
Questions & Answers | Marketing and Communication Strategy for REDI NGO in North Macedonia, Serbia and Albania

Question 1: Do we need to apply as an Agency/legal entity or can we do it at an expert level for all three countries (North Macedonia, Serbia, Albania)?

Answer: In line with the Request for Proposals' requirements, eligible applicants should be agencies/companies/legal entities.

Question 2: How many training sessions are expected?

Answer: The number of training sessions should be provided by the service provider, based on the plan and amount of work.

Question 3: Can the training sessions be organized online? If not, do we need to plan travel costs or they can be organized in Skopje if we are elected for implementation of this project?

Answer: Training sessions are expected to be organized in Skopje.

Question 4: Can the Agency that will be applying be from Serbia instead of North Macedonia?

Answer: Yes.

Question 5: We, as Represent Communications, have 4 offices in the region and the office in Skopje is not older than 10 years but 7 years. However, our office in Belgrade is 23 years on the market.

In the specification is noted that the applicant must be present on the market for at least 10 years.

Answer: Definitely, it can be from any of the three countries.

Question 6: In addition, since we do not have an office in Albania, can we make a consortium with a partnering Agency with whom we work closely on regional projects?

Answer: It depends on your capacities, we leave it at your discretion if you feel the need to make a consortium with an Albanian company.

Question 7: It is stated that "All logistical costs shall be covered by the program based on the approved plan of activities". Can you please clarify if this means that "Reconomy" will handle logistical costs such as transportation, accommodation, etc, or are these to be covered by the winning company? If Reconomy will reimburse logistical costs, can you please clarify what areas will be covered.

Answer: The ToRs provide the budget structure, with budget lines assigned to key outputs. In your financial proposal, the budget for each output should also include logistics costs associated with the activities required to complete that output. The logistic costs include transportation, accommodation, and per diems. The total budget of your financial proposal should not exceed CHF 17'000.

Question 8: Can a company that is based in Kosovo apply?

Answer: Companies located in any of the three countries (North Macedonia, Serbia, and Albania) can apply for this procedure.

Question 9: Is there a Technical Proposal required in the sense that the company applying writes a proposal including description of Activities, Methodology and Work-plan, or only to provide the required Business Documents and Portfolio?

Answer: In the TORs you will find detailed lists of activities and outputs that have to be performed/completed by the company. Your technical proposal should demonstrate proven expertise and experience in delivering the mentioned activities and outputs. That said, your technical proposal may contain any materials/documents you deem necessary to make it thorough and competitive.

Question 10: Do you have planned how many hours are needed for this or should we suggest?

Answer: The service provider is expected to suggest based on the proposal.

Question 11: According to the Terms of reference document, the development of a marketing strategy is required, would it be required of you to implement it to some extent?

Answer: Developed marketing strategies are expected to be implemented by the final user; hence the capacity building is required.