
Date: 17 July 2012

Clarification Note # 1

Request for Proposal No. 01/UKR/2012 - DEVELOPMENT AND PRODUCTION OF ELECTION-RELATED VIDEO PUBLIC SERVICE ANNOUNCEMENTS, DEVELOPMENT, PRODUCTION AND PLACEMENT OF AUDIO PUBLIC SERVICE ANNOUNCEMENTS AND INTERNET BANNERS, WEBSITE DEVELOPMENT

Request for Proposal No. 02/UKR/2012 - DESIGNAND, PRINTING AND DISSEMINATION OF ELECTION-RELATED PRINTED AWARENESS MATERIALS

I. In accordance with paragraphs 8.2 and 8.3 of the Instructions to Bidders, the OSCE would like to provide the following clarifications to the Bidding Documents:

Question 1: According to the Article 20 of the General Conditions of Contract (Services), we are obliged to provide insurance for employees. Please, clarify to what personnel insurance should be applied, either to the project team (agency staff) or to the field staff (direct executors of the work)? Does it refer to the mandatory social insurance or to life insurance? Will the provided insurance be compensated to us by OSCE?

Answer 1: All personnel proposed for provision of the Services under the proposed Contract shall be properly insured according to applicable legislation.

Question 2: Do we understand correctly that the personnel should be employed officially? May it be employed on the civil-law contracts?

Answer 2: The proposed personnel shall include permanent employees of the Bidder but may also include consultants and/or other experts employed on temporary basis.

Question 3: In what form should documents be translated? Should it be notarized translation or we can prepare it ourselves?

Answer 3: There is no need for the notarized translation, the translation of the supporting documents can be done by your company and certified by your stamp. However, the OSCE reserves the right to ask for the notarized translation if deemed necessary.

Question 4: Please, clarify what should be described in the form **Section III – C An Item-by-Item Commentary on the Terms of Reference Demonstrating Substantial Responsiveness to the Requirements**, and what is the difference between this form and

Section III – D Description of the Methodology and Work Plan for Performing the Assignment?

Answer 4: In the form named *Section III - C An Item-by Item Commentary on the Terms of Reference Demonstrating Substantial Responsiveness to the Requirements*, in order to demonstrate the substantial responsiveness of your Proposal to the requirements, it is required to put your commentary on the issued Terms of Reference; e.g. if you have in mind any modifications or improvements to the Terms of Reference which, in your opinion, would improve the performance of the Assignment, you may present and justify them in this Section. Please, note that such suggestions should be concise and to the point and incorporated into your Technical Proposal; any comments and suggestions made by the Bidder forms an important part of the evaluation of Proposals.

In the form named *Section III - D Description of the Methodology and Work Plan for Performing the Assignment* you shall provide a detailed description of proposed approach, methodology and work plan for performing the Assignment accordingly, which should be in compliance to the Terms of Reference. Please, note there are instructions to this form already provided in the Bidding Documents (green color):

"Technical Approach and Methodology:

Bidder should explain its understanding of the objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. The Bidder is expected to highlight the problems being addressed and their importance, and explain the technical approach that it would adopt to address them. The Bidder should also explain the methodologies proposed to adopt and highlight the compatibility of those methodologies with the proposed approach. Among other requirements provided in the ToR, the distribution methodology offered, shall also foresee providing the evidence of: getting permission of the target state institutions and medical care institutions management; factual materials placement; the fact of transfer of leaflets to the representatives of medical institutions for further distribution.

Work Plan:

Bidder should propose the main activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the OSCE), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the Terms of Reference and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings, and tables to be delivered as final output, should be included here. The work plan should be consistent with the work schedule attached as part of the Bidding Documents".

Question 5: As for the preliminary media plans conducting the campaign on the FM stations, it was mentioned during the pre-Proposal meeting that it must be 6-8 broadcasts per day. Therefore, please, clarify, should it be 6-8 audio broadcasts per day per one FM

station or every day on all FM stations, proposed in our media plan, since it can significantly change the service costs in media plan?

Answer 5: At each of the radio stations, we expect **the total of 6-8 broadcasts of the audio PSAs per day**. We have several audio PSAs, and the plan of rotation of different PSAs **within** the total 6-8 broadcasts per day per each station can be proposed by the bidder, depending on the bidder's vision on how to reach the specific audience of each PSAs and campaign in general.

Question 6: During the pre-Proposal meeting it was mentioned that the media-plan for the placement of the produced **audio PSAs** in prime time on the most popular national FM radio stations is to be developed on a basis of 6 rolls (plays) per day plan. Do you expect to have 6 rolls (plays) per day for each audio PSA, or for the whole campaign?

Answer 6: At each of the radio stations, we expect **the total of 6-8 rolls (plays) of the audio PSAs per day**. We have several audio PSAs, and the plan of rotation of different PSAs **within** the total 6-8 rolls (plays) per day per each station can be proposed by the bidder, depending on the bidder's vision on how to reach the specific audience of each PSAs and campaign in general.

Question 7: We would like to clarify the issue which concerns the media placement of the audio message on 5 radio stations. During a pre-Proposal meeting on 06 July 2012 it was mentioned that you expect the repetition of commercials about 6-8 times per day. Please, clarify does it mean repeating 6-8 times per day of each audio movie? Is it correct that it would be about 24 or 32 radio hits per day?

Answer 7: At each of the radio stations, we expect **the total of 6-8 broadcasts of the audio PSAs per day**. As far as the bidders are required to involve at least 5 radio stations, the calculation will be as follows: minimum 5 radio stations x 6 to 8 broadcasts per day at each station=30 to 40 broadcasts per day (total). We have several audio PSAs, and the plan of rotation of different PSAs **within** the total 6-8 broadcasts per day per each station can be proposed by the bidder, depending on the bidder's vision on how to reach the specific audience of each PSAs and campaign in general.

Question 8: Could you, please provide the logos, which should be on posters?

Answer 8: The logos for the draft awareness materials can be copied from the PPT presentation sent to the bidders earlier. These are the logos of OSCE PCU, the Central Election Commission and the Canadian International Development Agency. For producing the final awareness products, the logos in higher quality will be provided to the successful Bidder.

Question 9: We don't have an opportunity to produce samples of leaflets and posters in the required time, can we provide in our Proposal images or designs printed on a color printer? Or in this case the Proposal will not be accepted for consideration?

Answer 9: The Bidders shall provide the layouts of the printed materials (posters and leaflets) on time. The design of the layouts shall be of high quality. It is also important that the content of the posters and leaflets specified in the TOR is correctly and fully illustrated by the layouts. The layouts can be submitted in electronic form, or printed on a colour printer, or as ready samples. All mentioned forms of submitting the layouts will be accepted for consideration.

Sincerely,

Csaba Csizmadia,
Chief of Fund Administration,
OSCE Project Coordinator in Ukraine