

REQUEST FOR CLARIFICATIONS

RFP AL10/24/027 - Provision of Creative/Communications and audio-visual services

Timing Concerns:

Considering the project's complexity, the list of deliverables, and the documents required, the current deadline is extremely tight. To prepare a thorough and professional technical and financial proposal, we would need more time. Therefore, we suggest postponing the deadline to at least November 1, 2024. We understand from the RFP that the second task is expected within the first two weeks of the project. However, extending the deadline would allow us to develop the concept of the brand and the graphic video by November 1, when we submit the technical proposal.

ANSWER: We understand the concern regarding the tight deadline for this RFP. However, due to the project's launching event scheduled for 08 November, it is critical for us to stick to the initial deadline, particularly for **Activity 2: Conceptualize and develop the branding of the project**, which needs to be finalized in time for this event.

As such, we are unable to accommodate this request due to the urgency of the project. We encourage you to submit a proposal that reflects your capacity to meet the required timeline, ensuring that the branding and the necessary materials will be delivered by the set deadline.

Task 2 - Branding Development:

- Should we develop a logo and branding for the project “Strengthening Local Institutional Capacities on Migration in Albania”? If yes, should we use the project's full name in the logo? Given the length of the project name, should we consider using an acronym like “SLICMA”?
- Should the new brand, visual style, and logo be distinct from IOM's brand guidelines, or should the project's logo be integrated within IOM's branding guidelines?

ANSWER: We are requesting the development of the project's visual identity package, which will include a visual image/graphic incorporating the title of the project, the IOM logo, and the Donor's logo (with stylization of the title and a specific color palette). This visual identity will serve as the project's and campaign's image and will be used throughout the implementation, including on project roll-ups, promotional materials, digital banners, PPT presentations, social media graphics, etc. The creation of a hashtag that can be used to accompany the visual can be considered, but no acronym of the title.

Creative work is required for this task, taking into consideration IOM and Donor visibility guidelines.

Task 4 - Network of Journalists 'Friends of Migration and Diaspora':

- Regarding the two field trips for journalists, could you clarify the agency's responsibilities? Should we organize, book, and pay for the trips, including engagement activities, accommodation, transport, and hotels? If so, in which locations should the trips take place, and how many days should they last?

ANSWER: The Agency is expected to provide essential support to IOM to ensure that the field trips for journalists are successful and impactful. The agency's responsibility is to conceptualize and design the field trips in close cooperation with IOM project staff, ensuring that journalists have a rich, informative experience that leads to compelling coverage of migration and diaspora initiatives and their impact. This includes the development of a detailed itinerary for each trip, including travel schedules, site visits, and interaction opportunities with beneficiaries, ensuring journalists' engagement in the field trips, utilizing media channels to promote the field trips and journalists' subsequent articles, amplifying the reach of the stories, collect insights from journalists about their experience and the information provided, helping to refine future trips and media strategies. The Agency is not responsible for logistical arrangements in booking and paying for the trips, or accommodation, transport and hotels. These will be covered by the project. The trips will be organized in one municipality in the north and one municipality in the south of Albania with 1-2 days for each trip.

- Concerning the engagement of IOM Albania's Goodwill Ambassador, what is the expected role of the agency? Should we arrange media interviews, programs, or articles/interviews for the Ambassador?

ANSWER: Yes, the expected role of the agency is to arrange media interviews, programs, or articles/interviews for the IOM Albania Goodwill Ambassador (GWA) within the framework of the Network, more specifically, its deliverable 3: "Prepare media briefings and press kits to support accurate and impactful reporting on migration and diaspora issues in local mainstream media outlets and online news portals with at least **15 news chronicles/coverage/media productions.**"

The involvement of the GWA should be seen as an opportunity to enhance the visibility and engagement of the Network.

Task 5 - Community Impact Initiatives Competitions:

- For the two municipality competitions, what kind of competitions are to be organized, and who is the target group? Will these competitions be held online or offline?

