



Tbilisi, 9 November 2021

Pre-Bid Meeting

Assessing COVID-19 Vaccine Acceptance in Georgia through Social Listening for Accelerator Lab Project

Minutes

Wednesday, 8 November 2021, 11:00 AM-noon
A pre-bid meeting was conducted via Zoom

UNDP Representatives:

Sesil Verdzadze – Head of Solutions Mapping, Accelerator Lab

A handwritten signature in blue ink, appearing to read 'S. Verdzadze'.

Elena Darjania – Head of Experimentation, Accelerator Lab

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Tinatin Suladze – Program Associate, Georgia ED Portfolio.

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Interested proposers:

Name	Organization
Ia Medzmariashvili	Mozaika
Alexander Margishvili	Kudos
George Jologua	Caucasus University
Mariam Chachua	PMO-BC
Jan Blinka	Caritas

The goal of the assignment is **to understand citizens' perceptions and sentiments regarding vaccination against Covid-19 by analyzing public posts in social networks and to develop applicable recommendations for communication campaigns**. This assignment focuses on Facebook as a platform where the public openly discusses their opinions regarding the vaccination campaign.

The specific objectives of the assignment include:

- Development of social listening methodology and applicable tools to monitor vaccine acceptance in Georgia, including identification of the relevant Facebook groups/pages to be analyzed during the

assignment and reporting mechanism to efficiently disseminate the findings among the stockholders. **The contractor is entitled to select any relevant tools/software/platforms for the data collection and social listening.**

- Analyses of the factors that affect public approval or reluctance regarding the vaccination
- Identification of the emerging narratives around vaccines that may have an impact on the delivery of the national vaccination plan
- Preparing a set of recommendations for the communication campaign.
- Presentation of the findings and recommendations to the main stakeholders

The social listening methodology should consider data privacy and data protection norms.

A pre-bid meeting was held remotely via Zoom on 8 November, from 11:00 AM – to noon. The meeting aimed to clarify questions of interested proposers concerning the proposal.

Ms. Elena Darjania opened the meeting, preceding with a brief overview of the project.

The introductory part was followed by Q & A:

Q: Is the research meant to be for internal use or for the wider public?

A: The document is meant to be shared with any interested party. However, the key stakeholders who will receive the findings are – Government, NGOs, academia, and donor organizations working on pro-vaccination campaigns. Communicating the research findings with the public is not our primary goal, but we welcome a model in which any interested party can receive the reports.

Q: How detailed should be the submitted methodology?

A: The methodology submitted during the application process should be detailed enough to prove that it adequately covers all objectives of the research. During the evaluation, the methodology will be assessed based on RFP Annex 5, the technical proposal evaluation form.

The proposed methodology should provide a detailed description of the essential performance characteristics, reporting conditions, and quality assurance mechanisms that will be put in place while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work. The methodology should consider data privacy and protection measures (see details in Annex 4 - Terms of Reference).

Q: Should the data be qualitative as well as quantitative?

A: The bidders should propose which research methods they find more suitable to meet the project objectives. Consequently, the data can be both qualitative and/or quantitative.

Q: Should the information be from public groups only?

A: Yes. UNDP respects data privacy norms, thus, it is crucial we only use publicly accessible data. Additionally, UNDP will provide data privacy oversight services during the project.

Q: Is there a limit to the number of groups to be analyzed?

No. The bidder should propose the framework for data sources e.g., how public groups and/or pages, etc, will be selected. The final list of data sources will be elaborated on during the project.

Q: Is it expected to present the information desegregated by age, gender and etc.?

A: The RFP outlines the expected outcomes and deliverables of the assignment, where actionable data should be presented. Desegregating data based on different parameters is part of the methodology that should be presented by the bidder. Thus, this would also be a crucial part of the proposal and should be dealt with careful consideration to receive the desired outcome.

Q: Is it a strict 3-month project or can it be extended?

A: Yes. The proposals should target the timeframe defined in RFP (3 months). However, the timeframe can be less than 3-month as defined in RFP, but not more.

Q: What kind of documentation is required to submit?

A: The list of documents required to submit is listed in the RFP Annex 2

Q: Can two or more organizations apply as a consortium?

A: Yes, it is allowed. In this case, bidders should be guided per the instructions provided below.

- 1.1 If the Bidder is a group of legal entities that will form or have formed a Joint Venture (JV), Consortium or Association for the Proposal, they shall confirm in their Proposal that : (i) they have designated one party to act as a lead entity, duly vested with the authority to legally bind the members of the JV, Consortium or Association jointly and severally, which shall be evidenced by a duly notarized Agreement among the legal entities, and submitted with the Proposal; and (ii) if they are awarded the contract, the contract shall be entered into, by and between UNDP and the designated lead entity, who shall be acting for and on behalf of all the member entities comprising the joint venture.
- 1.2 The description of the organization of the JV, Consortium, or Association must clearly define the expected role of each of the entities in the joint venture in delivering the requirements of the RFP, both in the Proposal and the JV, Consortium, or Association Agreement. All entities that comprise the JV, Consortium, or Association shall be subject to the eligibility and qualification assessment by UNDP.
- 1.3 **The lead entity as well as all members of the entities of the JV, Consortium, or Association should provide the documents required through RFP.** A JV, Consortium or Association in presenting its track record and experience should clearly differentiate between:
 - a) Those that were undertaken together by the JV, Consortium, or Association; and
 - b) Those that were undertaken by the individual entities of the JV, Consortium, or Association.

Q: In case the applicant has a problem while submitting the proposal, is it possible to ask for assistance and whom can the applicant address.

A: In case any kind of technical problem occurs while submitting the proposal the applicant may address UNDP through emails indicated in RFP describing the problem and attaching the screenshot of the problem. Additionally, Appendix A (e-tendering user guide for bidders) and Appendix B (video guide for bidders) uploaded in announcements, as well as in UNDP e-tendering platform provide step-by-step instruction for the bidders.

Therefore, Bidders should avoid attempting to post bids just prior to the deadline, as the Purchaser cannot guarantee help desk support at last minute. It is the Bidders' responsibility to ensure bids are posted in the system before the deadline, in accordance with RFP.

Q: Can an individual register to the portal and submit the organization's proposal.

A: Individuals cannot register and submit proposals of the organization. **Bidder should register as an organization and submit the proposal as an organization.**

Q: Is there a limit on the number of words for the proposal?

A: There is no limit to the number of words of the proposal. When submitting proposal bidders should be guided by RFP and respective annexes, as well as Appendix A (e-tendering user guide for bidders) and Appendix B (video guide for bidders) uploaded in announcements and e-tenders platform.

The attendees were reminded that the financial proposal needs to be submitted separately and to be password protected. Also asked not to mention anywhere in the technical proposal the budget of the assignment.

Following the Q&A part, Sesil Verdzadze thanked the attendees for participation and closed the meeting.

The Consultation meeting lasted more than an hour