

Consolidated Questions and Answers

LRPS-2026-9204751 — “Power of Example” campaign

Purpose. This document consolidates and anonymizes clarification questions received from prospective bidders. It must be read together with the RFP and Terms of Reference. Unless expressly clarified below, all requirements remain unchanged.

Question 1. Are companies established outside the Republic of Moldova eligible to submit proposals?

Answer 1. Offers will be accepted from local companies and from joint ventures between local companies and international service providers, given the substantial amount of work to be performed locally in close interaction with UNICEF and local stakeholders.

Question 2. How many relevant national campaign examples should be submitted?

Answer 2. At least two relevant examples should be submitted, as requested in the technical evaluation table. The reference to three examples in the narrative section is a technical omission.

Question 3. What is the expected contract duration and implementation period?

Answer 3. The contract will be executed within 10 months, including final reporting and payment processing, with nine months planned for implementation. The contract is expected to start around August 2026 and end around April 2027, subject to the actual contract-signature date.

Question 4. For what period must the social media plan and calendar be prepared, which accounts must be managed, and how should content be adapted?

Answer 4. The plan must cover the duration of the contract and include management of the Power of Example Facebook and Instagram accounts. The content may be the same in substance but must be adapted to each platform's format.

Question 5. How many social media posts are required per week?

Answer 5. The Terms of Reference require a minimum of two posts per week.

Question 6. How many and what types of digital content products should be proposed?

Answer 6. No fixed total was specified beyond the minimum deliverables in the Terms of Reference. The company should propose a dynamic and engaging calendar for young people, using an appropriate mix of formats.

Question 7. How many regional events are expected, who will organize them, and must the contractor attend all events?

Answer 7. At least 30 events are expected in different localities of the Republic of Moldova. They will be organized and implemented by an NGO partner. The contractor is not required to attend all events; participation will be agreed with UNICEF according to campaign needs. Campaign communication materials and media products will be developed by the contractor.

Question 8. How will young ambassadors for the photo session be identified and mobilized, and how many will participate?

Answer 8. Young people will be identified and mobilized by the NGO implementing activities in the localities. The number of young people wishing to participate cannot be estimated at this stage and will also depend on the calendar proposed by the contractor.

Question 9. Who will ensure the participation of Satoshi and Dara in the photo session?

Answer 9. Their participation will be ensured by UNICEF.

Question 10. Who will identify the stories and protagonists for the 10 storytelling videos, and where will filming take place?

Answer 10. The stories and protagonists will be identified by UNICEF and the NGO responsible for implementation. Exact localities are not yet known; filming will take place in different locations and districts of the Republic of Moldova.

Question 11. What format is expected for the eight social norms explainers and visual storytelling materials?

Answer 11. They are written explanatory materials in the form of articles or explanatory essays accompanied by images. They are intended to explain how everyday behaviours shape social norms.

Question 12. Are the minimum 10 short videos or reels on boys' and men's engagement separate from the storytelling videos, and where will they be filmed?

Answer 12. Yes. This is a separate requirement. The 10 reels will feature a person delivering a message. They may be filmed in different regions and may be recorded when other activity-related materials are produced. Exact locations have not yet been established.

Question 13. What language versions are required for written and video materials?

Answer 13. Written materials must be adapted into Romanian, Russian and Ukrainian. As stated in the Terms of Reference, UNICEF will provide translations into Russian and Ukrainian. Video materials will require subtitles in at least two languages and separate files or versions.

Question 14. What does the minimum audience target of 20,000 people mean, and must the promotion budget be included?

Answer 14. The requirement applies to the Power of Example Facebook and Instagram accounts and refers to unique reach, including a page-likes campaign. The social media promotion budget must be included in the offer.

Question 15. Which outdoor, LED-screen, cinema and public-space placement costs must be included?

Answer 15. No paid placements or media buying are required. Placements will be negotiated on a pro bono basis, using UNICEF and ANPCV collaboration arrangements with city halls and partner institutions. Exact locations and periods are

not yet established and will be agreed with the selected contractor. The contractor is encouraged to propose additional pro bono placements.

