



Tbilisi, 7 April 2022

Pre-Bid Meeting

**Development and Implementation of Communication Campaign for the Solutions Safari
for Accelerator Lab Project**

Minutes

Thursday, 7 April, 2022, 17:00

A pre-bid meeting was conducted via Zoom

UNDP Representatives:

Sesil Verdzadze – Head of Solutions Mapping, Accelerator Lab

Elena Darjania – Head of Experimentation, Accelerator Lab

Tinatin Suladze – Program Associate, Georgia ED Portfolio

Natia Lipartiani – Procurement/Logistics Associate, UNDP Georgia

Interested proposers:

Name	Surname	Organization
Keti	Bojgva	Democracy Lab
Nini	Metreveli	GEPR
Salome	Nemsadze	Betterfly
Nuka	Mikhelidze	Kraken
Maia	Natroshvili	mantro
Irina	Mamulashvili	watergunz
Nina	Nikogosian	BeBrand Consulting
Tinatin	Stambolishvili	BISC Partners

The goal of the assignment is to assist the Accelerator lab to collect interesting energy solutions from across the country by **designing and implementing a creative communication campaign** to spread the word about the Solution Safari in Tbilisi and regions of Georgia.

The specific objectives of the assignment include:

- **Finalization of the communication campaign concept**, which should incorporate the Museum of Georgian Inventions and include the brief overview of the target audiences and the list of the communication campaign components:
 - at least 1 creative activity to promote the Solutions Safari
 - social media communication component (posts, quizzes, infographics etc.)
 - traditional media communication component (visits to TV, Radio, etc.)
 - at least one event
- **Implementation of the communication campaign and insights on the audience reached and solutions submitted.** - upon approval of the deliverable 1, it is expected to start the implementation of the approved activities to promote the call for proposals and collect as many solutions from across the country as possible.
- **Summary event organized and final report submitted** - celebration of Georgian inventions culture and promotion of identified solutions.

A pre-bid meeting was held remotely via Zoom on 7 April, from 17:00 – 18:00. The meeting aimed to clarify questions of interested proposers concerning the proposal.

Ms. Sesili Verdzadze opened the meeting, preceding with a brief overview of the project, as well as presenting details of the assignment/services required, highlighting requirements set in the RFP and ToR. It was noted that Bidders should pay due attention to the requirements set in RFP and submit proposal in line to Annexes 2 and Annex 4 of the RFO. It was emphasized that in submitted technical proposal bidders should clearly describe how it will deliver the demands of the RFP and ToR.

Natia Lipartiani and Tinatin Suladze introduced technical aspects of the registration of the bid. Namely, it was noted that, registration on e-tendering online platform and upload of the bids in the system should be done using instructions provided in uploaded user guide and video guide for bidders; timely submission of the bids is hereby strongly recommended as this is a formal process and system will not accept any late bids, and Bidders should avoid attempting to post bids just prior to the deadline, as the Purchaser cannot guarantee help desk support at last minute; submission/upload of technical and financial proposals should be done separately, and bidders should not disclose their financial proposal and while entering financial proposal in the system bidders should insert “1” and upload password protected financial proposal, otherwise it would lead to rejection of the bid. UNDP shall request password for opening the Financial Proposal only from the Proposers who pass the Technical Evaluation as per the criteria established and disclosed in the RFP; Bidders should pay due attention to the requirements set in RFP and proposal and respective documentations should be uploaded in line to the requirement set in RFP.

The introductory part was followed by Q & A:

Q: Who is the target group of the campaign? Are the age categories defined?

- Considering the goal of the competition, the target audience includes participants from any age group and socio-economic background. The communication campaign should also target the ethnic minorities and PwDs to ensure their engagement in the call for solutions. Additionally, bidders are encouraged and allowed to propose more target groups to engage with during the campaign. The objective of the assignment is to reach at least 500 000 people.

Q: How does UNDP envision to engage Social and Traditional media components?

- The communication campaign should include traditional media (TV visits, Radio, etc.) as well as social media components (for example posts, quizzes, infographics, etc. **No more than 20 posts (content) in total**). The specific type of the content should be proposed by the bidder.

Q: Video is one of the components to be provided. What kind of video is expected?

- The video can be a short film or an animation with a length of up to 2 minutes. The bidder can define what kind of video is the most suitable for their concept of the communication campaign.

Q: How does UNDP plans to work with Television?

- The television is considered as one of the possible means to be used during the communication campaign. The bidder can propose the specific way to engage TV as part of the campaign, such as TV programme visit as indicated in RFP. However, **the airing of the produced video is not expected and must be excluded from bidders' price proposal.**

Q: How will the participants submit their ideas? Should the bidder include the idea collection method into the proposal?

- UNDP has a website gamogoneba.ge, which redirects the participants to the simple application form where they can submit their ideas easily. Therefore, selected/winner bidder will be provided with the guidance and the tool to support the call for solutions.

Q: Evaluation of Technical Proposal is clear per provided/presented Annex 5 of RFP; however, how financial proposal will be evaluated, as well as final scores calculated?

- As described in RFP, criteria for award is the highest Combined Score, based on the 70% technical offer and 30% price weight distribution. Technical proposals will be evaluated on the basis of its responsiveness to ToR, and scoring allocated under Annex 5, based on 3 criteria - Expertise of the Firm (20%) Methodology, its appropriateness to the condition and timeliness of the implementation plan (30%) and Management Structure and Qualification of Key Personnel (20%). If the offeror does not meet any of the minimum technical qualification criteria/requirements given in Annex 5 will be assessed by score zero and will be automatically disqualified and will not be evaluated further. UNDP shall request password for opening the Financial Proposal only from the Proposers who pass the Technical Evaluation. Financial Proposal will be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP. **Final scores are calculated in the following way:** Rating the Technical Proposal (TP): $TP\ Rating = (Total\ Score\ Obtained\ by\ the\ Offer / Max.\ Obtainable\ Score\ for\ TP) \times 100$; Rating the Financial Proposal (FP): $FP\ Rating = (Lowest\ Priced\ Offer / Price\ of\ the\ Offer\ Being\ Reviewed) \times 100$; Total Combined Score: $Combined\ Score = (TP\ Rating) \times (Weight\ of\ TP,\ e.g.,\ 70\%) + (FP\ Rating) \times (Weight\ of\ FP,\ e.g.,\ 30\%)$

Following the Q&A part, Sesil Verdzadze thanked the attendees for participation and closed the meeting. The consultation meeting lasted more than an hour.