



Tbilisi, February 20, 2020

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**Pre-Bid Conference Minutes**

**Tender – RFP for “Development of Communication Strategy and Plan for the Public Administration Reform (PAR) Roadmap of Georgia” in the framework of the Project: Supporting Public Administration Reform in Georgia (PAR)”**,

**20 February 2020, Thursday 3 PM**

**PAR Project Office Conference Room, Paliashvili 15 A str. Tbilisi 0179 Georgia**

**UNDP Representatives:**

Nana Tsiklauri – UNDP PAR project Manager  
Natalia Baratashvili - UNDP PAR Project Capacity Development Specialist  
Irine Sulava – UNDP Communications Specialist  
Inesa Ejibia - UNDP PAR project Admin/Finance Assistant

Handwritten signatures in blue ink are placed next to the names of the UNDP representatives. The signatures are: Nana Tsiklauri, Natalia Baratashvili, Irine Sulava, and Inesa Ejibia.

**Participants:**

Ana Barisashvili, AoG  
Salome Nemsadze, Betterfly  
David Mezvrishvili, Windfor's  
Gogita Gvedashvili, GCSD  
Nata Aptsiauri, PMCG  
Mariam Karkalaia, Leavingstone  
Archil Chichiladze, Leavingstone

The pre-bid conference took place in PAR Office located on Paliashvili 15A on February 20,2020, at 15:00 PM. The aim of the meeting was to clarify both content and procedure-related questions of the potential bidders concerning the Request for Proposal.

The conference was opened by Ms. Naniko Tsiklauri, PAR Project Manager, who thanked the participants for the interest and participation in the process and made a brief overview of the project. Ms. Tsiklauri stated, that UNDP project „Supporting Public Administration Reform in Georgia” (PAR) aims to support administration of Government of Georgia to increase knowledge on the PAR in general, as well as on the results achieved, to create positive attitudes and increase the level of support towards reforms in public

administration through the development of the new PAR communication strategy and to have better tools for associated implementation plan.

The introduction part was followed by Questions and Answers.

First question was raised concerning the period covered by the new strategic plan. To this extent, it was clarified, that new strategic plan is considered for the years 2021-2024. This was followed by the question, whether the communication strategy is also considered until the year 2024, to which the answer was positive.

Another question was posed about the responsible institution, that will evaluate the work of potential bidders and help them to communicate in terms of interviews with relevant stakeholders. Accordingly, it was discussed, that the main responsible institution for that is the Administration of Government of Georgia (AoG). The latter will support the selected company in organization of the meetings with appropriate stakeholders. Consideration was given to the possible number of involved stakeholders. It was discussed that the approximate number of the potential stakeholders should be fifteen. It was highlighted, that as the project targets six areas under the wider Public Administration Reform and the scope is relatively large, the focus will be only on the key PAR stakeholders.

One of the attendees asked, whether it was possible to have access to PAR 2020 strategy document. AoG referred to the website of the Administration of the Government of Georgia, where the potential bidders could access the strategy document as well as implementation report of PAR. Moreover, the AoG informed the meeting attendees that the annual report was supposed to be finalized and publicly available in March 2020.

The next question was posed about the possible changes in the timeline and budget after the company is selected. The response was that the adjustments in timeline could be discussed if needed, however, the amount of proposed budget should remain the same. Another question was raised about the contract deadline to which the answer was the beginning of June 2020. The members were informed that the contract will be issued in the middle of March 2020. It was noted that implementation of the communication plan (to be developed by the selected company among other deliverables) will most likely start from the next year after approval of the new PAR strategy and action plan, although certain activities may still be initiated in year 2020. Moreover, it was noted, that there are no restrictions for submitting offers from joint ventures and consortium. In this case the partnership agreement between consortium members should be notarized and the lead company should satisfy all requirements as it is stipulated in the RFP. It was emphasized that both technical and financial parts should be sent separately but in one email and importantly, while the file with the financial proposal must be encrypted with a password.

Another question was asked in order to clarify the number of required interviews with the stakeholders. In response to that it was noted, that it is not necessary to have detailed information about this component at present working phase as this will be discussed and agreed during the working process. It was also emphasized that the communication strategy and associated resource plan should indicate general directions of proposed work, however, detailed planning exercise would be undertaken later, after the start of the working process.

In addition, the issue of CV formats was brought up. It was agreed, that there is no special requirement for CV format.

The participants also inquired about the necessity of conducting meetings at the municipality level. As a response the UNDP/AoG representatives clarified that generally information on local government should

also be reflected in the products to be developed by the selected company but given the limited timeline and resources UNDP and AoG would not expect a very intensive work on the local level, however, it is still up to the bidder to propose a sound methodology, including adding extra elements not foreseen by the RFP, implementation of which would be feasible in light of the limited timeline and strict deadlines.

In conclusion, PAR Project Manager Ms. Tsiklauri thanked the attendees again for their interest and participation in pre-bid conference and wished success to everyone in the bidding process.

The pre-bid conference lasted around 40 minutes.

