Pre-Proposal Conference - Q/A

Date: Wednesday, 21st of July
Time: 2:00 – 3:00 PM

Questions and Answers

Q1: Who is responsible for managing the Youth Advisory Group? Should the submitted budget include the travel costs of the Jordanian youth members?

Answer: Participation in meetings of the youth advisory group members is mostly online. The UN Women Regional Office will manage, and cover travel costs related to the Youth Advisory Group. The selected CSO will be expected to nominate two members to represent Jordan in the Group. TORs and selection criteria of the youth advisory group will be published soon.

Q2: Is there an outline for the regional campaign?

Answer: Yes, a regional campaign strategy has been developed. It can be shared with the CSO that UN Women contracts. Given the participatory nature of the campaign, the CSO will have a role in the content creation process along with the marketing agency and with the UN Women Regional Office to ensure that the content is suitable for the local context.

Q3: Could you explain what is meant by the primary and secondary target groups mentioned in the CFP?

Answer: The primary/main targeted audience of the campaign is 50,000 young men and young women (aged 18- 35) who will be reached through the offline and online campaign activities.

The secondary audience are more than 200,000 people per country were impacted by the actions of the primary audience (the 50,000 young men and women) through the online and offline youth-led campaign.

Q4: Is UN Women going to contract one organization, or is there a possibility that the activities will be implemented by more than one organization?

Answer: One CSO is going to be contracted. However, UN Women does not prohibit Programme Partners. All proposals from Programme Partners must provide information regarding the use of Sub-Partners and Sub-Contractors (where relevant) and, if known, the names of the proposed Sub-Partners and Sub-Contractors. If not known at the time of the proposal, the Programme Partner shall immediately inform UN Women of the name/s of its Sub-Partner/s or Sub- Contractor/s, and their Sub-Partner/s and Sub-Contractor/s. The Programme Partner shall ensure that each Sub-partner and Sub-contractor agrees, in writing, to be bound by the terms and conditions of the Programme Partner Agreement, relevant to the portion of the work or services to be performed by such Sub-Partner or Sub-Contractor. from using Sub-Partners or Sub-Contractors

Q5: How long must the CSO be established or registered to be eligible to apply for the CFP?

Answer: The CSO must be in operation for at least five (5) years. In exceptional circumstances, three (3) years of history registration may be accepted, and it must be fully justified

Q6: Is the CSO going to be responsible for developing the campaign messages?

Answer: The UN Women Regional Office will be responsible for developing the campaign content. The CSO will provide advice to the marketing agency hired by the UN Women Regional Office to ensure the messages are appropriate for the local context. Additionally, the CSO will support the dissemination of the messages over social media and engaging local youth in the digital platform and in amplifying campaign content at large.

Q7: What is the targeted age group?

Answer: Young people aged 18 – 35 years.

Q8: Is it possible to share the PowerPoint presentation?

Answer: Please refer to the call for proposal that was advertised.

Q9: Is it possible to conduct research to understand the needs and misconceptions around engaging men and boys in household responsibilities to ensure the relevance of the planned activities?

Answer: As part of the M&E process, a preliminary analysis can be done as part of the development of a baseline.

Q10: Is the project tax-exempt?

Answer: All UN Women activities are tax-exempt

Q11: Does the project require government approval?

Answer: The CSO needs to ensure that all approvals are granted and must follow government laws and regulations.

Q12: Is it possible to include support cost in the budget and personnel?

Answer: Yes, support cost shouldn't exceed 8%, and maximum for personnel related costs shouldn't exceed 20% of programming costs