



00143335 SUPPORT FOR DEVELOPMENT OF NORTH MACEDONIA NATIONAL DEVELOPMENT STRATEGY (NDS)
– PHASE III

REQUEST FOR PROPOSALS 87/2022

**Development and Implementation of NDS Communication Campaign for effective engagement of
the wider public**

MINUTES OF PRE-PROPOSAL CONFERENCE

Venue: Online ZOOM meeting

Date and time: 06 October 2022, 14:30

The representatives of the following four companies took part in the pre-proposal conference:

Represent communication Skopje

Idea Plus Skopje

New Moment Skopje

McCann Skopje

From UNDP:

Mirko Trajanovski - Communications Specialist

Marija Karaeva – Project Manager

Katerina Georgieva – Project Assistant

The pre-conference meeting begun with short presentation of the project and the Terms of reference on the services requested under the published Request for proposals 87.

It than continued with a Q&A session on the following inquiries from Attendees:

Q1: Is there a possibility to obtain the communication strategy prepared in the first phase to the protentional bidders in the phase of bid preparation since the key message of the proposed concepts should be extracted from an existing project document?

A1: The communication strategy developed by the company Grey in the first phase of the project will be shared with the prospective bidders (uploaded to UNDP procurement web page).

However, the bidders should note that this document was prepared in the first phase of the project and should be considered for information purpose only. Additionally, the content contained in the document is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of UNDP CO North Macedonia.

Q2: An advertisement promoting the web platform nrs.mk was communicated through the national TV stations few months ago. Was this a part of the communication campaign for the process or it stands for itself ?

A2. The communication activities implemented thus far were mainly focused on the social media. The budget for TV media advertisements is limited thus the promotional videos are broadcasted only on the national TV station as videos of public interest.

Q3: Should translation in Albanian language of the 10 short video testimonials be anticipated, and who shall cover the costs for this?

A3. The translation in Albanian (or Macedonian) as a subtitle of the videos shall be anticipated. The translation shall be organized and covered by UNDP. SRT file shall be given to the Bidder who shall be responsible to edit the videos with the subtitles and cover the costs for the editing and production.

Q4: Should sign language interpretation of the short video testimonials be anticipated and who shall cover the costs for it?

A4. Sign language interpretation must be anticipated. Costs for the sign language interpreter will be covered by UNDP. However, the costs for the production and editing of the videos with sign language interpretation and subtitles shall be part of the bidder's offer.

Q4: Is translation in Albanian language of the PR material required ?

A4: All PR materials produced as part of the communication campaign shall be translated. Translation shall be organized by UNDP same as for the videos.

Q5: What is expected from the bidders to demonstrate regarding the design and use of the QR Code in the pitching presentation?

A5: Bidders are expected to present ideas on how and where the QR codes would be used to maximize the outreach. It should anticipate / describe a communication activity related to the use of the QR code.

Q6: Since most of the communication activities and expected communication products are predefined, what is expected from the bidders to demonstrate in their bids with regards to the methodology and the creative proposal ?

A6: This request generally refers to the creation of the communication products. Bidders should present a creative plan on the design, outline and/or contents of the communication products and the communication activities of these products. For example, although the main slogan of the campaign is defined, the bidder may propose other slogans that would be appropriate for specific target groups. The bidders should conceptualize the direction or the approach in which the communication campaign shall be implemented to get the maximal outreach and engagement of the citizens. The main goal of the campaign is to raise the awareness among the general public for the importance of the process of creating the National Development Strategy and to promote the web platform www.nrs.mk as a key communication channel for the citizen so share their ideas and visions for the future of the country.

Q7: Are there sufficient number of visitors of the web platform ?

A7: With a small-scale web analytics conducted in the previous phase it has been concluded that there is no sufficient outreach of the platform. The number of visitors to the web platform is not satisfactory nor is their engagement. Thus, redesign of the web platform is anticipated.

Q8: Quantitative parameters are needed to be able to understand the requirements for organization of the two events described in the TOR. Is the bidder required to conceptualize the events and provide support in the organization or it shall be responsible and shall bear the costs for the entire organization? For both events what is anticipated under audio equipment, what kind and how much beverages, how many leaflets? For the second event conceptualized as a debate, 50 participants should be considered. Shall all of them debate speakers or prospectors?

A8: The events are not anticipated as large-scale.

- The first event is anticipated as public outdoor event. The participants shall be random prospects. This event is conceptualized as promotional event of the strategy and the web platform. Several laptops shall be used to demonstrate the web platform. About 300 A5 leaflets two-side printed on recycled paper (containing flower seeds that can be planted) shall also be distributed. There will be official part for which audio equipment (microphones, loudspeakers) need to be provided. Media shall also be invited. A stand where bottled water will be available to the audience should be anticipated.
- The second event is an indoor event which shall be conceptualized as expert debate with maximum 50 participants. For this event simulations interpretation shall be anticipated and necessary equipment for this as well as simple LCD projector, static

and mobile microphones. Photoshoot and video recording of the event should be anticipated as a simple production with purpose of using parts of the video for promotional purposes.

Q9: What data are expected in the Final campaign report in terms of vital data and statistics regarding the campaign results and its influence?

A9: Public opinion survey is not required. The final report shall provide information on the web platform engagement and social media engagement. It shall provide data on how much the engagement increased over a period of 7-8 months during the communication campaign implementation. It shall reflect to the implemented activities and how each of the activities contributed towards increased outreach and engagement.

Bidders are advised to review RFP contents carefully given most answers to the usual questions are already included there.

All questions and inquiries that may remain unanswered in the RFP or during this pre-proposal conference can be forwarded to UNDP as request for clarification latest until 5 days prior to the deadline for submission of proposals, which is by and including 14 October 2022.

The meeting was adjourned at 15:20.

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