p>
31	What are the expected hosting arrangements for the final deliverable?	<p>The final deliverable is expected to be hosted on a platform that supports seamless delivery across both Meta Quest 3S and web browser formats. UNSSC currently uses Warp VR as its primary hosting platform for existing 360° content, and vendors familiar with or already working on this platform are encouraged to leverage it, as this would facilitate smoother integration with our existing content library and device management workflows.</p> <p>However, Warp VR is not a mandatory requirement. Bidders are welcome to propose alternative solutions provided they can demonstrate compatibility with both delivery formats, support access control and device management in facilitated workshop settings, and are accessible across all major browsers on desktop and mobile devices.</p>

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32	Does UNSSC expect offline capability for headset deployment?	<p>Yes, offline capability is an important requirement for the Meta Quest 3S deployment. As noted elsewhere in this RFP, UNSSC operates its headset fleet in a travelling capacity, accompanying facilitators to workshops, training events, and conference side events in a variety of locations. Internet connectivity in these settings cannot always be guaranteed, and the experience must therefore be fully functional without a reliable network connection.</p> <p>Bidders should ensure that the experience can be preloaded onto devices ahead of facilitated sessions and run independently of an internet connection. Any proposed hosting or deployment solution should support straightforward offline content management, enabling UNSSC's team to update or refresh content on devices efficiently between events.</p> <p>It should be noted that offline capability is a requirement specific to the Meta Quest 3S deployment. The browser-based format, by its nature, is expected to require an active internet connection and is not subject to the same offline constraint.</p>
33	Should the experience support content updates by UNSSC without vendor intervention?	<p>Yes. UNSSC expects to be able to make routine content updates independently, without requiring vendor intervention for every change.</p> <p>Bidders should therefore propose a content management approach that is accessible to a non-technical team, with clear documentation and handover processes built into the final delivery.</p> <p>That said, UNSSC recognizes that more significant updates - such as technical modifications or platform-level adjustments - may require vendor support. Bidders are encouraged to outline the scope of what UNSSC could manage independently, and to propose a post-delivery support arrangement that covers more complex interventions where necessary.</p>
34	For accessibility, are additional accommodations expected such as captions, transcripts, audio descriptions, keyboard navigation, reduced-motion mode, or screen-reader compatible alternatives?	<p>Bidders should refer to the RFP for the full list of specified accessibility requirements. Features not explicitly referenced in the RFP are not mandatory requirements at this stage.</p> <p>That said, UNSSC is committed to inclusive design principles, and accessibility enhancements are considered a valued addition to the experience. Bidders who can demonstrate a thoughtful approach to accessibility - particularly for the browser-based format where a wider and more diverse audience may engage with the experience independently - are encouraged to outline any additional accommodations they would propose as part of their submission.</p>
35	Are there terminology glossaries, style guides, SDG language preferences, or UN editorial standards that should be used?	<p>At this stage, no specific terminology glossary, style guide, SDG language preference document, or UN editorial standard has been formally designated for the project. Once the relevant resources are identified and agreed upon, UNSSC will provide all available and necessary reference materials to support the work.</p>

