

Clarification Note to RFP SER 01 2021 Organising public awareness campaign on personal data protection

Q1: If we confirm the participation, would you provide us with some official materials and research that we would use as source of information in our proposal for the campaign?

R1: The link to the research on public perception of personal data protection, which was conducted in December 2020, is placed in the ToR. The bidders shall take into consideration the findings of this research when developing the campaign concept and preparing campaign material.

Q2: Is it expected that we by 3 June provide just a creative concept or complete implementation of the concept on the other deliverables - scripts for videos, design for the banners, etc.?

R2: The creative concept (including campaign plan and main campaign messages) shall be developed in the first 15 days of the engagement. The deadline depends on the first date of the contract, but we expect this to happen somewhere in June. On the other hand, script for videos, banners, production of videos etc. will be prepared in the next phase of engagement, after the campaign concept is approved.

Q3: Regarding the event and 30 minutes presentation - is it expected from us not just to prepare the presentation for someone from your organisation to deliver, but also to present it ourselves?

R3: It is expected from the bidder to prepare and to deliver the 30-minute presentation.

Q4: What precisely is expected from us to present by the tender deadline, being 3rd of June. Is it just financial offer, followed with all needed documentation or as we believe some creative proposal as well? If that is the case, is it expected to be just a draft of the creative concept (campaign plan and main message as you stated), without implementation on other deliverables (videos, banners) or draft version of creative concept on all deliverables?

R4: Please note that all documentation stipulated in ToR under item 9 „Submissions” should be submitted. When it comes to creative concept, please note that we do not ask the proposal to include draft videos and/or banners. Instead, your proposal shall include description of the approach to developing creative concept for videos and banners and approach to developing main messages of the public awareness campaign (up to two pages).

Q5: What input will the contractor get? Will that be some kind of text with information regarding the topic that contractor can use for preparing script for the videos, banners and presentation? Or is up to contractor to prepare all inputs?

R5: The link to the research on public perception of personal data protection, which was conducted in December 2020, is placed in the ToR. The selected bidder shall take into consideration the findings of this research when developing the campaign concept and preparing campaign material. In addition, soon after signing the contract, the selected company will have a meeting with the OSCE Mission to Serbia and the Commissioner for Information of Public Importance and Personal Data Protection to discuss the objectives of the campaign.

Q6: Will contractor only work on preparing the presentation or contractor will write speech for the speaker as well?

R6: The bidder is to prepare a 30-minute presentation explaining the main messages and products of the campaign. During the public event, one of the members of the bidder's team responsible for developing the campaign material shall be responsible for delivering this presentation (holding the speech).

Q7: Can you please clarify number 4 and 5 of the Pricing Format document? Which tasks should we include in those prices?

R7: The points 4 and 5 of the Pricing Format are explained in the previous response (above).

Q8: When will contractor start with activities?

R8: We expect to start with activities in June 2021.

Q9: Does **Preparation of the Campaign** plan consider media planning for broadcasting five 30'' videos and publishing web banners? (Indicated in RFP, point 5 Timeframe & Key Outputs)

R9: As far as point 5 (ToR – Timeframe and Key Outputs) is concerned, the Mission will be directly responsible for media planning for broadcasting videos and publishing banners, which will depend on the additional tender for procurement of such services under point 3 (ToR – Timeframe and Key Outputs). The selected company will be responsible to monitor the implementation of the campaign.

Q10: What is considered under the **List of authorized products** (services), indicated in Annex B – Vendor registration form / Section 2 Company Profile / point #3? Is it Activity code description from the Business register or something else?

R10: Yes, please refer here to your core business activity as registered in the Business Register Agency. This information is for registration purposes.

Q11: Should bidder provide English translations of the proofing documentations indicated in Annex D – ToR / point 9. Submission:

- copy of the registration document (APR excerpt, or a scan of Foundation Act registered before the competent court)
- The copies of bidder' audited Financial Statement Reports (Balance Sheet and P&L) for the previous two years

R11: OSCE does not insist on status documentation to be translated in English. You may enclose a copy of these documents in Serbian language.

Q12: In the Annex D - Terms of Reference, part 9. (Submissions), you mentioned that we should deliver a complete breakdown of all costs. How detailed should it be, since we are listing all the main costs in Annex E?

R12: Completed Annex E is sufficient in terms of providing detailed breakdown of costs.

Q13: Does the communication plan of the campaign apply only to TV stations and magazines or promotion on social media channels, as well?

R13: The communication plan applies to TV stations and magazines/newspapers only.

Q14: Should the communication plan also recommend PR tools?

R14: No.

Q15: Should the communication plan cover promotion the (online) public event on social media channels, as well?

R15: No.

Q16: In which language selected bidder is expected to deliver presentation on the event?

