**National Social Behavior Change Communications Campaign on Sexual and Reproductive Health Services and Choices – Q&A**

**01. Page No 23/ Scope of Work > Content Creation - Pointer No 6. 'Development of digital and multimedia content (scripts, production) that require animation or human elements in the form of videos, images, animated captions, stories, GIFs etc. (A minimum of 3 videos in 3 languages and 10 digital and multimedia assets - gifs, stills etc)'. Does the underlined deliverable above expect an output of 9 number of videos (3 videos per language) or 3 number of videos each in S/T/E?**

UNFPA requires a minimum of 09 videos (3 videos from each language) for Digital Media

**02. Page No 23/ Scope of Work > Content Creation for Mainstream Media - 03x 15 -20 seconds TV commercials in S,T,E ; Does this mean each commercial goes out in all three languages totalling to 09 TV commercials or are there only three commercials (one in each language)?**

UNFPA requires 03 TVCs (01 from each language) for Mass Media

**03. Page No 36/ Section VI - Bidder Identification Form - 1. Organizational Information > Production capacity - Would UNFPA be able to elaborate further on the expected information under 'production capacity'?**

UNFPA would like to know if the organization have adequate technical, creative staff and equipment to carry out the creation, filming, editing and publishing of content of the media campaign.

**04. Page No 20 - 21/ Section II- Terms of Reference - The TOR refers to allegations, myths and misconceptions about family planning that have been popularized on social media; would UNFPA be able to explicitly state what these allegations were?**

Myths and misconceptions related to SRH specifically Family Planning are common and sensitive in Sri Lanka. Further details and in-depth discussion about Family Planning, its services and related myths and misconceptions will be conducted during the pre-bid meeting.

**05. Page No.27 - Section II - Instructions for preparing technical bid - 09. Can you give us an example of a task which is out-of-scope versus in-scope?**

Please refer to the following examples,

*While designing, creating and developing appropriate digital communication content, including but not limited to imagery and video and other creative forms of content, suited for each digital communication channel/platform (i.e. website, SM channels, etc.) and target audiences, aligned with the SRHR principles in Sinhala, Tamil and English (E,S,T) is considered as an in-scope task. Possessing technical knowledge on the concepts and information about SRH, particularly Family Planning and relevant subject areas can be considered as an out-of-scope task.*

**06. Other - Would UNFPA be able to share any quantifiable results achieved by the PROMISES project thus far, as well as any specific future goals?**

The overall project goal of PROMISES is to contribute to reconciliation and sustained peace in line with UNSCR 1325 and 2250 through increased access to justice, choice, and wellbeing of women and

young people in Sri Lanka. From the media, campaign PROMISES aims to reach 12.6 million people.

Following are some key quantifiable results achieved by PROMISES,

251 individuals in 60 CSO and Youth-led organizations were sensitized on SRH

270 Ministry of Youth Affairs training instructors trained through the online ToT program on Adolescents and Youth Health

100 Health Care workers and Police Officers Trained through the Women and Youth Friendly Health Services orientation programmes

70 Women and Youth Friendly Health Centers were strengthened with infrastructure facilities

6 Selected Safe Shelters were capacitated with infrastructure, knowledge and skills development.

There will be a bid conference on 06 December at 14 Hrs. Please see the following link to join the meeting:

Time: Dec 6, 2021 02:00 PM Colombo  
  
Join Zoom Meeting  
<https://unfpa.zoom.us/j/81153994547>  
  
Meeting ID: 811 5399 4547

**Q&A during the BID conference:**

**Where can the Media Agency get the information about service providers and available services?**

* The information is readily available online as they are provided by the government agencies, some information can also be taken from the relevant government website for the information. Further, the FHB has launched a FP application which will also provide information.
* The information about service providers will be provided to the Media Agency by the PROMISES technical team.

**When it comes to Media Buying, can the bidder only send a brief budget and plan or is a strategy required for submission?**

* It would be preferable to have the strategy plan also submitted with the proposal submission as this would provide UNFPA a clearer idea about the plan.
* The target is 12.6 million people, and it would be good to have the proposal reflecting how the agency plans on reaching this target through the various digital vehicles.

**Is there a breakdown for the 12.6 million people?**

* The number came up when the calculation was done through the mass media. The total target will be divided into three target groups (married people, youth, and general population).
* It is important that the media campaign reaches these target groups through the proposed campaign.

**Myths and Misconceptions about FP?**

* The briefing will not go into details around myths and misconceptions, however there are strong common misconceptions that has a major impact on initiating dialogues about Family Planning. Hence, suggest that the proposals should reflect and take into consideration this challenge when proposing a way forward.
* An example of a misconception would be that “family planning is considered to be a population control mechanism”. It would be the attempt made by the campaign to counter this by emphasising on the face that SRHR is a part of our health and it is a choice people can make through their fundamental rights.