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36	How many formal review cycles are anticipated for each phase deliverable?	<p>UNSSC anticipates a collaborative and iterative engagement model with the selected vendor throughout the project. While the number of informal touchpoints may vary depending on project needs, the following general structure is envisaged:</p> <ol style="list-style-type: none"> 1) Regular working-level check-ins and feedback exchanges will take place during each phase to ensure alignment, address emerging issues, and support timely progress. These may include virtual meetings, written comments, and iterative refinements as needed. 2) One formal review and validation cycle per phase deliverable is expected. At the end of each phase, the vendor will submit the agreed deliverable for structured review and consolidated feedback from UNSSC. 3) Following incorporation of feedback, the deliverable will be finalized and formally signed off before proceeding to the next phase.
37	Would UNSSC consider optional pricing scenarios, such as AI-first, hybrid production, and premium production?	The request is for a one-time project meeting the listed requirements and quotation in Appendix B should reflect your proposed solution as described in Appendix A. Optional pricing scenarios can be proposed as long as they meet the listed requirements. If so, please add new lines and clearly specifying the different price options.
38	Do they want the effects of the decisions shown at each decision point or only at the end?	The current idea is for the effects of decisions to be surfaced at each decision point, allowing participants to experience the immediate consequences of their choices as the narrative unfolds. However, the interactive architecture of the experience is indicative rather than prescriptive. Bidders are actively encouraged to propose alternative or complementary approaches - for example, a cumulative reveal at the end of each world, a summary outcomes screen at the conclusion of the full experience, or a hybrid model that combines immediate feedback with a broader reflective summary. UNSSC is open to being guided by the vendor's expertise in interactive storytelling and immersive learning design, provided the chosen approach demonstrably supports participant reflection, learning transfer, and engagement with the consequences of systems-level decision-making.
39	What will the user's perspective on the application world be? Floating, on the ground, walking through, something else?	<p>The user perspective within each world has not yet been defined, and UNSSC does not wish to prescribe a specific viewpoint at this stage. This is intentionally left open as a creative and experiential design decision to be explored collaboratively with the selected vendor during the early stages of the project. Bidders are welcome to propose and justify their recommended perspective as part of their submission, drawing on their expertise in immersive storytelling and VR experience design. The chosen perspective should feel purposeful and serve the narrative - for instance, considerations around agency, emotional immersion, and the portrayal of systems-level consequences - and may differ between worlds if that serves the storytelling and learning objectives.</p> <p>We are open to creative approaches and look forward to exploring this aspect of the experience design together with the selected vendor.</p>

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40	How would the decision points be presented, UI selection, voice command, narrator question etc.?	<p>The specific interaction design for decision points has not yet been defined, and UNSSC welcomes vendor expertise and creative input in determining the most effective and immersive approach. This is considered an important UX design decision that will be explored collaboratively with the selected vendor during the early stages of the project.</p> <p>Bidders are encouraged to propose and justify their recommended interaction model as part of their submission. In doing so, they should consider a number of practical and experiential factors, including the facilitated workshop context in which the experience will primarily be used, the need for the interaction method to function reliably across both Meta Quest 3S and web browser formats, the varying levels of VR familiarity among participants, and the importance of keeping decision points intuitive and not disruptive to narrative immersion.</p>
41	Do they want wildlife/fauna represented?	<p>Wildlife and fauna are not a standalone requirement, but their inclusion is considered contextually relevant depending on the narrative direction agreed upon with the selected vendor. Given that the experience spans four distinct worlds - including forest and small island environments - and addresses themes of climate, biodiversity, and ecosystem health, the representation of wildlife and fauna may naturally emerge as a meaningful narrative and visual element, particularly in scenes depicting the consequences of decisions such as ecosystem degradation or recovery. Where included, such representations should serve the storytelling and learning objectives rather than being purely decorative, and should be handled with accuracy and sensitivity given the subject-matter context.</p>
42	Can UNSSC clarify the intended SDG alignment for this project, including which Sustainable Development Goals, learning priorities, or policy themes should be most directly reflected in the four worlds and related decision pathways?	<p>UNSSC has identified a set of broad thematic areas that will underpin the experience - spanning climate, biodiversity, land, and sustainable development governance - which naturally align with several SDGs, including but not limited to SDG 13 (Climate Action), SDG 15 (Life on Land), SDG 14 (Life Below Water), and SDG 11 (Sustainable Cities and Communities). However, precise SDG alignment has not yet been formally confirmed, and the specific goals most directly reflected in each of the four worlds and their associated decision pathways will be determined collaboratively with the selected vendor and subject-matter experts during the early stages of the project.</p> <p>In terms of broader UN policy frameworks, the experience is expected to reflect the principles and ambitions of the 2030 Agenda for Sustainable Development. Alignment with other relevant frameworks may also be appropriate depending on the narrative direction agreed upon during the co-development process.</p>