R16: Selected bidder will deliver presentation in Serbian language.

Q17: Are costs of subtitles for videos borne by selected bidder.

R17: Yes, these costs are the part of the video production and as such should be included in bidder's budget.

Q18: Should campaign plan include also bidder's proposal of media?

R18: No, bidder is not expected to propose media for broadcasting. Selection of media will be done by the OSCE mission to Serbia in later instance.

Q19: In regards to description of approach, is bidder expected to present the topics here that will be communicated in videos?

R19: It is up to bidders to develop their own approach they find most suitable for this project. Proposing a list of topics is not mandatory, but is considered as advantage showing that bidders were deliberating about topics. Proposed topics by selected bidder, may not necessarily be accepted as originally proposed and can be modified in later instance.

Q20: When is expected end of the campaign?

R20: Providing that selection process is completed and contract concluded in June 2021, the end of campaign is expected in January 2022.

Q21: What is expected to be presented in the Report on the implementation of the campaign?

R21: The expectation is that selected bidder performs monitoring activities in the course of campaign. The final report is expected to present the reach and outcome of campaign such as but not limited to coverage in media, presence of Commissioner in media, what and how audience received the campaign messages.

Q22: Payment dynamics

R22: The payment is possible to organize by project phases: the first part after obtaining approval of main deliverables (videos and banners), the second part upon accepting the report on the implementation of the campaign, as the final deliverable.

Q23: Regarding the ToR, point 9. Submission: Enclose at least three references with names and contact details: addresses and telephone numbers to prove experience in working with international institutions

and / or national public authorities and/or other profit companies (***provide this information within Vendor Registration Form***)

Please clarify is it satisfactory to provide required information **only within table in Registration Form** – Customer references OR is required from Bidders to provide additionally **three separate Client’s reference letters**, signed and stamped from their side? (from Clients listed in the Registration Form)

R23: You may provide your reference list with name and contact details in the template Vendor Registration Form. Kindly note that the submission of reference letters is not mandatory requirement, but if available, feel free to enclose them with the rest of documentation.

Q24: Since the initial brief mentioned that we only need to deliver the short description of the approach to delivering the creative concept - UP TO TWO PAGES - should we describe it in Word Document (2 pages) or it could also be a PowerPoint Presentation?

R24: The description of the approach in delivering the creative concept has to be done through the Word document. If the bidder would like to provide additional documents, apart from the Word document, this is acceptable.

Q25: Since the description only needs to include the approach to delivering the creative concept, and not the full idea of the creative concept, how should we determine the price for the video creation (since the price itself depends on the specific elements of the video)?

R25: The price definition is up to the bidder itself and it shall correspond to the bidder’s overall idea of the creative concept.

Q26: Which documents need to be signed? Anything else besides Vendor Registration Form, Annex E “Pricing Format” and Statement on impartiality?

R26: Correct. Nothing else beside the mentioned documents is to be signed.

Q27: Is there a template for submitting CVs?

R27: No, the template for CVs is not defined by the OSCE. You may submit CVs in any template, which is up to your preference.

Q28: Financial Statement Reports - do we only need to fill in Section 3: Financial Information and Experience within the Vendor Registration Form or we also need to submit copies of the statement (balance sheet and income statement).

R28: Apart from filling in financial information in **Vendor Registration Form**, bidders are asked to submit audited financial reports (Balance sheet and Income statements) for the last two years.

Q29: Regarding this item from the Cover letter: “Cost comparison between responsive proposers. From among all technically acceptable proposals, the award will be made to the lowest cost bidder.” Will only the prices related to the concept preparation service, presentation, report, etc. be compared? Or also

prices for video and banner production (item 2 and 3)? (Since the cost of production depends directly on the approved scenarios).

R29: Kindly note that all items as per Annex E- Pricing Format will be taken into consideration. Among all technically acceptable proposals, the award will be made to the bidder with the lowest total price for the entire project.

Q30: Regarding the item: "Provide the description of the approach to developing a creative concept for videos and banners and to developing the main messages of the public awareness campaign (**up to two pages**);" Whether it refers to up to pages in the Word format? Will proposals on more than 2 pages not be considered?

R30: Yes, we refer to the Word format. Proposals with more than two pages will be also considered.

Q31: Is it necessary to communicate Sweden / OSCE in the campaign as financiers, project implementers?

R31: Yes.

Q32: Are there any mandatory elements of the campaign, either verbally or visually?

R32: The campaign products shall be developed with the overall goal to increase citizens' awareness of the personal data protection. Other details (for example topics of the video products) are more closely explained in the ToR. As far as mandatory verbal or visual elements are concerned, they will be discussed with the selected bidder, upon completion of the tender. At this moment, we can only say that it will be mandatory to communicate OSCE Mission and Sweden as the donors of the campaign.