Frequently asked questions

1. Social media presence – Facebook, Instagram and Twitter – are there any SM channels already established, or you expect service provider to build up this segment? Who provides content and/or visuals for Social Media channels? SIC: **Boost per post should not exceed the value of 150 USD, for a total of 2,000 USD ad-budget allowed for the entire duration of the campaign.** – Does this amount should be included in financial offer, or this is an amount that will be regulated differently?

**A:**

Yes, this amount should be included in the offer directly. It represents a mandatory spending item.

1. TV shows – Do you anticipate providing media space within already existing TV shows covering relevant topics, or producing entirely new format for this purpose?

**A**:

We primarily aim for prime-time TV slots within already existing TV shows.

1. Documentary style video: is it anticipated to broadcast this video integrally on TV station?

**A:**

Yes, but also we envisage the documentary to be easily divided into smaller segments that could be shared on social media. As our local works covers 12 municipalities and involves a lot of young people, it would be good to structure the video as a series of 1-2 minute long snippets that could be shared on their own, depending on the location/focus, and integrally, as a feature video to be broadcasted on some of the major TV stations in the country, or region.

1. Press conferences: as majority of listed municipalities have no active media (i.e. Kneževo), is it acceptable to formulate activities that differ from a classic press conferences, thus including press visits?

**A**:

Precisely. Press conferences can easily be substituted with any other press engagement event.

1. Technical proposal: do you expect a certain methodology, or it is acceptable to list activities as they are bulleted and outlined in the ToR document, along with other required docs, such as CVs?

**A:**

Yes, list activities in line with the ToR, including other supporting docs.

**Q:**

1. Output 6. a. - Regarding the requirement:  „ *Focus groups must be comprised of a mix of local community representatives from 12 communities and control representatives from communities not included in the list, to ensure objectivity and balanced views*“  does this mean that we will form 12 + 12 focus groups, as follows: one in each of 12 local community from the list, plus additional 12 focus groups from near communities not in the list - a total of 24 focus groups?  If not, we would appreciate if you clarify the design and number of focus groups.

**A:**

There will only be 1 control group, comprised of individual representatives of target locations not included in this process – ideally a group of 12 participants (minimum of 6), 1 from each location.

**Q:**

2. Output 6. a. – What kind of reporting on quality research in focus group is expected: Full report with quotations of participants discussion, or just Key findings based on moderator's notes?

**A:**

We expect a full report with highlights from discussions with participants, including a summary of key findings and recommendations. The report should be between 2-4 pages long.

**Q:**

3. Output 6. b. - Is the methodology of the quantitative survey (polling) defined/preferred in terms of representativenes and size of the sample?

 We expect the polling to achieve balanced approach to basic stratification (urban/rural, age, gender, ethnic breakdown). In terms of sample size there are no additional requirements.

**Q:**

4. Output 6. b. – After the quantitative survey (polling) is carried out, is it necessary to make Full report with tables and graphics, or just Report in a form of infographic?

**A:**

Yes, the full report must be developed, reflecting all the information collected and conclusions reached. A summary document with infographics is highly desirable and should include a minimum of 5 data points selected from the report.