

<b>PREBID MEETING NOTES</b>	
<b>Subject:</b>	Promotion of the SSE Programme Youth Tales Initiative products and Live Youth Sessions targeting EU audience in 3 EU Countries
<b>RFP-TURA-2021-17E (LRPS-2021-9169596)</b>	
<b>Date:</b>	21 September 2021
<b>Time:</b>	11.00 hours ( <b>Ankara time</b> )
<b>Venue:</b>	Microsoft Teams Meeting

The pre-bid meeting covered two (2) sessions; background on the programme, discussion on the ToR and tender process, which was then followed by Q&A session. 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 their submissions. UNICEF Communication Associate briefed the participants on the tasks and required expertise of the experts in specific areas. Information on the purpose, scope, methodology and coordination were also provided.

#### Background briefing about the topic of the bidding

Turkey is home to over 3.7 million Syrian refugees under temporary protection. Of these, 1.6 million are children and more than 680,000 are enrolled in school. However, according to the Ministry of National Education, over 400,000 children remain out of school. These children and adolescents are particularly vulnerable and at heightened risk of isolation, discrimination, child labour and child marriage.

To address this issue, a Support for School Enrollment (SSE) programme was developed. The programme will support an estimated 90,000 Syrian and other refugee children who are out of school by increasing their access to formal and non-formal education in 8 provinces across the country.

A targeted social media promotion campaign will be implemented to widely disseminate the audiovisual material produced to promote the SSE in selected EU countries. The promotion will include short films, human interest stories and news articles. This is to draw greater attention among the EU audiences to the situation of refugees in Turkey and the important impact of Education programmes on the lives of young people.

#### Objectives:

As part of the SSE visibility plan, UNICEF is planning to promote audiovisual products showcasing the SSE Programme. The campaign will aim to engage social media users in 3 EU countries (Countries to be prioritized from Belgium, Portugal, Spain, Netherlands) to increase their knowledge about the SSE Programme and give further visibility to the programme components. The materials should in total reach 15 Million and engage 25K EU audience.

Under the supervision of the Communication Officer, the consultancy company will design and implement a targeted social media campaign to reach EU social media users. The company will be responsible for posting and boosting the already produced content through paid advertisement on Facebook and Instagram over the period of 30 days. In addition, the company will also be responsible

for the promotion of 3 live discussion sessions for young people in Europe through paid advertisement on YouTube. The company will be also responsible to adapt the content, designs and visuals in 3 languages including; English, and French. **The third language will be shared with the bidders immediately once it is decided.**

In line with the campaign Terms of Reference, UNICEF is seeking a company to complete the tasks:

- Prepare a workplan for the implementation of the activity based on the briefing by UNICEF team on the scope of the activity, the key messages of the social media plan and the target audience
- Drafting the targeted social media plan
- Posting and promoting the final posts using UNICEF Turkey social media
- Preparing weekly performance reports (a minimum of 3 reports) with recommendations on means to improve the reach and interaction levels in the remaining period in the contract
- duration.
- Preparing a final report indicating the achieved results and the lessons learned.

The consultancy company is expected to include a time schedule for 30 days. The deadlines will be negotiated as per the proposal of the consultancy company.

#### **Submission of the proposals:**

- 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 it is not allowed to send the bid documents through other sharing platforms such as WeTransfer, SharePoint, Google Drive, etc. The technical and financial proposals must be sent as e-mail attachments. Only the sample works/ portfolios may be submitted through cloud platforms, in this case the link for the sample works/ portfolios must be mentioned in the technical proposal emails of the bidders.
- As also stated in the tender document, financial proposals shall be sent by bidders in a separate email and 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. Please do not passwords of the financial proposals in the emails.
- 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.

- Technical and financial evaluation process were explained briefly to the meeting participants which was detailed in the RFP document.
- 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).
- It was reminded that the Proposals MUST be received at the above address by latest 4 October 2021 at or before 18:00hrs. Due to the nature of this RFP, there will be no public opening of proposals. Proposals received after the stipulated date and time will be invalidated.

### **Q&A Session**

#### **Questions and Answers:**

**Q-1: Will there be preliminary information and promotion for the YouTube content? Or will it be introduced later?**

A-1: Before it is done, it will be shared to increase the announcement and interaction. During the event, efforts will be made to increase the effectiveness.

**Q-2: Will existing images be used? Or will there be a re-production and design?**

A-2: No, we don't expect a new design or re-production. We expect the current content produced to be shared and promoted through paid advertisements.