Subject: Pre-Bid Minutes of Meeting

UNDP Ref #: UNDP-RFP-2022-027-Establish a Crowdfunding and CSO Ecosystem in Pakistan

Venue: Online through "ZOOM" Software

Date & Time: 11th January 2022- 1130 Hrs

UNDP Representatives:

- Meeran Jamal- Research Analyst-DPU- UNDP
- Hajdana Rukavina - Expert on Crowdfunding for Development – UNDP Regional Hub
- Haroon Gul- Procurement Assistant-PU-UNDP

Bidders:

- Seed Out
- Infotex
- Sustainable Social Development Organization
- Cirrus Marketing Pvt. Ltd.
- SDG Academy

The pre-bid meeting was organized by UNDP for the RFP # UNDP-RFP-2022-027. During Pre-Proposal meeting following major questions were raised by bidders. Point wise reply of these questions are given below for information of the vendors.

Q1: Please clarify Point #2 of deliverables, which talks about organizing training for trainer's event for the crowd funding activity. Is there any specific location identify for this ToT?

A: For Pakistan this activity will be carried in-person. This doesn't have to be a large-scale event but can be a meeting of small group of experts. There is no specific location identified for this.

Q2: If the ToT activity is offline then there will be cost associated with?

A: Yes, ToT activity will be conducted offline (in-person), and location is dependent upon the selected bidder to identify. However, this will be a small-scale event for maximum 8 - 10 people. Any expert if is coming out of station that their cost can be included in the financial proposal as per the template provided in the RFP document.

Q3: Please clarify point #3 of deliverables, it says select 20 CSOs and mentions that at least 12 campaign need to be successful. Should the selected bidder provide the training to build the capacity of CSOs only?

A: Yes. The bidder is to select 20 CSOs for the crowdfunding academy training and ensure that out of those 20 CSOs at least 12 successful campaign emerge out of it led by CSOs. The more the better.

The Bidder is to provide training and mentoring to the CSO's only, while the development of the crowdfunding campaigns is the responsibility of the CSOs. The CSO have their own team

for graphic designer, video etc. The Bidder doesn't have to develop material for them, you only have to provide the support and guidelines to them.

Q4: Is there any page limitation of technical proposal?

A: No limitation of pages for the methodology/technical proposal but all the aspects of the ToR's should be clearly addressed. It should clearly identify points mentioned in the technical evaluation criteria, because technical marks will be allocated accordingly.

Q5: The campaigns have some expenses like video creation, storytelling etc., who will cover these costs?

A: As mentioned above the creation of campaigns for CSOs is CSO's responsibilities. They themselves will pay for it. As far as this is concerned "Create content and material to advertise application call for CSOs to apply for Crowdfunding Academy." This will be generated by the bidder and the bidder can provide some cost estimates for it under the given space in financial proposal template. This won't require major expenses as well.

Q6: Is there any advance payment included?

A: There is no advance payment. Payment will be release as per the deliverable achieved.

Q7: Can the project budget be shared?

A: Project budget cannot be share at any stage of the procurement process.

Q8: Tadamon platform & alternative, what kind of alternative we are looking in Pakistan compared to Tadamon?

A: Tadamon platform was born out of a need to better understand the needs of CSOs. It was created to provide more visibility to CSOs` projects and activities, support them to have better access to alternative finance and connect them to other potential partners and supporters. Tadamon facilitates and supports innovative ideas that have the potential to scale up and increase the humanitarian-development results. Tadamon uses cutting edge flexible financing.

So, to answer this question, Tadamon provides an alternative fundraising avenue mechanism i.e., crowdfunding as compared to conventional donor driven CSO project approach.

Please find link for further detail related to Tadamon: https://tadamon.community/explore/campaigns

Q9: The RFP mentions about Crowdfunding ECO system checklist, but couldn't find it?

A: The checklist will be shared with the selected bidder only.

Q10: Please clarify as you said it will be CSO's responsibility for creating their promotions and visibility but in the scope of works it also mentions "Support the materials on the CFA

to go online and to UNDP social networks in the country, enabling visibility of the partners, vetted CSOs and projects"?

A: Some material on the CFA will be provided to the selected bidder which needs to be pushed around in the social media networks to engage as many CSOs as possible. For the launch of call some material can be generated by the bidder on similar lines to create call for proposal.

Each selected civil society organization will be responsible for developing content for their crowdfunding campaign (such as crowdfunding video, visuals, textual pitch, press releases etc). They should have their own crowdfunding team (communication expert, graphic designer etc). but a selected bidder will provide support by promoting Tadamon Crowdfunding Academy activities among their network, collecting relevant information about partners, CSOs, projects, and promoting developed crowdfunding content by CSOs through UNDP social networks.

Q11: 20 NGO's will be chosen to participate in the process of digital crowdfunding academy, what will be the process?

A: The process in simple terms is the training of CSOs to become part of the digital crowdfunding academy and use it for their benefit to raise funds. Because of the pandemic, we created an online course, tadamon crowdfunding academy and one online programme on our portal. Once the CSOs are selected, they will be given access to digital crowdfunding academy and the material produced by Tadamon team. This material includes some quizzes, assignments, presentations, and other learning material for CSOs. After going through this process of training via quizzes and assignments etc., these CSOs will be provided with feedback from Tadamon experts, on how to improve further.

Q12: Organize one 02-day workshop, which need local expert, is it related to "Identify and ensure 50 registered CSOs working on poverty alleviation signed up to Tadamon community before Crowdfunding Academy Training" as mentioned in the scope of work?

A: No. it is not related. Also, there is no two-day workshop. RFP talks about
- 1 introductory webinar (online)
- 1 day ToT event for at least 5 local crowdfunding experts in the country. (This is more of a small group meeting can be held in office space as well.)
- 1 day training workshop for building the capacity of CSOs around campaign development and management, storytelling, video creation and content management and supporting development. (this will include mentoring and training for CSOs on how to design crowdfunding campaigns).

All the work will be going on parallel in 07 months of project.

Q13: Is there some kind of warning from SECP on crowdfunding?

A: We have checked with SECP. If we are not working on equity-based crowdfunding it is not an issue and is not banned in Pakistan. This project involves simple crowdfunding or donation base crowdfunding only.