



ENERGIE ȘI BIOMASĂ

Resurse energetice alternative pentru Moldova



Pre-bidding Conference

RFP for the production of video-audio materials for MEBP communication campaign RfP11/00451 (25/10/2011), 11:00
Chisinau, UN House Conference room

Participants	
5 representatives from 3 communication agencies attended the meeting	
UNDP Moldova	
1. Ludmila Tiganu	UNDP Moldova Communication Specialist
2. Corneliu Martiniuc	UNDP Moldova Procurement Associate
3. Ina Zglavuta	MEBP Communication and Media Officer
4. Mihai Maciuca	MEBP Procurement and Contract Management Officer

Purpose of the meeting - to inform the participants on the procurement procedures and to provide clarifications to communication agencies' questions.

Background:

On October 20, 2011 UNDP Moldova issued a Request for Proposal for the production of video-audio materials for MEBP communication campaign. The deadline for submission of the proposals is 11 November, 16:30 local time. The purpose of the Pre-bidding Conference for the RfP11/00451 is to inform interested agencies on the procurement procedures and to respond to the questions of the participants.

According to the Request for Proposal the interested agencies shall submit their proposals for production of 4 video and 4 audio spots promoting biomass based energy production benefits, as well for production of 5 short video stories promoting renewable energy and energy efficiency.

The agencies that attended the meeting were warned that the proposals should be presented in 2 separate envelopes; first should include operational and technical documentation, and Proposal form; the second should include the price schedule/financial proposal.

The bidders were additionally informed about Project's communication objectives. The companies were also informed that the set of documents submitted for the tender should include a concept for the production of video and audio spots, and video stories. It is important that companies come with a vision of spots production that would present the stylistics of spots, the approach, techniques applied, subject lines, key messages to be focused on.

Moldova Energy and Biomass Project

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Questions and answers session:

Q: The requested spots should be of an informative or creative nature?

A: The spots should be of a creative nature. Switching to renewable energy sources implies a change of attitude and behaviour. Therefore, in order to have a higher impact, it is important to pass the relevant information in a creative manner. The spots should be memorable and should convince people to make a change by using renewable energy.

Q: What kind of biomass fuels does the project intend to promote?

A: The project will promote solid biomass fuel: straw bales, straw briquettes and pellets.

Q: How will be the spots broadcasted?

A: The spots produced will be broadcasted on TV and Radio stations with a national and local coverage. These will also be placed on partners' web pages.

Q: Will the 4 video spots be a sort of anchor spots for video stories and will the messages promoted in video spots be further developed in these 5 video stories for teenagers?

A: Video stories will follow a distinct approach from the video spots. They will not follow the scenarios and will not repeat the messages contained in video spots. These should reflect some of the most frequent real life situations linked to the energy consumption with which the teenagers most commonly may confront with. Video stories will be broadcasted via social networks/ channels mostly used by teenagers: cinemas, You Tube, Facebook, TV, Radio, etc.

Q: Should the offerors propose concrete scenarios?

A: Offerors do not need to present detailed scenarios at the tender. Only the general concepts of video spots production that would show the stylistics, subject lines, approach, messages promoted should be presented. It is recommended to aim at producing 30 seconds video spots so that it would be easier to negotiate free of charge broadcasting with the TV stations.

Q: Audio spots should have the same scenario as video spots?

A: The scenarios of audio spots shall be prepared based on video spots. This will allow the target audience to remember the messages promoted and will ensure the connection between video and audio spots as part of the same communication campaign. If the stylistics of the video spot does not allow its adaptation to an audio spot, a new scenario will be developed, being close to the messages promoted in the video spot.

Q: Is there a limit of the number of actors employed for spots and video stories production?

A: There is no restriction in this regard. It is important that the key person in the spot, regardless if he/she is an actor or not, passes the message to target audience and remains memorable.