

## **Q&A RFQ on Social Cohesion Communications Project**

**21.01.2025**

### **Q/ Communication Plan:**

1. Is the communication plan intended for the entire project period (4 years) or only for 2025?
2. Should a general scenario be assumed for all years, or a unique approach for each year?

### **Answers:**

1. All deliverables refer to the current year.
2. The approach is only for the current year.

### **Q / Materials for the Communication Campaign:**

1. Will new visual materials and videos be developed each year of the campaign, or will they be created once and used throughout the 4 years?

### **Answers:**

1. The communication campaign and the requested visibility materials will focus on the current year. The project is new/pilot for our country but has the potential to be extended if good results are achieved in this initial phase.

### **Q /Budget:**

1. Does the budget include allocations for media placements (TV, radio, social media) for 2025?
2. What is the estimated budget allocated for promoting the campaign in the media (TV, radio, social media)?
3. Regarding the media budget, please clarify the allocation for each category in terms of both one year and the entire 4-year period.

### **Answers:**

- Unfortunately, according to internal procedures, we cannot disclose the budget amounts. We will follow the procedure of selecting the best and most efficient offer.

### **Q /Duration and Coverage of the Campaign:**

1. Will the campaign be promoted only in 2025 or throughout the entire project period (2025–2029)?
2. Please clarify whether the 1,500 participants are involved in a single year or over the entire project period.

**Answers:**

1. The campaign is planned only for the current year.
2. The 1,500 participants target is set only for the current year. The offer applies solely to the current year.

**Q /Regional Events:**

1. Are events planned only in major municipal centers, or will smaller localities in district centers also be included?
2. What should be the average number of participants at a full event?
3. What should be the average number of participants at a micro-event?

**Answers:**

1. The need to organize events and their themes will be determined programmatically. The campaign's task is to assist in organizing and to reflect these events in society.
2. There is no fixed or average number of participants per event. The purpose of the events is to reach the target group and achieve the project's objectives. The number of participants may vary depending on the target localities and the subject of the events.
3. The number of participants may vary depending on the target localities.