Question 16. What is required for visibility in Chişinău public transport?

Answer 16. ANPCV will arrange the printing. The communication company will support delivery of the materials to approximately 10 key points. Adaptation and coordination will be undertaken within the UNICEF–Chişinău City Hall partnership framework.

Question 17. What scale and types of locations should be considered for dissemination in institutions and community spaces, and what proof is expected?

Answer 17. For estimation purposes, up to approximately 10 locations may be considered, including locations across the Republic of Moldova such as medical centres, schools and youth centres. A photograph or signature confirming distribution is encouraged.

Question 18. For posters, flyers and other campaign creative materials, are printing quantities required?

Answer 18. The company should propose suitable formats for up to 10 types of visibility materials. This requirement covers concept development and design only; printing of these posters, flyers and similar creative materials is not included.

Question 19. What quantities must be designed and produced for the hashtag props, photo banner and photo frames?

Answer 19. The requirement is to design and produce 20 different hashtag props in accordance with the campaign brand book, one photo-area banner measuring 3 m × 6 m, and four different photo frames for community engagement events.

Question 20. What is required for the three market vitrines, and which costs should be included?

Answer 20. The locations will be agreed with the contractor. Viorica Cosmetics and Azart may be considered on the basis of existing UNICEF memorandums of understanding. The costs should include production and installation

Question 21. What is expected under the media and influencer engagement activity?

Answer 21. The requirement concerns one media brunch with media representatives and content creators as described under activity 1.3. The company is encouraged to identify and invite content creators to participate and communicate on a pro bono basis. No paid collaborations have been established.

Question 22. Must the contractor provide photography and videography for the media brunch, and are influencer fees required?

Answer 22. The contractor will provide photo and video coverage for the event. Influencer fees are not required.

Question 23. What is the expected scope and format of the six-page Home Visiting toolkit?

Answer 23. The contractor will develop the content. The six pages do not include the cover. The toolkit will be digital and should include counselling aids, referral information and accessible, family-friendly content.

Question 24. What is the expected format and printing requirement for the medical-sector calendar?

Answer 24. The calendar must contain 12 pages. The format is for the contractor to propose. Printing is not required.

Question 25. What content and format are expected for the Power of Example Youth Action Toolkit?

Answer 25. The toolkit will be a practical guide for young people implementing the campaign locally. It must include step-by-step guidance, a menu of activities, message boxes and support materials; editable poster, flyer, sticker and social media templates; and simple facilitation guidance for safe discussions on respect, empathy and non-violent behaviour. The contractor will develop the content using the campaign visual identity and guidelines and may propose the most youth-friendly, practical format. It must be delivered in Romanian, Russian and Ukrainian.

Question 26. Must the Youth Action Toolkit, editable communication templates and youth-adapted poster be printed?

Answer 26. The editable template set and youth-adapted poster are to be created, not printed. A campaign implementation guide and brand book will be available as the basis for their development.

Question 27. What is required for the four campaign-norm video explainers and classroom discussion package?

Answer 27. The deliverable will include four short videos, approximately two minutes each, covering respect, empathy, healthy masculinity and positive communication, together with a short facilitation guide. The guide will support teachers and youth workers in delivering four interactive sessions of approximately 30 minutes and in facilitating safe, engaging discussions, reflection and active participation.

Question 28. What is the campaign implementation package for schools and youth spaces?

Answer 28. It is the package of materials young people will use during the school year to organize and implement local campaign activities. It consists of the materials described under the Youth and Teacher Toolkit and related educational and communication resources, adapted as necessary. A separately contracted NGO will mobilize young people and implement activities; the communication company will develop the tools and materials required to guide and support them.

Question 29. What are the expected duration, format, locations and participant numbers for the minimum six orientation sessions?

