



Republic of Serbia



Programme Funded by EU



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Implementing Partner

EUROPEAN  
PROGRES

## Questions and Answers

### RFP UNOPS-EP-2016-S-049

With the intention of simplifying the procedure of submitting proposals for the [provision of services on organisation of the campaign "Bringing European Integrations Closer to the Media and Youth in the South East and South West Serbia](#) please find a list of answers to frequently asked questions.

Prospective bidders are, however, welcome to contact us at [srpc.procurement@unops.org](mailto:srpc.procurement@unops.org) for any and all further clarifications.

I

**Q: To what extent should the ideas for the audio visual materials and promotional items be elaborated in the technical proposal? Should it include layouts, storyboards, copy etc., or would a description of the overall concept suffice at this stage?**

**A:** We are currently looking for ideas rather than details of each product. We are interested in seeing the engaging campaign ideas, main messages and communication tools you will be using - how, where and why (in relation to Programme area and target audiences.) The given detailed list of products is there to help you estimate campaign cost and for us to compare the cost of services between bidders. Note that this is not an exclusive list and if you feel additional product should be produced for the campaign please include that in your offer. When it comes to visuals we want to see how they integrate the existing logo. In all, this is the minimum, if you feel elaboration to the above listed would be beneficial to portraying your vision, this will never affect your bid negatively.

II

**Q: Seminars and events – would this include the participation of Programme spokes people/experts only, or should external speakers/lecturers also be considered?**

**A:** External speakers/lecturers should be considered. Serbian European Integration Office (SEIO) and EU INFO Centre (EUIC) could help you out in finding the right profile of speakers/lecturers. EUIC - [Team Europe](#) can be of particular help.

III

**Q: Considering the implementing partner is expected to put forth a set of indicators according to which the success of the campaign will be measured, is the bidder expected to conduct a formal research as a baseline for the campaign? Could it be a desk-research or does it need to include field work and such?**

**A:** We expect this campaign to be based in reality (respond to real interest and needs of target audience) and have measurable impact. This means that we will require indicators that will be changed through this campaign. How you get to these indicator is up to you - be it from many studies available on Serbian Youth and European Union, online survey or small independent research in the Programme area whatever you feel is beneficial. We are realistic and do not expect major research but are interested to see that the focus of your campaign is sourced from reality and is intending to change issues identified by target audience.

In short the bidder has the freedom to independently evaluate the complexity of the research needed to efficiently determine reliable and quantifiable indicators. The aim is to set realistic, achievable and, most importantly, measurable goals for the campaign.

#### IV

**Q: It is stated that the applicant must provide at least three recommendation letters for similar projects implemented. Could this include projects implemented in countries other than Serbia?**

**A:** We are looking for an experienced team. If this team worked on similar projects in different countries it will be considered. Of course if the company, but not the team, worked on similar projects this will be scored accordingly.

#### V

**Q: Should the financial offer only include the costs of organisation and implementation (e.g. core personnel hours), or should it include an estimate of all third-party costs to be incurred (e.g. public events - accommodation and boarding, transport costs, materials, photography, videography etc.)?**

**A:** As per distribution in Form F, Financial Proposal Form and as stated in ToR: The service provider must provide cost breakdown per deliverable/output in a lump-sum amount per output.

#### VI

**Q: Media component – should this include costs of broadcasting based on a proposed media plan? Are there any numerical media campaign objectives and what are the budget limitations?**

**A:** Cost of all media broadcasting should be included as a lump sum amounts. The information on budget limitations is not available.

#### VII

**Q: Bank Guarantee – Would it be acceptable if this was issued by a foreign bank to an equivalent amount in EUR?**

**A:** If the company is international - yes. For companies registered in Serbia bank guarantee should be issued by banks registered in Serbia.

#### **VIII**

**Q: Since youth are one of two main target groups, is there a specific age group the campaign should focus on (i.e. high school students, university students etc.)?**

**A:** No, there is no predetermined age group that should be engaged through the campaign. The bidder should estimate which segment (or segments) of the younger population would best respond to the campaign efforts and the set goals and what activities would be best suited for the chosen age group.

#### **IX**

**Q: Can bidders include tools developed as means of informing the public about the process of the European integrations of Serbia (including various publications and mobile applications produced by the Delegation of the European Union in Serbia, and the European Integration Office of the Government of the Republic of Serbia) in their campaign proposals?**

**A:** Not only are the bidders allowed to utilise such tools in their campaign proposals, they are strongly encouraged to do so. The campaign should make use of existing content in communicating the positive effect of EU integrations to the target audiences, rather than investing additional resources into the development of new ones.

#### **X**

**Q: Can the reprinting of publications provided by the Delegation of European Union in Serbia be funded through the campaign?**

**A:** Yes, if printed in full without changes. Since the available amount of the recommended informative and promotional materials can be quite sparse, the chosen bidder will have the option of printing additional quantities utilising the budget for the campaign. The bidder will, however, firstly need to acquire formal approval from the publisher (i.e. the European Commission) with EUIC assistance.

#### **XI**

**Q: Since the United Nations Office for Project Services (UNOPS) is exempted from paying the Value Added Tax, will the exemption apply for the bidder's transactions with external suppliers also?**

**A:** Tax exemption could only be applied to direct contractors. It cannot be transferred to external suppliers (sub-contractors).

## **XII**

**Q:** The Terms of Reference for the Campaign state that “The TV spot and radio jingle must be distributed to local, regional and national media free of charge for broadcast. The same may apply for the short film(s) “. What does this entail?

**A:** This means that the implementing partner cannot charge the local, regional and national media for using and broadcasting the TV spot and radio jingle produced through the campaign.

## **XIII**

**Q:** The Terms of Reference states that the bidders need to provide UNOPS with the diploma of the Team Leader proving he/she fulfils the expertise requirements. Does the bidder also need to submit diplomas of the rest of the team?

**A:** The bidder should provide all the requested proof of expertise specified in the Request for Proposals – Qualification Criteria. In this case if the position in question requires completion of BSc or MSc the copy of relevant diploma should be included in your bid.

## **XIV**

**Q:** Which information should be inserted into Form J: Performance Statement Form

**A:** The inserted information should prove that the Offeror is in continuous business of supplying similar services as specified in the ‘Schedule of requirements’ during the last 3 (three) years prior to Proposal opening. This is the list of performed similar projects.

## **XV**

**Q:** Which information should be inserted into Form J: Performance Statement Form

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## **XVI**

**Q:** Should supporting documents (financial reports, balance sheets, registry documents, tax administration receipts, contracts, etc...) be translated into English language?

**A:** There is no need to translate the supporting documents into English language.