



**Pre-proposal Conference Minutes
Public Relations and Communication Services for Ombudsperson Office and Equality Council in the
Republic of Moldova
Moldova (RfP15/01001)**

**19 June 2015, 14:00
UN House Conference Room**

Attendees: Representatives of 5 companies from Moldova and 1 from Denmark, Copenhagen Group A/S (via Skype).

Agenda:

1. Description of the RfP process
2. Questions and Answers received during the Pre-proposal conference
3. Questions received after the Pre-proposal conference and respective Answers

1. Description of the RfP process

The purpose of the pre-proposal meeting for the **RfP15/01001** is to explain important aspects related to the procurement procedures and clarify various technical aspects of the requirements.

A detailed description of the RfP process was made, highlighting the most important parts of the published document: Instructions to Proposers (including Data Sheet), Terms of Reference, Documents Establishing the Eligibility and Qualifications of the Proposer, submission details and deadlines, Technical and Financial Specifications and required format and modality for presenting the price quotations, as well as the methodology and procedures for identifying the winners of the competition.

Other important issues addressed during the Pre-proposal conference were:

- Special attention was paid to the deadline for submission - 2nd of July, 16:30, Moldova time, Proposals should be submitted in time, a minute late will result in rejection of the proposal;
- Offers can be submitted either in hard copy or electronically. Incomplete offers shall not be examined;
- All documents to be submitted are specified in the bidding documents. Offers which do not meet the minimum qualification criteria will be rejected;
- The proposals in hard copy should be submitted in 2 separate envelopes (one envelope for technical offer and one for financial), the proposals submitted by e mail should be sent in 2 different emails - (separate financial and technical proposals), the files being coded separately, otherwise the action would constitute a reason for rejection;
- The evaluation will be based on Combined Scoring Method, using the 60%-40% distribution for technical and financial proposals, respectively, where the minimum passing score of technical proposal is 70%. At the first stage of evaluation the offers will be assessed according correspondence to technical requirements. The second stage: based on technical evaluation criteria specified in the bidding documents, only offers which accumulate 70% of the technical score will pass to the financial evaluation stage. The Contract will be awarded to the offer which will gain the highest combined score;
- The 3 main tasks to be performed have been mentioned: 1) Updating the Equality Council and Ombudsperson Office individual Communication Strategies and Action Plans; 2) Rebranding of the

- Ombudsperson Office; 3) Developing and implementing multi-dimensional public awareness campaigns on human rights and equality.
- The deadline for submitting requests for clarifications or questions is 7 days before the submission date, 2nd of July 2015.

2. Questions & Answers received during the Pre-bidding Conference

Question 1: A big amount of work should be performed during a short period of time. During July the selection of winning company will be performed, meanwhile, the winner should submit the first deliverable by the end of July, and at the end of August two drafts of Communication Strategies and two Action Plans should be submitted. The timeframe seems to be very short from the Contracting date to the submission of the first deliverable and respectively the second one.

Answer: The Contracting date could be shifted to one week later, but overall the dates for submission of the deliverables will not change very much, this will be mentioned at the moment of Contracting.

Question 2: There is a big discrepancy between the time offered for the 2015 and 2016 multidimensional public awareness campaign on human rights and equality, in 2015 - 2 months and in 2016- 6 months.

Answer: The same period of time, two months, is reserved for the implementation of multidimensional public awareness campaign in 2015 and 2016 years: a) First two multidimensional public awareness campaigns on human rights and equality (01 October – 01 December 2015); and b) Second two multidimensional public awareness campaigns on human rights and equality (01-30 April 2016; 01-30 June 2016). The time allocated for the campaigns is equal in 2015 and 2016 – 2 months each.

Clarification: The Final Communication Strategy and Action Plan of the Equality Council and Communication Strategy and Action Plan of the Ombudsperson Office should be submitted by 30th September. The 3 concepts for rebranding of the Ombudsperson Office should be included in the Communication Strategy. The period of 10 days (6th deliverable should be submitted by 10 October 2015) should be sufficient for finalization of rebranding of the Ombudsperson Office.

Question 3: Referring to the production of 4 TV spots: two spots for 2015 and two spots for 2016 in Romanian and Russian languages, for example for 2015 - 2 separate spots in Romanian should be dubbed in Russian, which techniques should be used: subtitles or voice-over?

Answer: The video should be dubbed in the second language (voice-over).

Question 4: The Monitoring and Evaluation (M&E) part in the ToR refers to how the winning company plans to monitor and evaluate its actions within the mentioned contract or regarding the M&E plan to be included in the Communication Strategies for the two institutions?

Answer: In this case, Monitoring and Evaluation (M&E) modalities are part of the Communication Strategy. The company should develop a mechanism to measure progress and results of activities, a set of indicators with targets and baseline data should be developed. In accomplishing the above mentioned tasks, the Contractor should cooperate, engage, consult the draft and final products with the relevant Equality Council and Ombudsperson Office staff throughout the assignment, to ensure sustainability of the activities and Institutions' ability to evaluate and monitor their development.

Clarification: The public awareness campaigns should be done together and in consultation with the Equality Council and Ombudsperson Institutions, the main objective being to increase transparency, accountability and visibility of the National Human Rights Institutions and to promote human rights, equality and non-discrimination in Republic of Moldova. The level of details of the developed concepts and subsequent organization of the multidimensional public awareness campaigns is up to the company, but it should contain the minimum characteristics described in point 3 of the ToR, "Rationale".

Question 5: Referring to the strategies – for which period of time are the Communication Strategies and Action Plans to be developed?

Answer: The Communication Strategies and Action Plans should be developed for the next 3 years for both National Human Rights Institutions

Clarification: The target groups should be suggested by the bidding company. Bidders are encouraged to use at least 3-4 target groups. Also, it is highly recommended to check the points obtainable in the evaluation form for analysis of the proposed work.

3. Questions received after the Pre-proposal Conference (as of 19 June 2015) and respective Answers

Question 6: Regarding submission instructions of technical and financial proposals: Should the tenderes submit separate offers (technical & financial) for each of three objectives of work stipulated by ToR, and namely: 1) Updating the Equality Council and Ombudsperson Office individual Communication Strategies and Action Plans; 2) Rebranding of the Ombudsperson Office; 3) Developing and implementing multi-dimensional public awareness campaigns on human rights and equality?

Answer: Interested applicants should submit one Financial Proposal and one Technical Proposal. The Envelopes **must be separate** and each of them must be submitted, sealed individually and clearly marked on the outside as either “TECHNICAL PROPOSAL” or “FINANCIAL PROPOSAL”. Detailed information on submission instructions are described in Section D of the RfP, namely “SUBMISSION AND OPENING OF PROPOSALS” section.