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43	Will UNSSC provide scenario data, policy assumptions, case studies, and/or subject-matter inputs to support the 5-year and 15-year consequence pathways and related sustainable development outcomes?	<p>Yes. UNSSC will provide subject-matter expertise, relevant policy frameworks, thematic grounding, and access to case studies and scenario data where available, to support the development of the consequence pathways and related sustainable development outcomes. This input will serve as the substantive foundation from which the 5-year and 15-year consequence scenarios are built to make sure they are credible, accurate, and reflective of real-world complexity. UNSSC's subject-matter experts and relevant partners will be engaged at key project milestones - particularly once the overarching narrative framework and world themes have been agreed upon - to validate the accuracy and coherence of the consequence pathways.</p> <p>Bidders should factor this collaborative input process into their proposed methodology and timeline, and are encouraged to outline how they would structure SME engagement sessions to translate policy and scenario data into compelling, narratively coherent consequence pathways within the immersive experience.</p>
44	Who will be responsible for defining and validating the consequences of each decision pathway: UNSSC and its subject-matter experts, external UN agency experts, the selected supplier, or a combination of these parties?	<p>The definition and validation of decision pathway consequences will be a shared responsibility across multiple parties. UNSSC and its subject-matter experts will provide the substantive policy grounding, thematic direction, and organizational knowledge that underpins each consequence pathway. Where relevant, external UN agency experts and partners will be engaged to ensure accuracy, credibility, and alignment with the broader UN policy landscape across the thematic areas of climate, biodiversity, land, and sustainable development governance.</p> <p>The selected vendor will play an active role in translating this expert input into narratively coherent, experientially compelling, and pedagogically sound consequence scenarios within the immersive experience. Bidders should therefore anticipate a genuinely collaborative process.</p> <p>In practice, this is expected to follow a structured workflow: the vendor leads on narrative and experiential design, UNSSC and subject-matter experts review and validate content accuracy and policy coherence, and external UN agency experts are consulted when specialized thematic input is required. Bidders are encouraged to propose a methodology that clearly accounts for this multi-stakeholder validation process, including how they would manage feedback cycles efficiently within the agreed project timeline.</p>

#	Question	Answer
45	<p>Can UNSSC clarify how it envisions the branching narrative structure functioning across the four worlds, specifically whether each possible combination of choices should produce fully unique narrative pathways and custom consequence scenes, or whether pathways may converge and share outcome sequences?</p>	<p>The branching narrative structure referenced in the RFP is indicative rather than prescriptive, and UNSSC does not wish to define the precise architecture of decision pathways at this stage. The question of whether pathways should remain fully divergent, converge at key narrative moments, or share certain outcome sequences is considered an important creative and technical design decision that will be explored collaboratively with the selected vendor during the early stages of the project.</p> <p>That said, UNSSC recognizes that fully unique narrative pathways for every possible combination of choices across four worlds would represent a significant production undertaking, with substantial implications for scope, timeline, and budget. Bidders are therefore encouraged to propose a narrative architecture that balances meaningful learner agency and consequence visibility with production feasibility.</p> <p>Proposals should clearly articulate the rationale behind the proposed narrative architecture. Bidders with prior experience designing branching narratives for immersive or interactive experiences are encouraged to reference relevant examples that illustrate their proposed approach.</p>
46	<p>Additionally, how many unique outcome scenes or consequence sequences does UNSSC expect per world or across the full experience?</p> <p>Given that the RFP describes three decision points per world, two choices per decision point, and medium- and long-term consequence pathways, how many individual pathways or segments does UNSSC envision?</p>	<p>UNSSC acknowledges the mathematical complexity this question raises. With three decision points and two possible choices per decision point across four worlds, a fully branching structure would generate a substantial number of unique consequence sequences, with significant implications for production scope, timeline, and cost. UNSSC is therefore actively seeking vendor input on how to approach this challenge creatively and cost-effectively.</p> <p>Rather than prescribing a specific pathway count, we are open to alternative narrative architectures that preserve a meaningful sense of learner agency and consequence visibility without requiring a fully unique scene for every possible combination of choices. Bidders are strongly encouraged to propose and justify an alternative narrative architecture that balances learner agency, narrative impact, and production feasibility. Proposals should clearly articulate the indicative number of unique consequence scenes envisaged per world and across the full experience, along with a transparent breakdown of how the proposed structure relates to overall production cost. This will be an important consideration in the evaluation of proposals.</p>
47	<p>What level of decision-making authority is the participant expected to hold within the story, such as global leader, regional authority, local leader, or another role?</p>	<p>UNSSC's current thinking is that the participant will take on the role of a global policymaker, reflecting the seniority and professional context of the target audience the experience is primarily designed for. This framing is intended to create a sense of personal agency and accountability at a systems level, placing participants in a position where their decisions carry meaningful consequences across the four worlds and the communities within them.</p>

