

RFP01/2020 Communications Strategy and Action Plan for the IWRM-K Program

QUESTIONS & ANSWERS

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This documents provides answers (A) to questions (Q) on RFP01/2020 sent by interested potential bidders. Companies are advised to regularly visit the website for any updates which may follow in response to questions during the foreseen period (until three days before submission deadline).

Q1: *How much do you foresee the maximum budget for this project to be?*

A1: *The maximum available budget for this particular assignment is not a public information. It is up to companies to make best estimate based on the requirements of the TOR and their proposed methodologies.*

Q2: *How many respondents do you foresee when conducting the Opinion Poll?*

A2: *The target number of respondents is 1,100. Please note that the company may reach out to respondents in face-to-face meetings, via telephone interviews, online interviews or their combinations. This needs to be explained in the submitted methodologies.*

Q3: *Regarding the development of key visual elements for the Program, should only the design of layouts for publications, documents, presentations, and other visibility products be conducted or is printing expected for them as well, if so how many?*

A3: *Printing is not part of the TOR and consequently the contract. The Contractor's responsibility will only be the corresponding design services.*

Q4: *Should the logos and slogans be developed for the visual elements of the Program?*

A4: *No special logos for the needs of the Program are anticipated under these TOR. Skat's preference is to build visual identity by combining existing logos of the main beneficiary, the Donor and the implementing partners (Skat Consulting Ltd. and Environment Agency Austria). On the other hand, developing a suitable slogan should be considered.*

Q5: *Regarding the promotion fact sheet should it get printed and if so how many would be expected in quantity?*

A5: *The Contractor's responsibility will only be drafting and designing the fact sheet and not printing. NOTE: draft fact sheet is already available which needs to be adjusted in a way to target general public (not only beneficiaries and water professionals).*

Q6: *Will the short promotional video be broadcasted and if so how many times?*

A6: *The Contractor's responsibility will only be the development of the promotional video and not its broadcasting. The Contractor will only need to propose how to ensure it reaches as many target people as possible (to be included in the communications action plan).*

Q7: *What are the possibilities for younger companies who can offer experts who meet the minimum requirements to apply? Such young companies might not be able to provide the financial statements but still provide sound methodology for fulfilment of the tasks. Can the lack of company experience be compensated by establishing of Joint Ventures with more experienced companies?*

A7: *The financial statements only need to be submitted as an evidence for the company's past experience and overall financial capacity. In this particular procurement case they will not be used for evaluation purposes (no special score is assigned in relation to financial standing). However, the RFP defines three mandatory requirements when it comes to the company experience, including:*

- *At least at least 7 year relevant experience*
- *A minimum of 5 projects of comparable nature and degree of complexity*
- *At least 1 project of comparable nature and degree of complexity implemented in Kosovo.*

Unfortunately, these criteria cannot be reduced. Moreover, considering the nature and scope of requirements, this tender doesn't allow for Joint Ventures.

Based on this, the IWRM-K suggestion is that experts who meet the requirements are offered by a company that meets the minimum requirements (NOTE: there is no need that the proposed experts are full-time employees of the bidders. Qualified companies can also outsource qualified experts when compiling the offer).