

## PRE-BID MEETING NOTES

**Subject: IPA II (ECE) National COMMS Campaign Bidding**

Develop materials for the “Increasing Quality of and Access to Early Childhood Education Services (ECE) Project National Campaign

**REF: RFP-TURA-2021-15 (LRPS-2021- 9168651)**

**Date:** 19 August 2021

**Time:** 10.00-10.45 hours (Ankara time)

**Venue:** Zoom Meeting

The pre-bid meeting covered 2 sessions; background on the IPA II (ECE) National Communication Campaign, discussion on the ToR and tender process, which was then followed by a Q&A session. The pre-bidding minutes will be published on UNGM for external audience. It was mentioned that main purpose of the meeting was to exchange information regarding the submission of proposals process and highlight the expectations/ limitations for a smoother tender process and the evaluation process following the tender.

The meeting started with information on the background of the project, followed by detailed information on the proposals and submission requirements. UNICEF Communication Associate, UNICEF Supply Associates and MoNE Project Coordinator briefed the participants on the tasks and required expertise of the experts in specific areas. Information on the purpose, scope, methodology and coordination per the ToR was also provided.

### Background briefing about the topic of the bidding

MoNE and UNICEF started collaborating under the Instrument for Pre-Accession Assistance (IPA) – II Programme co-funded by EU and the republic of Turkey and partnered in a project entitled, “Increasing Quality of and Access to Early Childhood Education Services (ECE)”.

The background of the ToR was presented with four results under IPA-II ECE Project highlighted:

Result 1: ECE services are expanded for 3 to 6-year-old children, especially for children in the most vulnerable communities.

Result 2: ECE service capacity and curriculum and materials are revised to increase quality of ECE services based on national standards.

Result 3: Families’ beliefs and attitudes regarding the quality and value of ECE services, especially in the most vulnerable communities, is positively changed.

Result 4: A conducive environment for increased access to quality ECE services is promoted by revised ECE legislation.

### Purpose of the Assignment

The purpose and tasks of the assignment in the ToR were presented, and it was highlighted that the consultancy aims to establish LTA for a period of 3+2 years.

Under the supervision of the Communication Specialist in coordination with the UNICEF ECE and MoNE teams, the consultancy company will deliver:

1. **Integrated Awareness Campaign plan:** Design an integrated communication plan with an above and below the line activations based on the needs and target audience indicated earlier. The campaign will include the following products;

a) **Baseline assessment:** Conducting a mix (70% of the assessment is qualitative and 30% is quantitative) baseline assessment to understand the main sources of information for the campaign target audience. The assessment should include the products format, media tools and mediums which are optimal to reach the campaign target

audience. The qualitative study will be conducted using a minimum sample of 120 participants representing all the primary campaign target audience. The qualitative section of the assessment will include in-depth interviews to provide guidance on; 1) The sources of information of the target audience; 2) The preferred language/media products for them (for example the participants can be asked what was the most effective behavioural change campaign from their point of view); 3) The hours they use different communication mediums/channels (when they watch TV, when they check social media, etc.). The qualitative section of the assessment must include a representative sample of participants covering all the primary and secondary target audience of the campaign as indicated below. The quantitative assessment will cover; 1) Opinions/interest of parents and grandparents in sending their children/grandchildren to preschool; 2) What are the main concerns, limitations that prevent them from sending the children to preschool; 3) How can these concerns be overcome from their point of view; 4) Their opinions about the benefits/disadvantages of sending children to preschool education.

b) **Two TV Spots (45 seconds):** Production of two TV spots, it can be animation or scripted spots with actors or adapted field videos of real beneficiaries, based on the campaign mix to be provided by the company. The TV spots should encourage target audience, especially parents and caregivers to enroll their young children in pre-schools at an appropriate age. The TV spots should also highlight the available services for vulnerable groups that enables them to access ECE services, such as mobile centers. All produced TV spots must comply with Radio and Supreme Council criteria.

c) **Outdoors:** conduct an outdoor campaign in selected 30 provinces. The campaigns will be tailored to reach the targeted audience based on geographic and socio-economic distribution. The outdoor campaign aims to reach mainly the audience that are hardly reached via other tools/elements of the campaign including social media and TV spots. The outdoors messages should complement the TV spots messages (ECE importance and accessibility). The outdoors will be placed in the project pilot provinces. The locations, formats and dimensions of the outdoors will be guided by the outcomes of the baseline assessment, the available format in each province and will be decided by UNICEF & MoNE.

d) **Social Media GIFs:** (minimum 10 GIFs) Production of social media GIFs -15-20 seconds each-to be used on the social media accounts of the Project.

1. **Documentation of ECE project and production of generic visibility items:**

a) **Four Human Interest Videos (1 – 3 minutes):** produce four short videos to highlight the importance of quality ECE to the development of children, including vulnerable groups. The videos will also showcase the impact of the project on the targeted audience by presenting success stories of project beneficiaries. The four videos will be disseminated through social media. The topics and content of each video will be decided jointly by UNICEF and MoNE teams. The requested duration of the videos may vary based on the topic of the video and the decision of UNICEF and MoNE teams.

**The ToR will be amended, together with the Financial Proposal Template and this addition deliverable will be included:**

b) **Production of Generic visibility items:** Produce project visibility items such as stationary, pens, notebooks, calendars, clocks, USB, Power Bank, Paper Clips. The exact items nature, specifications, quantity and other specifications shall be determined in close consultation with MoNE and UNICEF. In the financial offer, the bidder is requested to provide the unit cost of production of each item mentioned above.

