



RFQ N° UNFPA/MDA/RFQ/2024/001

“Implementation of the OOH, digital and social media component of the Visibility and Communication Campaign for the 2024 Population and Housing Census”

Questions Raised by Bidders and Answers

I. Questions:

1. If we have additional ideas for Census promotion, can we include additional ideas in offer?
2. Who should generate all the messages and promotion materials that will be used?
3. Social media plan, social media calendar, influencer engagement plan, should be attached to the offer?

II. Answers:

1. Your offer must first meet the requirements mentioned in the ToR. If you have additional ideas, they are welcome of course, but however the final evaluation will be done in accordance with the descriptions of the RFQ.
2. All the messages and promotion materials should be developed and promoted by bidders in coordination with census project team.
3. No. Social media plan, social media calendar, influencer engagement plan, should be developed and delivered according to the description and timeline mention in ToR.