

Regional Cooperation Council (RCC)

Employment and Social Affairs Platform 2 (ESAP 2) Project

Questions and Answers

Regarding Tender No. 057-021

ESAP2: Tender for Procurement of goods and services: Communication, promotion, visibility and events management support

Question: You state in the specifications the need to organize and manage 4-6 campaigns. Is there a case where RCC may only request 1 campaign? It is important to know in terms of availability and planning?

Answer:

Thank you very much for your expressed interest. The initial plan is to have at least four (4) topics from the ones listed in the Tender Dossier promoted through thematic/topical campaigns, these topical campaigns should build on each other and contribute to one cohesive larger campaign of our ESAP 2 project. Unless there is a *force major* incidence, that might prevent us in our activities completely, we plan to go ahead with at least the 4 topics, and hopefully all six (6), also contents for some of these are already ready for promotion (youth employment being the case, you can review youth employment materials posted on our webpage)

Question: You state that the travel and accommodation costs for any envisaged meeting will be covered by ESAP 2 project for the project participants and external invitees. Can you please provide some statistics on average number of people participating so far in ESAP 2 related events?

Answer: The number of the participants in each of the ESAP 2-organised events will be subject to measures in force related to the public gatherings in COVID-19 pandemic environment in each of the WB economies hosting the event. In the Tender Dossier (Option 1), we have stated that there might be around 30 participants plus Project Team Members and translators (6-10 additional staff), so feel free to do your budget calculation for both options based on this number, and also for the Option II (regional events).

Should the measures in Western Balkan economies be lifted or undergo changes, we would do timely adjustments to our request and notify the successful bidder on time to reflect these changes in logistical plans.

Question: As we understood from the TORs material, national events include 30-40 participants; how many participants do you consider to include in regional larger events?

Answer: Please look at the answer to previous question.

Question: You state that the successful tenderer will have a qualified team of professionals (full-time employees). As the effort and budget of the contract is not known, can you please confirm that your statement above translates to having a qualified team of professionals being fully dedicated to the contract? And that these professionals can be freelancers or partners?

Answer: We expect the successful bidder to have on board a highly qualified team of professionals available to carry out the stated tasks throughout the entire duration of the contract, and thus to be able to respond to the contract delivery and tasks within the planned delivery times. Notwithstanding this, the employment arrangements and internal organizational structure (contracting, subcontracting, engagement of freelancers, etc.) are an internal matter of the successful bidder. Also, we expect that the bidder respects all relevant labour/employment laws and regulations.

Question: In the Technical Offer, you request the key outline of the main messages... Do you refer to the 4-6 campaigns from page 5? Do you mean to provide an example of 1 campaign (subject of our choice) and its 4-6 regional topical implementation? Or does this document concern a general approach on any of the possible campaigns?

Answer: This document should describe in detail your proposed general approach to one of the 4-6 topical campaigns listed in the Tender Dossier. To make it easier for bidders, we propose that you use as an example of the topical campaign- i.e. the “product” for promotion - the ESAP Study on Youth Employment in the Western Balkans (<https://www.esap.online/docs/126/study-on-youth-employment-in-the-western-balkans>).

Question: In the Technical Offer, you request the key outline of the main messages... How many pages can this document have?

Answer: There is no limit to the length of this document, but based on our experience, key messages from analytical/policy documents in general can be successfully presented in 2 pages.

Question: You request (a) a Portfolio of work and (b) Reference list. What is the difference between (a) and (b)?

Answer: Portfolio of work means a list of your successful works (including any creative and visual products with links/illustrations that you would like to share), while Reference list is a list of clients' reviews and feedback on your performance and work.

Question: In the financial offer you request in item 7 (page 6) and item 8 (page 7) any other content/action that will contribute... Action we understand, but what do you mean by 'content'?

