Clarification Note

Cambodia Sanitation Market Assessment RFP – 9160127

In line with paragraph 1.2 (Question from Proposers) in the Request for Proposal document we hereby provide clarifications to all written enquiries received by 31 July 2020.

Clarifications:

1. When are the schools officially planning to be reopened nationwide? Is this 100% confirmed? Will there be a delay in the project in the event that opening is pushed back?
   The school reopening date is not confirmed 100% however, we expect the materials to be ready within the timeline indicated in the TOR. Broadcasting and distribution might be adjusted based on confirmation on school reopening date.

2. We highly recommend doing rapid qualitative research with target audiences to inform messaging and campaign materials - can this be included as part of the proposal?
   Yes, as long as it doesn’t push deliverable timelines.

3. Is there existing target audience research that can be shared?
   No

4. Is there an any indication of the overall project budget?
   We cannot disclose this information, but we can say that it is properly funded for its scope.

5. Does the proposal need to include a media buying agency, or can a media planning and buying agency be procured once the campaign strategy is complete?
   It doesn’t have to but companies that have more detailed plans might be scored higher.

6. Do we need to include an estimated or indicative media buying budget for a national campaign for the campaign period, or can this be determined as part of the strategy phase?
   Yes, an estimated media buying budget for a national campaign is needed.

7. Do we need to include an estimated production budget (Annex A items), or can this be determined as part of the strategy and planning phase?
   No, estimates need to be included

8. Timeline, As long as the deadline for launching the campaign is met, is it possible to suggest a different timeline by deliverable?
   There is some flexibility however, the timeline of deliverables is set to meet internal and partners, including MoEYS clearances, hence drastically changing deliverable timelines can impact the campaign start date.

9. For the mass media component (TV, radio, billboards...) is the vendor supposed to provide media buying (negotiation and planning the broadcasting schedule with TV and radio stations, broadcasting costs, etc.)? This is difficult to include in the initial proposal since the media buying will be based on the communication strategy for this component that will be created and delivered during the project.
Yes the vendor is supposed to provide the buying, however, in the proposal, we are looking for estimates only, based on the vision you are pitching.

10. **All print and audio materials will be in Khmer. All videos will be in Khmer, with English subtitles**

    The content for the booklet will be also delivered in Kh or we need to include translation in our proposal (if so it would be very useful to receive a draft of the content in English for us to assess the work needed).

    The content will be delivered in Khmer, there is no need for translation.

11. This is for the pre-testing phase only or it will also be needed during the implementation phase? Can you provide a reference in terms of provinces and days for traveling?

    This is for pretesting and implementation. We expect ‘check-in’ visits in main provinces. The days of traveling depend on how much time you need on the round to spot-check, estimating to 2 days.

12. Considering that the reopening is expected for November and the printing process will take around one month, the timeline is really tight. Is it possible to move the kick-off of the project forward, at least to mid-August?

    Unfortunately, not due to time needed for selection.

13. Do you have an indicative date for the reopening, do you know if it will be by early November or by the end of the month?

    The timeline we have designed is based on the information we have. We have no further information on school reopening.

14. Is the indicated total number of items a must, or it may change depending on the target? – For instance, we understand that for the booklet, since it is targeting teachers, the final number of copies should be different (the amount provided is based on number of students), the posters should be defined as well based on the number of schools rather than number of students. Can you provide a more detailed breakdown of the number of copies for us to get a quotation from our printing suppliers?

    The correct numbers are: Student 3,284,830; Teachers 96,460 Schools 16,546. Correct, that the number of assets correspond to each target group. We have provisioned 5% flexibility on numbers. We expect each teacher to receive a booklet, each school to receive a poster and several stickers for the water buckets, each student to receive a postcard / flier.

15. Since the amount of copies is very big and the timeline pretty tight, we believe we would need either to print with different printing houses simultaneously or to print with a supplier abroad with enough production capacity (probably one of our partners in Thailand). We recommend managing the process with the minimum possible suppliers. Is there any restriction from your side for printing abroad?

    There are no restrictions for printing abroad.

16. In our previous experiences working with Unicef we have always invoiced with VAT. Is Unicef VAT exempted for this project? If so we would need an official letter from you so that we can justify why we are invoicing without VAT to the Cambodian tax department.

