**Q&A for Home-Based Business Licensing-Marketing, Awareness and Promotion**

1. For all the material that requires production such as plexi counter display. Please provide us with exact quantities and material specifications requirement in order to price them.

Since the material is not yet developed (that will be the responsibility of the Contractor), it is not possible to provide you with the exact quantities or specifications. Please give your best recommendations and ideas for material specifications and suggested quantities in your proposal and then price accordingly in the estimated budget that you are to submit.

1. For the items that needs delivery, please provide us with the quantities and locations in order to price them.

This is not possible to do now as the campaign must be developed first by the Contractor, who in coordination with USAID LENS will then determine the final quantities and locations prior to campaign launch. Please include your recommendations for the optimal number of quantities and locations in your proposal that will have the best chance of meeting the campaign’s goals, then price accordingly in the estimated budget. Keep in mind that the campaign will be held in at least 6 different governorates, so you need to factor that in to your price estimations.

**Project-Related Government Laws, Bylaws & Project Guidelines.**

In reference to the following RFP Documents

1. New Ministry of Municipal Affairs (MOMA) Bylaw on licensing Home-Based Businesses (HBBs)
2. New GAM instructions
3. The new model for HBB licensing to be approved by mid-2017
4. Project-related branding guidelines
5. We would like to have copies of the following documents
6. HBB-Related laws, bylaws and Instructions (Attached old)
7. New model for HBB licensing (Draft or Final) (Attached document of LENS changes)
8. USAID branding guidelines. (Attached)
9. Any related Jordan Lens study/research on establishing/feasibility of HBB in Jordan (Attached)
10. What are the expected project outcomes in terms of assessing/reviewing these laws, bylaws, and instructions?

The Contractor will not be expected to assess or review any bylaws or instructions. The Contractor will only be responsible for making the public aware of those bylaws through development, implementation and promotion of the awareness campaign.

**HBB licensing or related governmental processes / Support Committees**

1. Do we have to assess MOMA, GAM’s or any other HBB-related governmental processes (for licensing or others e.g. income tax/social security)

No, the contractor will be provided with a manual that includes all the information needed for HBBs to register and license. The contractor will be only responsible for implementing the awareness campaign so that the public, government sector and nongovernmental can acquire the necessary knowledge and awareness on the new instructions and bylaws.

1. Please advise what is expected in order to increase the-related governmental departments’ awareness to facilitate establishing/promoting HBB in Jordan?

Provide training to the related staff from the government partners in all governorates. It is strongly recommended that the Contractor have a dedicated policy consultant or trainer to conduct these sessions.

1. In reference to RFP: “A Committee has been formed by the government to oversee the implementation of the bylaw and all its related activities”,

What is the charter for this committee, plans, and their role in the project?

The committee members consist of government officials from different ministries that have directly been involved in amending the HBB bylaws. They will be involved in the campaign only with regards to approving final materials and appearing in media interviews to promote the campaign.

**Awareness sessions approach & topics**

In terms of HBB bylaws’/Micro Small Business (MSEs) awareness topics to be presented,

1. What are the topics’ specifics to be covered in these sessions? The process of registering and licensing a home business, benefits to licensing a home business, etc. All these topics are going to be included in the campaign booklet that will be distributed to attendees.
2. Do you expect the contractor to prepare and present special sessions (or training) on how to establish/manage/sustain a micro/small business, or present special topics on food processing/tourism? It is strongly recommended that the Contractor hires a dedicated policy consultant or trainer to conduct these sessions

Target audience (at least 5,000 people) - Selection criteria

In the RFP, the project is expected: “Reaching at least 5,000 people through on-the-ground awareness events….”. In terms of the target audience:

1. Is the project targeting only Jordanians?

No

1. Is the target audience only for those interested in the food-processing sector and tourism services?

No, the target audience must cover those interested to start or are currently informally operating in the following sectors:

a) knowledge-based (such as accounting, graphic design, translation, etc.)

b) handcrafts

c) simple food processing.

d) domestic services (such as electrical maintenance, plumbing, house cleaning, nursing and house services)

1. What are the selection criteria to select/target the project audience?

* USAID LENS expects the selected/ target audience for the awareness campaign to include: Recent graduates and university students (youth)
* Home-based businesses
* Local communities in governorates where unemployment is high

1. Do you expect the contractor to answer all questions from the invited audience? Please elaborate?

It is strongly recommended that the Contractor hires a dedicated policy consultant or trainer to conduct these sessions. The suggested trainer(s) and their rates must be included in the proposal. USAID LENS team can/will be available for those sessions and can/will supplement responses to questions.