Answer: By 'content', we mean that you can come up with any other form or promotional product (in broad sense) that has not been listed in the table already, which you deem a useful form for promotion of the selected topic, thus bringing an added value to the campaign. For example, an op-ed in a specialized publication has not been listed, but could possibly be a relevant form. With this, we are soliciting your creative input on different contents (videos, infographics, op-eds, animations- just to illustrate a few) that can be deployed in topical promotion campaigns.

Question: Will RCC help and guide us in the communication with the people/projects that will be the subjects of the videos?

Answer: The RCC ESAP 2 Project Team will be available to you for guidance throughout the design and implementation phase of all the tasks, providing briefs and inputs. And finally, all ideas and proposals/products have to be cleared with the RCC/ESAP 2 before the execution.

Question: About the price offer, we shall present our agency fee separated or we have to include it in the third-party cost and production?

Answer: As per Tender Dossier, there is no room for a separate Agency fee to be stated, thus the fee needs to be calculated in the cost of each individual item and included in the final price offered.

Question: You request in your requirements "*Understanding of economic/policy texts and interpreting of statistical data related to South East Europe*" and also "*Ability to transform expert, economic policy language (policy reports and policy briefs) into texts suitable for the general public and/or social media*". Can you please confirm our understanding that you expect some sort of policy expertise in the domains related to ESAP 2 to inform the campaigns and add value to your objectives for ESAP 2?

Answer:

We expect that the successful bidder will have the ability to transform complex, technical language (different ESAP 2 policy documents/briefs) into "products" and topical campaigns that would be effective for wider public "consumption", and also for the successful bidder to be effective in promoting these topics and ESAP 2 activities/products among the more focused, professional networks (researchers/policymakers/think-thanks/media following these topics, these are illustrative examples).

Therefore, we expect the successful bidder to have clear understanding of the topics promoted and understanding of key, relevant professional networks (for employment and social affairs topics), while the actual policy and technical expertise (the “policy/technical products” that will be promoted) would come from the ESAP 2 Project Team. An illustrative example of the policy/technical input is the ESAP Youth Employment Study, WB Comparative Report, with six WB economies chapters that the ESAP 2 team has developed as well as the different briefs on Undeclared Work (please see the links to these materials at the RCC ESAP webpage).

Question: Do we have to prepare the video (and all other material such as graphics, infographics, banners etc.) for each of these 4-6 topical campaigns that are planned?

Answer: Each of the 4-6 topical campaigns will be timely discussed and developed in communication with the ESAP 2 Project Team, and the actual products will need to be developed for the 4-6 topics that will be promoted. Based on the brief provided by the ESAP 2 team, your task will be to produce the detailed plan of the topical campaign, the agreed contents, including graphics, infographics, banners, videos, etc. (not necessarily all of these will be required for each of the topical campaigns, but the successful bidder needs to have the capacity to produce all of these and other creative forms for topical campaigns and also creatively propose what are the best additional “forms” and channels to accomplish the goal of each of the topical campaigns, and also achieve the overall ESAP visibility and campaign goal, as the topical campaigns are expected to build one on each other, and support one comprehensive ESAP 2 visibility campaign.)

Question: Will we receive the data for each of the planned campaigns (like the study about youth employment)?

Answer: Yes, all data/technical input for each of the agreed topical campaigns will be delivered timely.

Question: Are there already existing Instagram, Twitter or Facebook profiles that we can use for communication of this topic campaigns, or where do we post created content?

Answer: ESAP 2 project is promoted through RCC social media channels (Instagram, Facebook, Twitter, You Tube, LinkedIn) and webpages of the RCC and ESAP 2 project.

Question: One is to prepare the material, but it is even more important that this material is properly distributed and that it has the best possible reach. Do we have to prepare also the budget proposal for advertising of created material (such as video, graphics, banners etc.)?

Answer: Promotion of the content for each of the topical campaigns is one of the goals and the plan of the promotion is envisaged to be included in the campaign plan. As for the budget, detailed budget breakdown for the promotion costs for each topical campaign is not mandatory at this stage, as the decision on the scope of the promotional budget will be taken at a later

stage in the process, but the overall cost needs to be included in your bid price. Please note that there is no separate budget to your contract for this purpose, thus the contract price needs to include these costs.

