

**ECONOMIC DEVELOPMENT, GOVERNANCE, AND ENTREPRISE GROWTH
(EDGE) , BUY-IN UKRAINE ACTIVITY**

GRANTS FOR ADVOCACY ON PRIVATIZATION

Request for Applications (RFA) Number: EDGE BUY-IN GAP 2020-001

Questions and Answers – Round 1

Question 1:

Are you looking for activities within the Privatization Communication Strategy (esp. the proposed timeline) or are we free to propose something different? In line with this, are you interested in a more traditional campaign (media, advertising, events), or creative solutions; perhaps a little bit of both?

Answer 1:

Applicants must design their activities as per the Privatization Communication Strategy. However, they are free to also propose different approaches. The campaign plan should address traditional approaches, but creative solutions are welcome as well.

Question 2:

In preparing the communication strategy was there any baseline research done to identify current awareness levels of the TAs, if so – can you share these results with us? If not, given the limited resources of the campaign, should we include a baseline assessment (note that it may take up resources that may be otherwise spent on informational activities)?

Answer 2:

No research was conducted to ascertain current awareness levels. Baseline assessment can be one of the proposed activities, should the applicant decide that it will be crucial for accomplishing the results of the Grants.

Question 3:

Are there any particular TAs and messages from the Communication Strategy that should be prioritized? Should the focus be more narrow, with more meaningful engagement of a limited number of TAs, or more broad, prioritizing reach?

Answer 3:

The Communication strategy defines the target audiences (TA) and their priority. Considering that the TAs are vast it is necessary to distinguish limited groups within the TA for more narrow focus. These limited groups of each TA should be defined as well.

Question 4:

For the proposal, do we need to prepare any visualizations and graphics (if it ends up being relevant to what we're proposing)?

Answer 4:

Applicants are free to include visualizations and graphics in the proposal.