#	Question	Answer
48	Does UNSSC want the experience to include preferred or favored outcomes, or should all outcomes remain intentionally complex and reflective of realistic policy tradeoffs rather than simple right/wrong choices?	UNSSC does not envision the experience as one with clearly preferred or favoured outcomes. All decision pathways and their consequences should reflect the genuine complexity of real-world policy tradeoffs, resisting the temptation to frame choices as simply right or wrong. This is a deliberate and principled design decision rooted in UNSSC's commitment to developing critical, systems-level thinking among participants rather than reinforcing prescriptive conclusions. The experience is intended to confront participants with the inherent tensions and difficult compromises that characterise sustainable development decision-making at a global level — where choices that benefit one community, ecosystem, or timeframe may come at a cost to another. Consequence pathways should therefore reflect this complexity honestly. This approach also aligns with the facilitated workshop context in which the experience will primarily be used. The role of the facilitator is to guide participants through reflection and discussion after engaging with the experience, and outcomes that are intentionally ambiguous and multifaceted will generate richer dialogue, deeper learning transfer, and more authentic engagement with the subject matter than outcomes that point toward a single correct answer.
49	Does UNSSC expect each world to be based on an actual location, or is there creative flexibility to use fictionalized locations that are scientifically grounded? (This could help reduce political sensitivity and avoid assumptions tied to specific real-world locations if not part of the project's intention.)	There is creative flexibility to use fictionalised locations, provided they are scientifically grounded and credibly reflect the real-world conditions, policy challenges, and ecological characteristics associated with each of the four world types - urban, rural, forest, and small island. That said, it is worth noting that UNSSC's current internal development work has drawn on actual case studies as reference points for the four worlds. These case studies will inform the substantive and thematic grounding of each world and may continue to serve as background research material, even where the final depicted locations are fictionalized. Bidders should therefore anticipate that real-world case study input will be available to support the narrative and scenario development process, and should propose a methodology that makes effective use of this material while exercising appropriate creative latitude in the final depiction.
50	Can UNSSC clarify the intended shelf life and long-term use model for the immersive learning film within UNSSC's broader learning ecosystem, including whether it should be designed as a fixed learning film or as a modular asset that could support future geographies or broader use across the UN system and external partners?	UNSSC's current thinking leans toward designing the experience as a modular asset with the potential for future expansion and adaptation, rather than as a fixed, single-use learning film. While the precise long-term use model is still under internal discussion, we consider scalability and adaptability to be important design principles that should inform the technical and creative architecture of the experience from the outset. In terms of audience, the experience is intended to serve UNSSC's immediate learning and training needs, with the longer-term potential to extend to the broader UN system and external partners as the experience matures and scales. The packaged deployment model (bundle the experience with headsets, facilitator guides, and reflection materials) reflects this broader ambition, though the specific parameters of wider deployment will be determined in due course.