**Should the technical proposal be separate for partial or full application?**

* If the organization is pitching for both aspects, one proposal is enough.
* For those organizations bidding for only one component can submit the application only for that aspect.

**Expected outputs of the content?**

* A minimum of 09 videos’ (3 from each language) for digital media.
* 03 TV commercials (01 from each language) for mass media

**Is there an age category that we are targeting through the campaign?**

* The main target should be people of reproductive age which includes the three main target groups selected by UNFPA and SLCOG.
* Secondary target could be those who are 55+ and information around general awareness could be presented to these age groups.

**The 12.6 million target, is it only for traditional media?**

* Tt is collective of all different types of media vehicles and modes.

**The content development time slot of two weeks. Will it start after the proposal is granted?**

* Yes. However, it is good to have a concept note ready by the time the proposal is submitted.

**The TOR states that the organization has to have an attestation from an organization they have worked with before?**

* Tthe expectations of the TOR cannot be changed and the attestation would support the proposal.

**Since the UN agencies are not providing a letter of attestation or certification is there an alternative for this requirement as there is a practical difficulty?**

* The expectation cannot be changed, but they can attach proof of work to support this part if they do not have a letter or a certification.

**Explain a little more on the contract for professional services and what is expected from the bidder?**

* For an example: If the contract value is less than 50,000 USD, the contract will be for low value contract – Annex A – 7.a. If the contract value is more than USD 100,000, the format Annex A7. Will be used which is for high value.
* This depends on the Bidder’s financial bid.

**To reference SRHR rights, can the media agency take the 10 rights published by USAID and UNFPA etc.?**

* It can be used as a source but UNFPA can also share some information on this. The proposal should only have a brief explanation on these rights as the main purpose is to propose a strategy for the communications campaign.

It was further emphasized that the TOR has two aspects. Requested the bidders to ensure that the proposal to be clear on which part they are applying for. Attendees were informed about the partnership with SLCOG and UNFPA will have a focal point coordinating with them.

**Please clarify if the budget of USD 130,000 is inclusive of VAT?**

The amount mention was excluding VAT.

**For media buying, on page 25, it says:  Planning, booking and buying digital media and mass media for a period of one month.   
  
However, on page 26 under deliverables and timeframe, media buying is mentioned as 3rd week of January 2022 to 4th week of March 2022. Should it ideally be 04th week February to 4th week of March, given that the period is only one month? Please clarify the exact time period for media buying for both mass media and digital.**

The second deliverables are linked to the following;

1. Engaging trilingual influencers plus paid promotion of digital content across selected digital, including social media platforms (i.e. Facebook, Instagram, YouTube, TikTok, Google Ads, etc.)
2. Publishing newspaper articles and advertising on print media
3. Spot Advertising on TV and Radio and engaging on TV/Radio shows

"Planning, booking and buying digital media and mass media" is a part of the deliverables therefore we take longer than one month.

Also, it will be an ongoing process during the execution of the campaign.

**Please provide clarity on the following. I refer to RFP document download from your site.**

1. **As per Page # 33 - Bid and Returnable Forms - there are 5 items to be submitted, out of this Bid Confirmation Form already submitted, therefore another 4 items to be submitted**

**Answer:** The RFP submission should have these annexes as part of the submission except annex F and G which are optional. The formats are part of the submission. Bidders are expected to stick to the format, duly fill, sign and attach with the Bidding document.

1. **On Page # 31, Point 4 & Table 4.1 and Audited Financial reports - under which item one to be submitted**

**Answer:** This ratio is required to analyse the financial stability of the bidders. Please provide three-year ratio. To support the statement, please attach three year Audited Financial Statements.

1. **On Page # 35 - Annex B: Bid Submission Form, there is a requirement to be signed on behalf of Business Authority and Legal authority - who are eligible to sign this?**

**Answer**:

**Business authority:**

The Business Authority would refer to the individual in the company who is leading the commercial proposal (typically, a project manager).

**Legal Authority:**

The highest level legal representative/authority of your company the highest possible instance of the company). Usually, the Chairman, CEO or Director

1. **On Page # 36 - Annex C Bidder Identification Form - there is Name/ Surname/ Position to be filled, please clarify on this as well.**

Answer: Same as above point 3.

**Page no. 38 – Annex D: Bidder’s previous experience: Please clarify what does it mean by “evidence to be attached: client’s letter or certification in support of satisfactory completion of orders”**

This is the section bidder was expected to list out their similar assignments/projects they may have handled or successfully completed with other agencies or companies. The table will only capture brief description of the assignments or projects. **Bidders are required to attach formal letters or certificates from the respective agencies or companies.**

**To check the Dollar Rates, please check the following link to get the December UN Operational Rate of Exchange:**

[**https://treasury.un.org/operationalrates/OperationalRates.php#S**](https://treasury.un.org/operationalrates/OperationalRates.php#S)

However, kindly note if the Bidding company is operating in Sri Lanka, the BID should be submitted in local currency (LKR).