

**Minutes of pre-bid conference
proposal for**

**Elaboration and implementation of promotional campaign for energy efficiency and
renewable energy technologies in rural areas Project: Improving Rural Development in
Georgia**

Date: 30-November-2020, 2:00 p.m.
Via Zoom Conference

**UNDP Project: Improving Rural
Development
in Georgia**

Mr. Stephan Schmitt Degenhardt (Project Technical
Leader)
Ms. Natia Gobejishvili (Coordinator for
Environment)
Ms. Liliana Gureshidze (Liaising and Administrative
Assistant)

Attendees:

Energy Investment Consultants LLC

Ms. Susanne Channon
Mr. Murad Kharaishvili

CENN

Ms. Marie kikvadze
Ms. Nino Gaprindashvili

Key Information

The representative of the project, Ms. Natia Gobejishvili, gave a brief presentation of:

- Project background
- Purpose of the Tender

Objectives of the promotional campaign

Key objective

Raise the sales of thermal EE/RE solutions in the target municipalities

Side conditions:

- "Thermal EE/RE solutions" encompass
 - envelope (wall/roof) insulations with Stone Wool;
 - industrial solar water heaters
 - simple solar water heaters
 - simple solar air heaters

- “Raise the sales” encompasses true market transactions with the goal of sales without subsidies
- No reference can be made to the company or companies selling the thermal solutions
- No reference can be made to any specific model or technology – just the generic versions

Additional objectives

Because the IRDG project develops many activities in the target municipalities, the promotional campaign shall, as far as possible, additionally promote the following:

- Simple EE/RE solutions everybody can apply
 - Promotion of simple solutions that people can build/apply themselves without need of purchase over the market
 - Promotion of simple behavioral changes that lead to energy savings
- Additional useful EE/RE investments
 - Biomass stoves and improving the efficiency of stoves
 - Other forms of insulation (e.g. cane/reed insulation, window films, vestibules, etc.)
- Additional support and information on EE/RE
 - Guide (to be published) on EE/RE
 - Demonstration sites and business yards
 - Website for calculating expected return on EE/RE investments for households (upcoming)
- EE/RE is good for the environment
 - Reduction of deforestation
 - Reduction of CO2 emissions
 - Reduction of risks of natural disasters (DRR)
- In line with deforestation and DRR, sustainable use of forests and forests products
 - Benefit of reforestation
 - Benefit of replacing firewood with wood pellets or other more efficient products
 - Avoidance of forest fires
 - Avoidance of illegal logging
- Rural economic diversification (away from agriculture and agro-industry)
 - Benefit of economic diversification
 - Promotion of IRDG/RDA matching-grant programme
 - Promotion of state programmes
 - Promotion of innovation, innovative start-ups, bootcamps and hackathons (organized by IRDG)
 - Promotion of business group coaching, especially for women and youth
- Civil society engagement
 - Cooperation between civil society and municipalities
 - Promotion of engagement for all stakeholders (business, civil society, municipality)
 - Promotion of inter-municipal cooperation

- Inclusion
 - Reduction of gender stereotypes
 - Youth as agent of change in rural areas
 - Inclusion of IDPs, disabled, other minorities
- Influencing gender roles
 - Our regression analysis of two large quantitative surveys found that in relation to business performance, under otherwise equal circumstances, there are no systematic differences based on sex or age. But there is statistical evidence that there is a systematic bias or unequal access to resources (between women and men) as a result of choices made by women and men, highly likely to be influenced by differences in social expectations regarding gender-specific role behavior and a resulting negative self-selection process. The campaign should therefore additionally nudge women to make socially less dependent choices, thus reducing gender-specific business roles
- EU and European values
 - Promotion/visibility of the EU
 - Promotion of European values

Message

Considering the economic restrictions caused by COVID-19, the key message might be:

EE/RE saves you money quickly – and is good for the environment

Target groups

The target group is the whole population of the target municipalities: General population, businesses, public administration, richer (for the key objectives) and poorer (for the alternative and cheaper solutions), especially women, minorities, etc.

Q and A session:

Q 1: Could you please clarify that for the required recommendation letter, we can use the old one?

Answer: I do confirm that the recommendation letter required for this tender should be from experience related to a similar assignment/project implemented by the bidder company.

Q 2. Concerning the methodology and work plan, could you please advise on the form submission? In particular, the announced document doesn't indicate any form for the methodology and work plan submission. Does it mean that you are flexible in this regard?

Answer: Yes, we are flexible, and the bidder is free in submitting the methodology and work plan.

Q 3. Could you please share the budget estimation, if any?

Answer: The tendering modality doesn't refer to any budget estimation for bidders, as this should have been a violation.

Q4: Certain materials are already available, namely, results of UNDP/IRDG's cooperation with GTU to identify the best suited EE/RE technologies; results of the survey conducted by the project; and early versions of the guide/website for EE/ER technologies. Will these materials be made available to interested bidders during the tender process or only to the successful bidder for familiarization as part of the scope of work?

Answer: Results of the survey conducted by IRDG can be shared to the interested bidders. GTU study as well as the guide for EE/RE technologies are not yet fully finalized and we lack the possibility to share the draft version.

Q5: Should the costs associated with the promotional campaign (e.g., infographics, the printing of marketing materials, etc.) be included in the bid?

Answer: All relevant costs related to the methodology and work plan elaborated by the bidder should be included in the budget.

Q6: Design of promotional materials (including outdoor banners, videos for local tv or infographics, etc.) – are these subject to approval by UNDP before production?

Answer: Yes, the contracted company should agree with all visibility materials with UNDP prior.

Q7: What are UNDP's priorities for target groups? Households, SMEs, or large businesses in the region?

Answer: UNDP's priorities are households in 8 target Municipalities.

Q8: Is it envisaged that the final versions of the guide and website for EE//RE technologies, including the EE/RE return calculator, will be made available during the project/work?

Answer: Yes, it is.

Q9: Have the first four EE/RE demonstration sites and business yards been established and will they be available during the project/work? When is it planned to establish the remaining four demonstration sites?

Answer: This is ongoing process, and as per our estimation it should be available during the information campaign implementation process.

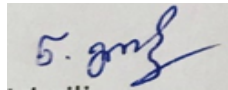
Q10: Financial statements – is confirmation by a financial auditor required?

Answer: The Bidder should provide the income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation

Q 11: If the situation with COVID-19 worsens and further restrictions are enforced, will UNDP be flexible to cost adjustment / schedule change?

Answer: We are flexible in this regard. Namely, the end date of the project can be extended to reflect project needs and to achieve its goals. Moreover, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Ms. Natia Gobejishvili
(Coordinator for Environment)

A handwritten signature in blue ink, appearing to read 'N. Gobejishvili', is placed over a light gray rectangular background.

Ms. Liliana Gureshidze
(Liaising and Administrative Assistant)

A handwritten signature in black ink, appearing to read 'L. Gureshidze', is placed over a light gray rectangular background.