**Request for Clarification No.1**

Regarding received requests for clarifications relating to a procurement procedure Request for Proposal titled: ‘Provision of services to support development and implementation of the activities under UN Women BIH 16 days of activism campaign for 2019’ ref. no. RFP/UNW/BIH/04/2019 please find below the response.

Question 1

Do you expect proposer to include media buying and placement of videos and visuals on media across BiH (not only social media but others as well)?

Answer 1

No, since UN Women does not cover the costs related to media buying.

Question 2

Do you expect selected company to be responsible for Social media channels management or only to provide design of posts?

Answer 2

The selected company will not be responsible for the management of social media channels of UN Women. This will be the coordinated by the UN Women Communications Associate, but the selected company will be expected to provide recommendations and inputs as a part of the whole cooperation. The selected company will be responsible in providing design of posts.

Question 3

Engagement of the company photographer to conduct at least three photo sessions - can you please give us more detailed description about this task. Is it part of events or shall photo sessions be organized separately. Is it only done in Sarajevo or in other cities as well. We would be grateful to get more information about this.

Answer 3

The selected company is expected to conduct three photo shooting sessions with the selected participants in front of a designed photo wall dedicated to the campaign. The company will be responsible for designing and production of the photo wall and for conducting the 3 photo sessions in Sarajevo and will be coordinated with the help of UN Women. This is separate from the photo shooting task of the events in Banja Luka, Tuzla and Sarajevo.

Question 4

Shall the budget also include third party costs (for example: production of videos, media buying, production of material, events locations rental, etc)? In summary of the price we don't see any description about other costs except those related to fee, per diems and administration (page 40), while in Cost breakdown per deliverables table (page 41) are predicted 6 rows that mach with 6 groups of deliverables (page 29/30).

Answer 4

The budget shall include all costs related to the production and implementation of the planned activities/outputs such as fees, per diems, travel, communication, printing and dispatching of reports to be produced during the assignment, rental and freight of any instruments or equipment and other justifiable costs. Kindly note that UN Women does not cover costs related to media buying.

Question 5

I would like to inquire about the expected deliverable nr. 2. Namely, in addition to creating visual identity of the campaign, social media campaign content and visibility material, will the selected company conduct the community management on social media networks as well?

Answer 5

The company is not expected to conduct community management of social media channels of UN Women. This will be the coordinated by the UN Women Communications Associate, however, the selected company will be expected to provide recommendations and inputs as a part of the whole cooperation on the campaign.