

Minutes of the Pre-Proposal Conference

RfP16/01272: Development and implementation of voters' electoral information and education campaign in and out of the country for 2016 Presidential Elections

15 June 2016, 14:00

UN House, Conference room

Agenda:

- I. Presentation and description of procedures
- II. Questions and answers

I. Presentation and description of procedures

The Pre-proposal conference was opened by Mrs. Diana Zaharia, Senior Project Officer, Democracy Programme/ Elections, who welcomed the participants and thanked for the intention and interest to participate in the tender. Mrs. Zaharia made a short presentation of the scope of the project, emphasizing its main objectives and introduced the team present to answer to the questions.

II. Questions and Answers

Question 1: What procedures will be used for approval of the promo-materials concept/design? Who will be the approval authority – UNDP and/or CEC representatives?

Answer: The collaboration of the project with the beneficiary institution continues for almost 4 years and a productive communication has been established within this period of time. So, we don't envisage any delays in approving the necessary design and services. Taking into consideration that CEC is the beneficiary institution and its main responsibility is to ensure organization of the elections in a transparent manner, with ample information to the voters about the election process and procedures, of course the priority in taking decision stays with the CEC. UNDP will supervise the process to ensure that it is conducted correctly. This is the 3rd exercise regarding the development and implementation of the election campaign, and based on previous experience we can ensure you that all approvals will be made in time. According to the Recommendations of the Venice Commission the length of the election campaign might be reduced from 90 to 60 days with starting date as of 30th of August 2016. Respectively, a significant part of materials (design, concept) shall be ready for distribution as of 1st of September.

Question 2: Is there any budget limit for this activity?

Answer: There is a budget approved for the respective activity but cannot be disclosed to the public. However, for general orientation, any bidder can access the information about the budget of the winning company for the 2015 competition. Details can be found on UNDP webpage <http://www.undp.md/tenders/archive2015-onepage.shtml>. It is to be noted that the provided info is just for reference, as the current activity is different. Firstly it is for both in and out of country voters and voting procedures secondly it additionally includes production of promo-materials. The total amount budgeted by UNDP and CEC for this campaign is based on an internal market research made by our procurement specialist and is envisaged to meet the real contracting costs.

Question 3: What will prevail in the evaluation process – the methodological approach or the cost? The methodology, the design can affect considerably the price.

Answer: Following the UNDP procurement rules, a Combined Scoring Method between the technical (60%) and the financial (40%) proposals will be applied at the evaluation of the offers. The minimum obtainable passing score for the technical proposal is 700 points, as per the template of the evaluation chart included in the RfP. The financial offers are open after the official closure of the technical evaluation.

Question 4: What tools will be used for better information of diaspora?

Answer: It is difficult to link with foreign media in order to disseminate the audio/video spots because of the high broadcast costs. Therefore, main means of information will be through online media and Bureau for Relations with Diaspora, Diaspora Associations, and Ministry of Foreign Affairs.

Question 5: The money transfer is local or international?

Answer: As per the contract provisions the payments shall be made in USD at the UN operational rate of exchange in effect on the day of payment; for international companies the payments shall be made in USD.

Question 6: Do voting procedures for presidential elections differ from the parliamentary ones?

Answer: No, they are the same. What will differ will be the slogan and the logo for the Presidential elections. Based on the results of the opinion polls organized by CEC and UNDP, previous logo and slogan were highly appreciated by the voters.

Question 7: Will any statistical data be provided to help a better organization of the information campaign?

Answer: Yes.

Question 8: Is the company expected to provide video/ audio scripts or draft logo and slogan at the proposal stage?

Answer: It is not mandatory, but highly recommended. We encourage the bidders to provide at least some sketches to help the Evaluation Committee vision the company's creativity and readiness for the assignment.