**Answers for the questions received for REQUEST FOR QUOTATION Nº UNFPA/MDA/RFQ/2021/006: Provision of communication services related to dissemination of Generations and Gender Survey (GGS) results**

**Question 1: What do you mean by Human Stories? What type of content should we provide? video, text, should it be placed by us on a media resource or published on your page?**

* All 5 human stories should be text and video, describing a specific demographic situation. For example, on how couples are trying to have the number of children they want and what kind of barriers they encounter in this process. Human stories will be published on the UNFPA website and shared on social media.

**Question 2: Boosting relevant post - should we name a budget by now? it can change because of the audience, target group, type of content. Can the amount of money be changed during the work process?**

* As per Request for Quotation all offers will be evaluated based on submitted price quotes thus, no increase of prices is to be accepted after the evaluation process. The proposed budget should be an estimate for around 60 social media posts, so as to ensure a maximum reach and impact. The amount of money can be lower than initially requested, but not higher.

**Question 3:** **In Task 1 you say "Other out of the box activities (to be determined) in the inception phase". Should we estimate the payment for them now? Or the amount of money can be changed depending on the activities?**

* As per Request for Quotation all offers will be evaluated based on submitted price quotes thus, no increase of prices is to be accepted after the evaluation process. An estimated amount may be indicated for additional envisaged/proposed activities in line with deliverables as per TOR. In your proposed methodology, please suggest what type of innovative activities would be implemented. This will be assessed in the technical part. Then, in the financial offer please estimate the costs of these innovative activities. There would not be allowed an increase of budget during the implementation of the contract. Therefore, we recommend that "out of the box" activities are described in the methodology and budgeted in the financial offer.

**Question 4:** **Task 4. Does the „The Plan for media appearance of relevant GGS experts and Project staff developed” refer to „ At least 10 TV & Radio shows with the participation of national experts facilitated”? Or should we support other media activities besides TV and radio for the experts?**

* The company's expertise is required to facilitate participation of GGS experts and project staff in at least 10 TV and Radio shows. No other media activities are required for this task.