**Result in 100 home-based businesses registration**

1. Suppose we could not have 100 HBBs registered, how would such as scenario affect project duration, project payments, or any other project requirement?

USAID LENS assumes the ripple effect of the awareness campaign should at least lead to the registration and licensing of 100 HBB, however the payment for this target will be separate from other milestones. Payments are made upon the completion of EACH deliverable on the purchase order.

1. What would be the expected proof that target audience had already registered due to conducted Events?

There will be registration sheets in the conducted events provided by the Monitoring and Evaluation team at USAID LENS (mentioned in section 7). The M&E team will cross check registration and licensing records for HBBs, and those that attended the events will be counted as targets.

**Project Deliverables: Final Report/Lessons learned**

In the RFP it is requested to analyze/report on the “Impact on the number of businesses that went through the registration process as a result of the campaign”

1. Do you expect to conduct follow-up interviews with individuals/focus groups to collect such final report information? Such as:

* Interview with all HBB registered => 100 persons including those who tried to register and faced some difficulties?
* Manage to document Success stories for testimonials (e.g. special visits/photo taking of HBBs)

Yes, the above methods are preferred, however this can be finalized in coordination with USAID LENS upon signing the agreement.

1. Do you expect the contractor to conduct several presentations of the final report (e.g. Findings/Recommendations/corrective actions) e.g. to HBB-Related Government officials, Jordan Lens. If yes, how many sessions/locations and number of people could attend?

Yes, that would be ideal however we cannot determine the exact number of sessions or number of people now. This will be agreed upon with the Contractor when designing the campaign deliverables and payment schedule.

**Media interviews on TV and radio sessions**

In its proposal (6.1), the Contractor must outline a proposed schedule of interviews on specific TV talk shows and radio channels and the reasons for choosing them.

1. How many interviews are expected to be run and estimate air time duration?

The optimal number of interviews and estimated air time for this type of campaign must be recommended by the Contractor in their proposal.

1. What are the selection criteria for selecting specific TV Talk Shows/Radio Channels?

We expect the Contractor who is the expert in this field to recommend the TV talk shows and radio channels they think are best for promoting awareness of home-based business licensing and give reasons why (e.g. targets the right audience, gets high ratings, etc).

1. What is meant by specific TV Talk Show/Radio Channels? Actual shows and channels.

For example, we expect the Contractor to make specific recommendations, such as “Show X on Channel Y” and outline their reasons for making the recommendation.

**Events locations/Refreshments**

As the logistics and transportation of the material must be managed by the Contractor,

1. What are the Selection Criteria for recommending events’ locations in RFP-requested governorates/locations?

This is up to the Contractor to make the best recommendation they can offer based on which local organizations they can partner with, and what they believe are the best venues.

1. What is expected in terms of offering refreshments?

Coffee breaks and light refreshments such as pastries and petits fours.

**Micro Site**

1. What do you mean by a Micro Site?

A microsite is a website that consists of a minimal number of pages (1 or 2). We expect the campaign’s microsite to be an online portal for people who are interested to know how to register and license a home-based business, where they find the promotional material to help them and guide them through the whole process.

1. What is the expected content/design layout of the Micro Site?

The microsite must contain all public resources for the campaign (such as the HBB registration and licensing booklet) in an easy-to-download format. It will also have reader-friendly content on the HBB bylaw. It should be available in both Arabic and English language. With regards to the design layout, this will be determined at a later stage during campaign design in cooperation with USAID LENS, however the Contractor is encouraged to include any mock-ups in their proposal if they have a specific vision for it.

**Project Duration**

1. Taking into consideration all project phases, what is the expected total project duration/timing?

4-6 months, including a campaign duration of 3 months, pre-campaign preparation phase, and post-campaign close- down phase, however the contractor can suggest a new timeframe if a justification is valid.

1. Taking into consideration report discussions/approvals’, would there be any time allotted for the final report (with statistical analyses) issuance?

Yes, the exact time allocation needed will be determined once the Contractor is awarded the project, and we will set time allocations and project deliverables in cooperation with the Contractor before work begins.

**Annex 1: Data Collection on Event Attendees (not in RFP)**

As per the RFP, “the Contractor must collect information on individuals reached through events organized under the campaigns; using standardized event sign-in sheets provided by LENS (see Annex 1)”

1. Please provide Annex 1; (not included) (Attached)
2. Do you expect the contractor might face any difficulties in collecting all required personal information from attendees?

