

## Questions and answers

Q1. I am based in Montenegro, am I eligible to apply for this call?

A1. Yes.

Q2. : What is the approximate level of daily fees established by the Council of Europe for international experts today? / Is there an exclusion level for fees?

A2: We did not include an exclusion level in the call on purpose, neither an indication of the daily fee. We count on the examples of tasks to support potential candidates to decide on their daily rate.

Q3: I am an employee of a state institution, can I apply, or if this a conflict of interest?

A3: Conflict of interest cannot be assessed on these general terms. Our international consultants may be called upon to carry out tasks across different countries, which could be a way of avoiding conflict of interest. Considering this, interested applicants in this situation can apply and conflict of interest will be analysed in the specific case of a task.

### **Q4. Proving needs assessments, designing and conducting surveys;**

- Please clarify on which language we need to provide these surveys?
- How many surveys we need to design? How are the target groups segmented (by territories / countries?) And how many will there be in total?

A4: English or French language, as this is an international call. No need for additional local languages, if not as an asset.

No need for quantification at this stage, we expect you to include a daily fee for intellectual services. Any other service is outside the scope of this call. Countries are those from the Council of Europe region and potentially third countries with whom the organization has cooperation activities (i.e. could be Morocco, Tunisia, Belarus)

### **Q5. Designing public awareness raising campaigns in relation to anti-discrimination, protection of national minorities and regional or minority languages, combating hate crime and hate speech, inclusion and promoting tolerance, and other related topics;**

- Do the campaigns apply to all Western Balkan countries - What are the target markets and in which languages we need to conduct the campaigns?

A5: It is an international call, thus countries are those from the Council of Europe region and potentially third countries with whom the organization has cooperation activities (i.e. could be Morocco, Tunisia, Belarus)

Q6: What is our monthly budget for advertising (for digital marketing - social media and Google)?

A6: This is not subject to this call, which is exclusively for intellectual services. Other details will be discussed with providers in the implementation phase and subject to different procurement procedure, and budgetary availability of individual projects.

Q7: Do we have defined goals, KPIs that we have to achieve on a monthly or annual basis?

A7: Not at this stage, this is only to bid for intellectual services, with a daily fee.

Q8: Is there a planned PR campaign or preparation, distribution of media content (press releases, interviews, TV appearances, etc.)? If so - how are the target groups (territory) segmented, in what language are they working and are the goals defined?

A8: Not at this stage, the call is to establish a list of providers to mobilize upon need arising in the coming years.

Q9: Do we have a budget for media buying?

A9: Not subject to the scope of this call, see above.

**Q10: Developing information, promotional materials and other texts/publications.**

- On a weekly basis, how much material do you expect? And, please clarify what material is about?

We included daily fees, and number of days will be discussed upon need with the team, based on activities and demands for services.

- How many visuals on social media, individually? How many brochures, infographics, presentations, etc. on a monthly basis?

Again, this is subject to discussion with the providers, based on demands of the team in the context of cooperation activities.

- Does creating promotional material involve video production, and if so, how many and what kind of videos and for how long?

Promotional material and also video can be requested; however the daily fee to indicate is exclusively for intellectual services. Other details will be discussed with providers in the implementation phase and subject to different procurement procedure, and budgetary availability of individual projects.