Answer 29. At least six orientation sessions will be facilitated by the contractor. Each session is expected to bring together approximately 100 young people. The format may be hybrid. Locations are not yet agreed and will be established with UNICEF across different localities; at least one session is expected in each of the central, northern and southern regions. The contractor is encouraged to propose its approach to presenting and applying the Toolkit.

Question 30. How long should each orientation session last, and should per diem and catering be included?

Answer 30. The Terms of Reference state that sessions may last up to 2–3 hours. Per diem and catering are not required.

Question 31. What is the division of responsibilities for youth engagement activities in schools, youth spaces and 35 districts?

Answer 31. A separately contracted NGO will implement youth engagement and outreach activities in the localities. The communication contractor will coordinate with UNICEF and the implementing partner, support the campaign communication component and identify relevant stories, key moments and human-interest content for campaign channels and reporting. The communication contractor is not responsible for the NGO's mobilization and full operational implementation of local activities.

Question 32. Who is responsible for documentation of youth-led activities, and is a dedicated specialist mandatory?

Answer 32. The communication company will help identify the most compelling stories, key moments and human-interest content. The contractor may organize this through the social media team or another approach of its choice. A separate dedicated specialist was not prescribed.

Question 33. What is required for the student pledge and action-plan component?

Answer 33. The contractor will develop the concept. The format and most effective approach are part of the creative component and are left to the contractor to propose.

Question 34. What must be disseminated to at least 20 youth institutions, and who is responsible for printing and transport?

Answer 34. UNICEF and ANPCV will provide the list of institutions. Printing will be arranged separately. The contractor must include transportation. Locations will be established later with UNICEF and ANPCV.

Question 35. How should rapid pre- and post-intervention feedback be implemented?

Answer 35. The expected approach is a light-touch feedback mechanism, such as a questionnaire accessible by QR code after sessions organized by the NGO. It is not a research study and need not be statistically representative. Indicators will be agreed with the contractor.

Question 36. What is expected for feedback discussions with teachers and community facilitators?

Answer 36. A limited number of discussions should be held with people involved in the activities to assess the relevance and usefulness of the campaign. Catering is not required. Findings will be consolidated in the activity report.

Question 37. What level of data collection and analysis is required for campaign reporting?

Answer 37. Advanced statistical analysis is not required. Campaign information should be reflected in the report, including the number of posts, reach, impact and other relevant performance information.

Question 38. Who will identify and recruit protagonists, youth ambassadors, influencers and public figures, and who will obtain consent and release forms?

Answer 38. Youth protagonists will be identified jointly by UNICEF, its implementing partners and the contractor. The contractor will work closely with those partners in the recruitment process. The contractor is responsible for preparing and obtaining all required consent and release forms from selected participants. Identification and invitations for influencers and public figures will be coordinated with UNICEF and relevant partners.

Question 39. For portfolio samples, are links in the technical proposal sufficient?

Answer 39. A separate document containing all relevant links must be attached to the technical proposal.

Question 40. Will the proposal submission deadline be extended?

Answer 40. The published submission deadline is 19 July 2026. An extension is possible only in the event of a limited number of applications and would require formal notification by UNICEF.

Question 41. May a bidder submit a proposal for only selected deliverables or workstreams?

Answer 41. No. Bidders must submit proposals for the entire assignment.

Question 42. Which costs should be included or excluded from the financial proposal?

Answer 42. The company must estimate the budget required to implement the requirements in the Terms of Reference. The budget must include paid social media promotion and the production expressly required for the hashtag props, photo banner, photo frames and market vitrines. It must not include general printing not expressly required, media buying, paid outdoor placements, influencer fees, accommodation, permits, or catering and per diem for the orientation sessions. Transport expressly assigned to the contractor, including delivery of the implementation package, should be included. Any remaining cost ambiguity should be raised before circulation rather than assumed.

Question 43. What monitoring and final documentation must be provided?

Answer 43. The contractor must report campaign outputs and performance, including relevant social media analytics, media and influencer results, participation information, feedback, photographs, testimonials and success stories. The final report must present results, reach, lessons learned and recommendations, and all final assets and editable source files must be transferred to UNICEF.