**Questions and Answers upon results on the Pre-Bidding Conference,**

**which took place on July 13, 2021, 15:00**

**Zoom meeting**

**Ref. 588-2021-UNDP-UKR-RFP-DIA**

**For design and implementation of the "Easy and Accessible" communications campaign to raise citizen awareness of the new digital and mobile-based services and promote their use**

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| **№** | **Question** | **Answer** |
| **Administrative questions** | | |
|  | Will the recording of the Pre-Bidding Conference and the presentation of the Terms of Reference be available for all participants after the end of the session? | Questions and Answers in pdf format will be shared via e-mail and attached to the announcement on the UNDP procurement notices website. The presentation and all the studies mentioned during the session will be attached as well. The links to these documents are indicated at the bottom of this document. |
|  | What if I mistakenly created a few profiles - do we need to submit proposals from all these profiles? | It is advised to make only one submission of your proposal. If any duplication happened, please email the procurement unit at [procurement.ua@undp.org](mailto:procurement.ua@undp.org) before the deadline stating which of your submissions should not be considered. |
|  | While registering, an extended version of a profile in an Atlas system is not demonstrated. What should I do? | If any technical problems occur, you can:  a) try to use the system from another account,  b) email to the procurement unit at [procurement.ua@undp.org](mailto:procurement.ua@undp.org)  It is highly advised to save drafts of your proposals while preparing for the submission.  It is also recommended to follow the instructions given for the Atlas system use. |
|  | What language should I use while contacting a procurement unit? | English would be perfect, but it is also possible to use Russian or Ukrainian. Among these two, Russian could be more universal as one of the official languages of the UN. |
|  | Can parts of a proposals package be saved and then submitted at different times (as the application progresses)? | It is advised to submit all documents at once. It will help avoid confusion.  **We encourage bidders to register in the system in advance**, not waiting for the deadline, to avoid any problems which might occur at the last moment. |
|  | Do we have to translate the forms that are in English into Ukrainian or Russian? Which language should we use? | It is possible to apply in the Ukrainian or Russian languages using English forms (from Sections 3 and 4). However, upon request, they will be needed to be translated into English (such requests happen rarely). An additional time will be given for the translation, and a company - translator can be recommended by UNDP if necessary.  If there are problems in filling in the Form E (Technical proposal) in English, **it is possible to use Russian or Ukrainian** for it. **It would be better to submit it in these languages rather than refuse from an idea to apply at all.** |
|  | Which currency should be indicated in a proposal? | A proposal can be submitted with US dollars or Ukrainian hryvnias. The same currency will be indicated in a contract. Payments will be made to Ukrainian companies based on the UN currency exchange on the date of payment. You should check the UN exchange rate here:  <https://treasury.un.org/operationalrates/OperationalRates.php> |
|  | Is a hard copy of an application needed to be sent via post? | No, this option is not valid anymore. Applications must be submitted only online, using scans of documents. No legalization for them is needed. |
| **Questions regarding the technical (substantive) section** | | |
|  | Should the evaluation of the campaign’s results be started only once it is over? | No, it is possible to start the evaluation of results while the campaign is still ongoing and has reached its peak.  A winner company is not expected to conduct an in-depth study of an audience that was reached. The objective of the omnibus questionnaire is to understand the effectiveness of the campaign. For this, it is sufficient to find out:   * a number of people who were successfully targeted (prompted recall rate); * whether these people have done an action recommended by a campaign (or are planning to do it).   An example of the framework of what indicators to measure the campaign effectiveness is drawn in the following manual (pp. 47-57):  <https://cutt.ly/WorldBankStratcom>  The campaign and its evaluation results are expected to be delivered together by a company, at the end of the contract. |
|  | Are there payments on special projects (e.g., the cooperation with the national TV, retail chains, bloggers) allocated in a campaign's budget? | UNDP does not pay for advertisement placement: the organisation can pay for the production of advertisement but not for its placement (on city lights or billboards).  Similarly, UNDP does not pay for celebrities’ engagament. However, if they are the authors of some products (e.g., a series of articles) and perform as a vendor in such a case, then such services will be paid. For instance, if some famous poet and songwriter authors a series of blogs – we pay for their work, not engagement as a celerity. |
|  | Is it needed to already develop creative solutions in a technical proposal? | No, although a preliminary illustration of creative products is welcomed and desirable in a technical proposal, it is not required. Only a general vision should be outlined. It has to be understood from a technical proposal:   * what a company is going to do as part of the campaign, * what approach will be used (web? publications? radio? special projects with stickers?), and * what channels are planned to be employed.   The proposal will be validated whether it fits the “spirit” of the campaign, is appropriate regarding its goals and target audiences. Hence, a preliminary outline of the intentions of a company will suffice.  These proposals will be approved during 10 working days according to the schedule of deliverables outlined in the Terms of Reference. Creative solutions themselves are developed later, on a phase of the communication campaign development. |
|  | In a financial proposal, both resources - for not only the development but also the implementation of the campaign and measure its effectiveness - should be indicated, shouldn't they? | Yes, your budget should include costs for not only the development of a detailed campaign strategy (Section 6 of the Terms of Reference), but also a production of materials, rolling out the campaign, and an inexpensive omnibus questionnaire to measure its effectiveness. |
|  | Do we need to attach any documents to illustrate our vision of the campaign? | Bidders will be evaluated based on the evaluation criteria outlined in Section 7 of the Terms of Reference. A company can calculate for itself in advance how many points it will have for an organisational profile.  A portfolio that is a part of the organisational profile can be submitted in any format which a company finds suitable and convenient for itself. It is recommended to submit all documents in one file. Please be aware of the size of the document. It is recommended not to exceed 5 MB. We are unaware of what maximum size the Atlas system will let through – so 5 Mb is the recommended size per one attachment. |

To familiarize yourself with previous UNDP research on the digital divide in Ukraine and to explore a problem that the campaign is geared towards, please check these links:

\* <https://cutt.ly/UNDPUkraine01>

\* <https://cutt.ly/UNDPUkraine02>

\* <https://cutt.ly/UNDPUkraine03>