#	Question	Answer
51	Can UNSSC describe the internal project team and approval process that will guide feedback cycles for this project?	<p>UNSSC has a dedicated core project team in place that will serve as the primary point of contact and oversight throughout the project. This team will be responsible for day-to-day project management, content direction, and coordinating feedback and approvals at key project milestones.</p> <p>Subject-matter expert involvement will be structured around the content development and validation phases of the project. SMEs from UNSSC and its partners will be engaged to review and validate thematic accuracy once the overarching narrative framework has been agreed upon. The specific composition of the SME review panel and the formal approval process for content sign-off will be confirmed and communicated to the selected vendor at project outset.</p> <p>Bidders should anticipate a structured feedback cycle that involves the core project team at every stage, with SME input integrated at defined content validation milestones.</p>
52	Can UNSSC clarify the preferred technical delivery approach for the Meta Quest 3S and web-browser versions, including whether bidders should propose a native Quest application, Web/browser experience, 360° interactive video, or another format that best aligns with UNSSC's existing infrastructure?	<p>UNSSC does not prescribe a specific technical delivery format for either the Meta Quest 3S or web browser versions, and bidders are encouraged to propose the approach they consider most appropriate based on their technical expertise and the requirements of the experience. That said, a few important parameters should guide any proposed solution.</p> <p>For the Meta Quest 3S deployment, a standalone native application is not something UNSSC is seeking at this stage. The proposed delivery format should support offline capability, as the headset fleet is deployed in a travelling facilitated context where reliable internet connectivity cannot always be guaranteed. Any format proposed should also support straightforward content management, enabling UNSSC to preload and update content on devices efficiently between events without requiring vendor intervention for routine changes.</p> <p>For the browser-based version, the experience should be compatible with the latest versions of all major browsers across desktop and mobile devices. Bidders should ensure that the interactive decision-making elements of the experience function reliably in a browser context, not only on headsets.</p> <p>Across both formats, UNSSC currently uses Warp VR as its primary hosting platform for existing 360° content, and vendors familiar with this platform are encouraged to leverage it. However, Warp VR is not a mandatory requirement, and alternative solutions will be considered provided they demonstrate compatibility with both delivery formats, support offline headset deployment, and align with UNSSC's broader infrastructure and facilitated workshop context.</p>

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#	Question	Answer
53	At the proposal stage, how much creative development does UNSSC expect bidders to provide beyond the required approach and timeline: illustrative world concepts, sample decision points, visual references, or a preliminary creative treatment?	UNSSC welcomes and encourages bidders to go beyond a purely methodological submission and to demonstrate their creative vision as part of their proposal. While a detailed or fully developed creative treatment is not a mandatory requirement at this stage, proposals that include illustrative world concepts, sample decision points, visual references, or a preliminary narrative approach will provide a meaningful indication of the bidder's creative capabilities and alignment with the spirit of the project. Bidders should bear in mind that the scenario framework, world themes, and narrative structure outlined in the RFP are indicative rather than prescriptive. Creative submissions should therefore reflect the bidder's own interpretation and vision rather than a literal execution of the RFP brief, and proposals that bring fresh and well-reasoned perspectives to the narrative, visual, and interactive design of the experience are actively encouraged.
54	Can UNSSC confirm whether United States-based vendors are eligible to submit a proposal and whether there are any country-specific vendor onboarding requirements the supplier should be aware of before submitting?	Please refer to answer n. 12.
55	Does this RFP require bidders to register on any procurement or vendor platforms, such as UNGM or SAM.gov, either before proposal submission or during supplier onboarding?	No, to participate in the present tender there is no need to register to UNGM or other channels. All offers shall be send by the set deadline to tenders@unssc.org, as clearly indicated in the RFP package.
56	Can UNSSC share the anticipated budget range or maximum available budget for this project to help bidders scale the proposed production methodologies appropriately?	Please refer to answer n. 13.
57	Does UNSSC prefer that the financial proposal be structured by project phase, deliverable, workstream, task order, or another format?	Financial proposal shall be submitted by filling-in the Appendix B. First tab is requesting the cost per deliverable. Any details on how the final cost is obtained can be presented in the "Cost breakdown" tab.

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