

LRPS-2023-9186666 Assessment Online Safety Campaign

Clarifications to Questions from Bidders

Part 1 - 10/11/2023

No	Reference document	Question from Bidders	Clarification from UNICEF
1	TOR Annex B - No. 3	The TOR mentions that sample of partners (e.g. Thailand Safe Internet Coalition) will be provided to be included in the study sample. My understanding of the study objectives is that they are focused on campaign evaluation and learnings for future campaigns. Based on these objectives, what is the purpose/role of including partners in the evaluation?	Objectives of including partners in the evaluation are: 1. To gather feedback (positive / negative) from partners on how effective the campaign materials are, especially from stakeholders/networks that UNICEF and the coalition are working with. 2. Partners are considered vital to expand the reach of the campaign message to diverse groups of children, especially to the marginalized groups such as migrant children, children with disabilities, non-binary children etc. through online channels and offline activities. Therefore, they may have insight from different target groups and their suggestions to help improve the campaign will be highly valuable.
2	TOR Annex B - No. 3 and 6	The TOR mentions the need for both quantitative and qualitative methods used in the evaluation. Relating to the qualitative evaluation, the TOR states that there is a need to interact with stakeholders in Bangkok and selected provinces and that a minimum of 8 focus group discussions should be conducted. Do you therefore see the role of qualitative research primarily to gain feedback from stakeholders? And if so, what type of feedback/learnings, given that they are partners?	1. Apart from feedback, role of qualitative research is to also gather insights on how campaign can be improved and made more effective in the next phase. 2. Similar to above how, apart from lessons learnt, insights on how campaign can be improved will be valuable. The FGDs will be conducted with diverse groups of children (and some may need be done with the support of partners as well) e.g. FGD with migrant children/parents, children living in remote area, CWD, non-binary etc. This part is to both gain insights from children (that are deeper than social media reach and online interaction) as well as to ensure inclusion of diverse group of children in Thailand.

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3	TOR Annex B - No. 3 and 6	Related to 2 – the TOR refers to “selected target provinces”. Have these been already selected, or are to be selected after the contract has been awarded? And are these provinces based on where key stakeholders are located? Would it be possible to list the key stakeholders that are to be included in the research and their locations?	The provinces has yet to be finalized and will be selected following the contract award.