Question: As understood - each of these topical campaigns will have its own main message and key visual. Will we receive some photos and other graphic material to prepare the material for the campaign or do we also have to do the production of the photos and prepare the key visual for each one of these 4-6 planned campaigns?

Answer: ESAP 2 project has a modest photo library which can be made available to the successful bidder. However, majority of creative solutions is expected to come from the successful bidder (graphic solution, photos, visual solution, video clips, messages), again, all based on the brief for the campaign and in agreement with the ESAP 2 Team, these will be available to you in the design and implementation phase at all times.

Question: Could you please provide the document in a word format to submit our offer?

Answer: There is no offer template, so please feel free to submit your offer in a format you usually do for similar tenders.

Question: Do you have any requirements for the venue? Like minimum hotel star if it had to happen in a hotel.

Answer: There are no specific requirements for the venue, like minimum stars. However, the venue has to be decent, professional environment to host senior policy makers, to provide a professional work-like environment, able to provide for all meeting needs, technical and catering services, parking facility, located to be easily found by the participants and media, etc. Also, the venue has to be able to provide for technical conditions to effectively enable hybrid meetings/events- where some participants and speakers attend online and some participants are physically present at the event (also options for live streaming and other).

Question: Do we have to provide catering during events?

Answer: Catering is required as the planned meetings/events would require up to two to three refreshment breaks (one would be lunch) for the participants.

Question: It is not clear how you will calculate the total cost to compare between offers. For instance, for category A there are two tables. Do we have to add the sum of each item in the two tables? For category B, will you add the price of option 1 and option 2?

Answer: In the evaluation process, we will review costs for each category (A and B) and also total costs, so please clearly indicate total sums for each category (A and B, as stated below), for both options (Option I and Option II). **For the total price, we will use the average of two options.**

No	Item	Description	Price per category (EURO)
1	Category A	Public campaign and visibility	
2	Category B- Option I	Events management	
	<i>Total (A+B)</i>	Overall budget (option for national events)	

No	Item	Description	Price per category (EURO)
1	Category A	Public campaign and visibility	
2	Category B- Option II	Events management	
	<i>Total (A+B)</i>	Overall budget option for regional events)	

Furthermore, for each category (both A and B), please also include breakdown for subcategories in each table, for all the tables that are now stated in the Tender Dossier.

Question: Could you please provide us with the RCC Book of visual standards?

Answer: The successful bidder will receive the RCC Book of Standards that is applicable to all promotional activities. On top of that, given that the ESAP 2 Project is implemented by the Regional Cooperation Council (RCC) and funded by the EU, every visibility item has to reflect this, by accompanying the RCC logo with the EU logo. The EU logo, relevant visuals and guidelines will be delivered to the successful bidder by the ESAP 2 Team.

Question: Would you be able to tell us if you have a maximum budget in mind for this tender?

Answer: We are not able to disclose the maximum budget amount for this tender. The bids will be reviewed for cost realism in relation to offered services and evaluated on cost, per Tender dossier.

Question: What's the expected number of participants for the three regional events (option 2). We note that 30 participants are envisaged for the each of the six national events.

Answer: Given the circumstances with COVID-19 pandemic and any possible measures related to public gatherings which could be in place, the number of participants invited to the national and regional event(s) would have to follow these measures.

The number of the participants in each of the ESAP 2 organised events will be subject to measures in force related to the public gatherings in COVID-19 pandemic environment in each of the WB economies hosting the event. In the Tender Dossier (Option 1) we have stated that there might be around 30 participants, please add the Project Team Members and translators (a total of 6-10 additional participants), and feel free to do your budget calculation for both options based on this number, also for the Option II (regional events).

Should the measures in Western Balkan economies be lifted or undergo changes, we would do timely adjustments to our request and notify the successful bidder on time to reflect these changes in logistical plans.