    You can include VAT in your invoice.

17. Is there a budget ceiling that you can share?

    It is not possible due to our internal guidelines.

18. shouldn't this be in the earlier stage like Deliverable 1?

    Sure, you can incorporate on D1
20. Does this mean the team will have access to UNICEF’s FB page? Or we can create a FB page for this?
   We expect the vendor to create a strategy & assets for UNICEF and partners to execute. NO new page or access is needed.

21. Data for TV post-buy reports has a 2-week delay. We cannot commit with the 15 working days submission after the campaign end date. We will need additional 1-2 weeks to show complete TV data on the report. Can we extend this?
   Yes, there is flexibility.

22. Could you clarify the exact demographics of the below target audiences? 1). Cambodia’s school-aged children-urban and rural. 2). Cambodia’s parents and caregivers. 3). Cambodia’s school directors, teachers and other education personnel.
   I am sure we get your question. What specifically do you need to know? This is a nationwide campaign with specific messages and assets for each of the audience below: children of school age from preschool-end of secondary; parents and caretakers of these children; school directors, teachers and other education personnel.

23. Are we aware of any confirmed cases of children in Cambodia who have tested positive for Covid 19?
   No

24. What makes this different from this campaign? Is it more grassroots and on-the-ground focused? Who will run it? How will the successful bidder make sure that they work well with this other initiative to deliver maximum impact and minimum confusion?
   The C4E is run by UNICEF and partners, and it is focused on behaviors change rather than information. The C4E will use some of the assets produced by the campaign. It is not vendor’s responsibility to assure coordination on alignment with C4E. This is not an area you need to address in the proposal.

25. Can we include messages and creative ideas designed specifically to inspire and reach those children and their families who may never come back?
   Yes

26. Do you have any statistics based on research or other countries experience which suggest how many children might not return after Covid, in addition to the average annual dropout rates?
   No

27. Does Unicef have any information or thoughts on the reasons why children won’t return, whether research based or simply based on knowledge and expertise?
   Our assumptions are stated in the TOR

28. Can one element of the campaign be to try and provide financial advice to families suffering from the impact of Covid? Does Unicef or any of its partners already provide resources for families concerned about money?
   No, this is addressed by our other campaigns and scholarship programmers.

29. Does Unicef have any preferred and/or Government approved statistics on current (ie pre-Covid) drop out rates in schools, including how many children drop out per year and what percentage of Cambodian children graduate high school?
   Not this data is not available and should not be the focus of this campaign. The drop out cases are a small portion of what this campaign is trying to do, which is making sure that the return to school happens in a healthy and safe way.

30. Are there any particular risk factors the Government and Unicef are concerned about with the back to school campaign, particularly regarding public health?
   Our insights are provided in the TOR.
31. Are there any messaging red lines we need to be aware of, such as messages that the Cambodian Government will not want to see discussed publicly? For example, are they willing for us to recognize poverty as a reason many children sometimes don't go to school, a problem which will be exacerbated by Covid?
   We have provided key messages on the areas of interest for this campaign. We expect the proposal to be within those areas.

32. What is the extent of this partnership, will these be paid partnership or barter partnerships?
   Ideally barter partnerships.

33. WhatsApp is not quite big in Cambodia and also we can’t have access to WhatsApp group, all groups are private groups. It’s better to focus on mass platforms, we can explore private groups on Facebook (For your reference only: https://www.facebook.com/groups/169032030362031/ ). Are you ok to explore possibilities within Facebook?
   Yes and the idea is that key assets can be easily shard within these platforms, allowing for teachers and parents groups with no access to mass media and internet, to have access to materials.

34. Secure Cambodian influencer support for the campaign - Is this paid partnership or free KOL sharing?
   Free KOL sharing

35. Can you clarify activation calendar that you’re referring to? Can you specify the number of posts or you want us to suggest?
   We don’t have a fixed number. We expect the bidder to suggest based on the strategy they are proposing.

36. Are you looking for digital media support also? If yes, can you provide a ballpark budget you want to allocate to digital?
   Due to internal policies, we are not able to provide budget figures at this stage. The bidder can include in their proposal with a justification.