



CLARIFICATIONS

to the Call for Proposals to Conduct Civil Society Communication Campaign in Ukraine (Pilot Country)

THE DEADLINE FOR SUBMITTING THE PROPOSALS IS EXTENDED UNTIL 16TH OF MAY (COB)

1) Submission of proposals

Are there any technical requirements you would like us to consider while submitting the following items: rationale, strategy, creative concept, timetable? Is there a required template for the proposal to be submitted? Or do we use our own formats and templates (keynote, pdf?)

We do not request a specific template for the proposal. However, the proposal should include all information mentioned in c.16 (Expressing Interest) of the ToR.

**Do you have a specific form for the CV-documents and budgets expected in the proposal?
How detailed the budget should be at the stage of the application?**

We do not request a specific template for the financial offer or the CV. However, the budget has to be either itemised or fees only all inclusive. Travel, accommodation and subsistence expenses should be estimated as accurately as possible.

2) Timing

Do we understand correct that the Campaign will be carried out till the end year 2019? When the planned activities shall start? What are the stages of the project?

The pilot campaign for Ukraine shall be implemented in June-December 2019. The key phases of the campaign are as follows:

- The assignment shall start in late May-June 2019 (contracting phase);
- Phase 1: the preparatory and production phase (production of video, clips, promo materials, media plan): June-September 2019;
- Phase 2: the communication campaign: September – December 2019;
- Phase 3: the monitoring and reporting phase: December 2019 – January 2020;

Bidders shall propose the detailed schedule based on these phases.





3) Eligibility

**Could you please describe the eligibility criteria? Which type of organizations are eligible to apply?
Can an NGO from Ukraine apply?**

We are looking for marketing, PR, advertising and creative agencies and other companies with relevant experience based in the EU or Eastern Partnership countries (Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine) with proven experience in conducting national campaigns in social or civic society sphere. If an NGO has relevant experience in conducting communication campaigns, it can be considered eligible. Please note that a bidder should submit the presentation of the organisation's experience on similar assignments and examples of previous similar work together with the Proposal.

4) Contractual and financial conditions

Is it possible to receive some amount as an advance payment to finance immediate costs such as production?

Yes, the Contractor will receive a first payment within 30 days of signing the contract; however, the exact percentage of the overall cost will be agreed during the contract negotiations.

Who is the Contracting Authority and what will be the currency of the contract? In which currency we should prepare a financial proposal for the pilot project?

The contract will be signed by GDSI Limited, leader of the consortium for the implementation of the EaP Civil Society Facility – Regional Actions project. The currency of the contract will be EURO. The proposal should be submitted in EURO.

Is it acceptable to list the agency commission (i.e. management fee) within the budget expenses?

Any management fee shall be included into the fees. The budget should include two categories of expenses: fees and other costs related to the implementation of the assignment. The contractor will be required to provide a financial report. At the end of the assignment, an audit will be carried out by a professional auditing firm (hired by the Contracting Authority).

What are the main requirements for reporting on the activities of the Campaign?

The Contractor and the Contractor Authority will be in a regular contact. The Final Report together with the Media Monitoring Report is to be submitted at the end of assignment.

Do we include VAT into our calculations or will this project be exempt from taxes like the one falling into the category under the Agreement between EU and Ukraine?

VAT should be included as charged and paid.





Could you please confirm the maximum available budget for the above call for proposals?

The top ranked applicant will be invited to negotiate. We will not be supplying financial information at this time to ensure the competition is just. In order to objectively assess the cost of the services, we ask you to indicate the expected cost per unit of work (1 hour or 1 day). We reserve the right to specify or additionally request the clarifications on the cost of work/services from bidders in order to bring the financial proposals of bidders to a comparable view.

Can you, please, clarify what is considered a "subcontracting-relation". What documents may certify our "partnership" relations and are there any financial restrictions to the part of the proposal conducted by our partner? Can we involve sole proprietors (individual-entrepreneurs) into the project as partners or such working relations will be considered "subcontracting"? In the Call it says that we cannot use subcontractors, does it mean that we also can't engage our freelance specialists for video production?

No subcontracting is allowed in the implementation of this assignment. However, several companies can submit a proposal in partnership. The partnership can be certified by an agreement between the parties, clearly specifying each party's role. When several entities are involved, a clear division of tasks and roles should be indicated in the strategy as well. Please note that individual service providers can be involved in the assignment without this being considered as subcontracting; for example, involvement of a freelance video specialist will not be considered as subcontracting.

In the Call for Proposals evaluation criteria, experts get the highest point (30), but we didn't find clear requirements regarding how many experts and in which areas and what expertise will be required (e.g. how many key and non-key experts, etc.) Is there a clear requirement or are we expected to form a team of experts based on our expertise and understanding of the goals of the project?

The Contracting Authority is expecting the Contractor to put together the most appropriate team of experts taking into account the tasks included in the Terms of Reference and based on their expertise and understanding of the assignment.

5) Content and creative part

Which mock-ups and designs are expected to be submitted in the proposal? 5. What do you expect under mock-ups of visualization options? In a form of a sketch or something else?

The bidders shall submit the suggested creative concept(s) of the campaign with detailed key message(s) and mock-ups of visualization options, and the draft media plan. We don't expect the complete creative concept at the stage of submission of the proposal. However, we would like to see some proposals of the creative ideas that will help us to evaluate the creativity of a bidder and its approaches to the design. These can be a mock-up of the video clip, a city light poster, a visual for social media, etc.





Do you consider individual or community initiatives (without legal frame) to be examples of civil society or only institutionalized CSOs should be recommended in the proposal?

Yes, civil society community initiatives and informal groups of civil society activists can be included in the list of organisations to be covered by the campaign.

Do you consider placing ads on TV channels? Partnership with which channels is undesirable in such a case?

We might consider placing the campaign materials on TV channels only in the format of social advertising, so we do not expect a massive advertising campaign on the TV. We do not have a list of undesirable channels at this stage.

Regarding expectations to negotiate the advertisement as social ads, usually such negotiations with owners of ad platforms and Kiev City Administration take from 3 to 6 months, in light of the fact that the campaign is to commence in May-June, do we still consider this option?

Taking into account the experience of the bidders with this type of negotiations, a revised timeline or sequencing of the assignment can be included in the proposal.