ANSWER: The yearly competition for municipalities will be designed to celebrate and promote effective migration and diaspora-related initiatives, fostering a positive competitive spirit among local governments. The competitions will be opened to all municipalities interested in showcasing their initiatives related to migration and diaspora. Municipalities will be invited to submit their applications online detailing their initiatives, including objectives, methodologies, outcomes, and visual documentation if available (photos, videos, testimonials from beneficiaries) with an award ceremony for the best initiatives (that could include several competition categories, such as

Best Overall Initiative, the Community Engagement Award, Sustainability Award, Youth and Migration Award, etc.) organized in person. The main target group for the competitions is municipalities' officials and staff encouraging their participation to foster a culture of ownership, innovation and collaboration in addressing migration and diaspora issues.

- Regarding promotional materials (flyers, digital banners, ads), should we also include the production costs for flyers in our quotation? If yes, how many flyers are required?

ANSWER: Please consider only the design of the promotional materials in your quotation, not the production.

- For the event celebrating the winning initiatives, what exactly is expected from the agency? Are we responsible for organizing, booking venues, catering, technical equipment (audio/lighting, LED wall), and the production of branded materials? If so, could you provide a list of required deliverables? Where should the event be held, and how many participants are expected?

ANSWER: Yes, the agency will be responsible for organizing the event. This includes booking the venue, arranging catering, providing audio/visual technical equipment, etc.:

- Venue booking and setup (including stage design and seating arrangements).
- Catering arrangements for participants.
- Technical support (audio/lighting, LED wall, etc.).
- Branding of event materials (banners, backdrops, awards, and other promotional items as needed).
- Event coordination and on-site support.
- Media coverage, including photography, videography, and press kits.
- Provide on-the-ground support to troubleshoot any logistical or technical issues.

The event venue needs to accommodate up to 100 participants. Based on the concept designed by the agency for the event, the exact venue and location will be decided in close collaboration with the project team.

Task 6 - Labour Fairs to Incentivize Internal Labour Mobility:

- Will these fairs be organized by IOM, or will IOM participate in existing fairs? If IOM is organizing them, how large will the fairs be? How many stands will be required, and how many participants do you expect? Where will they be held, and will they be indoors or outdoors? Should we include branding and production of the stands? Should we also plan for technical equipment such as audio/lighting? How long will each fair last? Please provide a list of deliverables needed from the agency.

ANSWER: The fairs will be organized by IOM in close cooperation with the selected hosting municipality based on a concept design provided by the agency. To maximize community engagement and impact, the fairs will be organized outdoors. The first fair will potentially be hosted in one municipality in the north part of Albania (Kukes or Dibra) and the second one in one municipality in the south of Albania (potentially Vlora or Saranda). Consider up to 10 tents and a duration of up to 10 hours for each fair.

- Regarding the promotional materials for the labour fairs, could you provide a list and quantity of materials needed? For communication with local media, should we engage local outlets to participate and cover the fairs with interviews or articles? If so, how many media coverage items are expected?

ANSWER: Please consider only the design of the promotional materials, not production. For media coverage, the agency is expected to reach out to local media outlets (including those from the Network of Journalists), invite them to participate in and cover the labour fairs, prepare media briefings and press kits. While there is no set number of media coverage items, we anticipate robust engagement with multiple outlets to ensure broad coverage of the events.

- For the internal migration employment toolkit, such as brochures, should the agency only handle the design, or should we also print them? If printing is required, could you advise on the number of brochures, page count, and format specifications?

ANSWER: Please consider only the design of the toolkit in your quotation, not the printing.

- Regarding event organization and on-site support during the fairs, could you provide a detailed list of required deliverables and a description of the event, including the specific support services expected from the agency?

ANSWER: For event organization and on-site support, the agency is expected to:

- Coordinate logistics related to the event setup and managing the flow of the event.
- Ensure proper branding design (banners, booths etc., depending on the idea provided by the agency).
- Provide technical support for audio/visual needs (microphones, speakers, projectors etc., - depending on the idea provided by the agency).
- Facilitate on-site media coordination (journalists, providing media kits).
- Provide on-the-ground support to troubleshoot any logistical or technical issues.
- Capture event photography and videography, producing a recap video after the event.