**Submission of the proposals:**

- Technical and financial evaluation process were explained to the meeting participants which was detailed in the RFP document.
- The representatives of the companies were informed that due to COVID pandemic outbreak technical and financial proposals will be received by email as detailed in the RFP document in separate emails.

- The bid reference number must be written in the subject of the e-mails. Considering that UNICEF's email address can take email attachments up to 15 MB maximum per mail, bidders were requested to take the email size issue into consideration while submitting their proposals electronically. Therefore, proposals can be sent in more than one e-mail. In this case, it is necessary to enumerate emails. For example, if 5 emails are sent, they must be numbered as 1/5, 2/5, 3/5...
- It was reminded that bidders are not advised to send their tender documents through other sharing platforms such as WeTransfer, SharePoint, Google Drive, etc.
- As also stated in the tender document, financial proposals shall be sent by bidders in an encrypted way (password protected) and the passwords for the financial proposals will be requested only from the technically qualified bidders when the technical evaluation is finalized. It is requested from the bidders to send their financial proposals both as signed, scanned and dated PDF files and excel files to ease the evaluation of the financials and to check the correctness of the formula in the excels.
- For the official and signed documents, scanned versions are required, and you can keep the original documents for your records. Bidders that would like to submit a proposal to this tender are reminded to send all the required documents in PDF format with a clear/ sequential numbering of the documents minimum in 2 separate emails (one email for financial proposals and the other/s email/s for technical proposals). Financial proposals will be submitted both as scanned and signed pdf files as well as excel files where both files should be password protected.
- It was reminded that the bidders were requested to fill page 3 and submit it along with their technical proposal. The bidders will also have to submit their company registration documents and financial statements (balance sheets, income statements, etc.) together with their technical proposal.
- The evaluation and award criteria that will be used for this tender is Cumulative Analysis evaluation (point system with weight attribution). The weighting ratio between the technical and financial proposals will be 70:30. The respective importance between technical and financial scores will be weighted as 70% and 30%.
- UNICEF will not make any advance payment. Payments will be made upon satisfactory delivery and acceptance of services as described in the contract and ToR, and invoice(s) with evidence of service receipts signed by the authorized officer(s).
- The Proposals MUST be received at the following email address by latest 1 September 2021, Thursday at or before 18:00hrs (Turkey time): turkeyprocurement@unicef.org
- All requests for formal clarification or queries on this RFP must be submitted in writing to Supply Unit via e-mail (at the latest till 14 July 2021, 18:00hrs-Turkey time) to: turkeyprocurement@unicef.org. Please make sure that the e-mails mention the RFP reference number. Only written inquiries will be entertained. Please be informed that if the question is of common interest, the answer will be shared with all potential RFP bidders.

## **Q&A Session**

### **Questions and Answers:**

**Q-1: There is a duration section on page 9 of the ToR. There are 2 separate timelines, 120 days for the assignment and 3+2 years for the LTAs. Do the 120 days refer to the first part of three years of the LTAs?**

A-1: The 120 days refer to 120 working days for completing the specific tasks listed in the ToR. (It covers the first 3 tabs of financial proposal template excel sheet) and will be offered in TRY. The companies that we will sign a 3+2 years contract will cover the 4th tab, which will be offered in dollars within the scope of Long Term Agreement which will be used by the other units of the UNICEF.

**Q-2: What is the payment plan? How will the payments be arranged in the 3-year period?**

A2: Estimated payment template is available in tab 3 of the Excel entitled "Financial Proposal Template". Payment is made after the work is completed, task by task per the schedule in the contract and the deliverables is on time, of quality, and approved by both UNICEF and MoNE in written. For the LTA, payments will be made after the work is completed on time and with quality and after the approval of the work by UNICEF and relevant partners for the Long Term Agreement, in line with similar LTA contracts that UNICEF has made.

**Q-3: What should we propose on 6<sup>th</sup> September, content or price offer?**

A-3: A bidding company must submit a technical proposal and a financial proposal separately before the deadline. First, the technical proposal will be evaluated (maximum 70 points). Companies with a score of 49 and above will qualify for financial evaluation. Next, the financial offers of technically qualified bidders will be evaluated. Details are included in the technical proposal on page 11 of the ToR.

In line with MoNE's feedback; it's expected the company will research to create sub-target audiences in different cities in this campaign. The content of the Public Ads & GIFs to be developed will be shaped in line with the researches to be done. A bidding company will not need to specify any content yet when submitting proposal.

**Q-4: Whether the project will cover 20 or 30 provinces is an issue that would have implications for costs, right?**

A-4: The change in the number of provinces for outdoor campaign from 20 to 30 will be revised in the TOR and shared with all participants. The timeline for completing all specific tasks listed in the ToR is 120 working days, and the change in the number of provinces for outdoor campaign will not impact the budget, as the budget is based on the cost per province. The bidding companies are expected to plan their human resources etc. to cover the 30 provinces within the timeline of 120 working days accordingly.

**Clarification from MoNE**

(1) As per the ToR, all produced content, designs, visuals or any other materials are under the sole ownership of UNICEF and MoNE. At the end of the IPA-II Project all copyrights of the produced material will be transferred to MoNE. MoNE kindly reminded that the contractor needs to be very careful about the intellectual property rights of the materials/contents.

(2) Regarding the definition of "vulnerable" groups, MoNE defines not only the immigrants or people under temporary protection, but all the disadvantaged people such as socio-economically low-income families, people with disabilities, people living in restricted areas, namely the target group is all segments of Turkish citizens.

(3) MoNE underlined that UNICEF provides technical assistance to MoNE therefore all the procurement and tender process is run by UNICEF and conducted as per UNICEF rules and regulations. No direct communication should be made with MoNE until the contract is signed.

**Meeting concluded**