

## Nana Jamburia

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**From:** Maia Tserediani  
**Sent:** Friday, February 22, 2019 5:24 PM  
**To:** tatiana.audi@portland-communications.com  
**Cc:** Marika Shioshvili; Nino Kakubava; Nana Jamburia; Magdalena Nowakowska; Gvantsa Bitskinashvili  
**Subject:** RE: RFP questions: Campaign Advancing Decentralization, Good Governance at Local Level, Self-Governance and Local Economic Development

Dear Ms. Audi,

Thank you for your interest in RFP for Campaign Advancing Decentralization, Good Governance at Local Level, Self-Governance and Local Economic Development announced by UNDP.

Below please find answers to your questions:

1. Deadline for submission of proposals is on Friday, 1 March 2019 at 16:00 Georgian time.
2. The UNDP policy does not allow to disclose the threshold of the budget.
3. For detailed description of minimum staff requirements please refer to Technical Proposal Evaluation Form section of the RFP and the ToR.
4. The campaign's timeline is correlated with the life cycle of the project and responds to the objectives listed in the ToR, within the given timeline.
5. Please, refer to the ToR for explanation of the objectives of the campaign.
6. Regions identified in the RFP are target areas of two UNDP projects funding the campaign –Fostering Regional and Local Development in Georgia phase 2; Fostering Decentralization and Good Governance at the Local Level in Georgia.
7. Please, see the information on the previous edition of the Small Grant Scheme:  
<http://www.ge.undp.org/content/georgia/en/home/presscenter/pressreleases/2015/10/26/small-grants-scheme-call-for-proposals.html>
8. Specific target groups are provided in the ToR
9. The methodology of measurement of the campaign success should be provided by the bidder company as a part of the proposal
10. The proposal and reporting language is English. The campaign itself is addressed to Georgian population, including ethnic Azerbaijani and Armenians in targeted regions and therefore all materials that will be developed for public use within the campaign should reflect that division.

In case of further questions please do not hesitate to contact us.

Regards,

Maia Tserediani



**Maia Tserediani**  
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**From:** Tatiana Audi <[tatiana.audi@portland-communications.com](mailto:tatiana.audi@portland-communications.com)>

**Sent:** Wednesday, February 20, 2019 9:20 PM

**To:** Nana Jamburia <[nana.jamburia@undp.org](mailto:nana.jamburia@undp.org)>

**Subject:** RFP questions: Campaign Advancing Decentralization, Good Governance at Local Level, Self-Governance and Local Economic Development

Dear Nana,

Thank you for giving us the opportunity to submit our Proposal for Campaign Advancing Decentralization, Good Governance at Local Level, Self-Governance and Local Economic Development.

Portland has had the chance to work with UNDP on similar projects in different countries, and we are looking forward to sharing our strategy and concept for this particular one.

In preparation, we're keen for your advice on a few questions that will help guide us through the process. Please find them below and we stand ready to discuss over a call if you'd like that.

Portland's questions in response to the RFP:

1. Is there a specific time deadline for submission on Friday March 1<sup>st</sup>, 2019?
2. Is there a specific budget range for the proposed project?
3. What are the requirement(s) for staff on the ground?
4. Is there a reason for the kick-off date to be March 2019?
5. Why is this campaign starting now?
6. Why have these four regions been prioritized?
7. What is the small grants scheme referred to in the proposal?
  - a. How is it allocated?
  - b. Has anyone been awarded this grant already?
  - c. Are there any case studies that you can share with us?
8. Is there a priority audience group that you want to target or is it the general population?
9. What does the success of this campaign look like for you?
  - a. How will the media and digital campaign make it better in your opinion?
10. We know the proposal is to be submitted in English but are there any other languages that we need to work in?

Thank you in advance.

Kind regards,  
Tatiana

**Tatiana Audi**  
Consultant