No, they should not face any difficulties, but they must ensure that all the information is captured as some people forget to fill all fields, or skip some fields if they are in a hurry. It is important that all fields are filled out by the attendees to capture the most accurate information.

1. How would the contractor guarantee that the provided Info is accurate and up-to-date?

The USAID LENS Monitoring and Evaluation team rely on different mechanisms and will explain to the contractor all the tools and skills needed for collecting the required data during a kick-off meeting when the Contractor is awarded the project.

**Time line**

1. In the RFP it states that the campaign will be run from July to October and all design to be ready in Jun. Yet, the closing date of the RFP is Jun 17. Given the Eid holiday and award time. This time frame is not achievable. Please advise?

The Contractor will have a month to prepare for the campaign, then 3 months to run it from the signing date of the agreement. So if the contract is awarded in July, then August will be the preparation month, and then September will be the campaign launch month.

1. Do we have to submit artwork in the RFP. If so, would there be an extension to submission deadline to be able to work on it after receiving your answers for the questions?

Artwork is not a requirement in the RFP, however contractors who can provide extra artwork within the timeframe of the RFP deadline is welcomed to do so. Unfortunately, there will be no extension to the submission deadline.

**Areas covered**

1. Please confirm that the activities of the campaign should cover all seven cities: Amman, Irbid, Zarqa, Aqaba, Tafilah, Karak and Aqaba.

USAID LENS expects the campaign to be country-wide and cover all governorates. However, cover at least the targeted areas mentioned above, but does not limit them to it if the contractor wants to be all-inclusive to all governorates to insure success of the campaign.

**Focus groups**

1. It states that we should conduct focus groups. The number of focus groups is not mentioned in the RFP nor the mix of participants or locations. Should it cover all seven cities?

We expect the Contractor to make the best recommendation for number of focus groups, participants and locations in their proposal based on what they know of the campaign, its target audience, target areas and overall goals.

**Media Kit**

1. How long should be the short animation video? How many infographics are needed?

A short animation video is not required; it was only a suggested tool. We expect the Contractor to propose the duration of the video. At least 2 infographics (Arabic and English).

1. 12,000 copies of brochure. Need technical specs. How many pages? Paper size and thickness etc?

The content for the brochure is still being developed. Budget for around 25 pages – as for paper size and thickness, USAID LENS strongly encourages the Contractor to propose ideas based on what they think the best designs could be for the purpose of the campaign.

1. Distribution of promotional material. It doesn’t state to how many locations and which cities?

We expect the Contractor to make the best recommendation for this in their proposal based on what they know of the campaign, its target audience, target areas and overall goals

1. Plexi counter display. How many to be produced and where to be distributed?

Please see answer to question 1.

1. Notebooks: How many pages and technical specs and size of paper?

Please see answer to question 2.

1. Posters: How many designs

At least 2 designs, but could be anywhere from 2-4 designs.

1. Pop-up banner: what’s the size?

Around 3m x 2m

1. Billboards: Duration? Shall we assume 3 months. Locations?

We expect the Contractor to make the best recommendation for this in their proposal based on what they know of the campaign, its target audience, target areas and overall goals.

**Press**

1. It mentions TV ads and Radio ads. How many are needed? TVad should be animation?

We expect the Contractor to make the best recommendation for this in their proposal based on what they know of the campaign, its target audience, target areas and overall goals.

**Stat**

1. Can we have a look on the registration sheet templates and what type of data would be needed? (attached)

**Advertisements on radio, newspaper and online sites**

This section is not clear and it will cause a lot of variability in the pricing since it doesn’t have clear dimensions of the media plan, budget or channels.

1. What’s the media budget that we need to work around?

We expect the Contractor to make the best recommendation for this in their proposal based on what they know of the campaign, its target audience, target areas and overall goals.

1. If there isn’t a clear budget, do you have a media plan designed that we need to implement? We expect the Contractor to make the best recommendation for this in their proposal based on what they know of the campaign, its target audience, target areas and overall goals

**Social media**

1. Do you want to allocate budget for social media in the [question received was incomplete]

Yes, we expect that the Contractor allocates a budget for social media advertising in their proposal.

**Microwebsite**

1. In the deliverables it is listed with #2 deliverables. Yet, no other details on the website elsewhere. Do we have to develop a website for the campaign? What level should it be?

Yes, we expect the Contractor to develop a website. Please see our answers to questions 23 and 24.

**Pricing**

1. For social media management, interviews and designs. Can these be prices as tasks or they should be prices in man days?

We prefer tasks.