

JOR24001-10001 Visibility and Outreach Campaign Q&A

General Question:

Based on our understanding, the programme objectives extend beyond visibility and communication outputs and include behavioral change communication, perception change, stakeholder engagement, community outreach, youth participation, social norm transformation, and support to programme uptake over a three-year implementation period.

However, the quantified deliverables presented within the financial proposal template appear relatively limited when compared to the breadth of the expected outcomes and the Communication for Development (C4D) approach described in the Terms of Reference.

As a result, it is not entirely clear whether Enabel intends the selected service provider to primarily deliver the quantified communication outputs listed in the financial schedule, or whether the selected agency is expected to act as a strategic communication partner that will provide ongoing consultancy, stakeholder engagement support, campaign optimization, community mobilization, and continuous communication advisory services throughout the duration of the programme.

This distinction has a significant impact on the proposed implementation model, team structure, level of engagement, and overall resource allocation required to successfully achieve the programme objectives.

The selected service provider is expected to design and implement a Communication for Development (C4D)-driven campaign that contributes to the behavioural and social change objectives outlined in the TOR. The financial proposal should be based on the deliverables and minimum quantities specified in the pricing schedule and Annex 1. At the same time, the service provider is expected to provide the strategic planning, audience analysis, monitoring, stakeholder engagement, and campaign management necessary to achieve these deliverables and support the intended communication outcomes throughout the implementation period. Knowing that this is in the interest of the service provider to be able to deliver and implement successfully the agreed on plan. **We as a project will not ask the service provider for such information.** The exact approach should be detailed in the bidder's proposed methodology, communication strategy, and work plan.

Target Audience & Strategic Communication Questions

- Could Enabel provide a detailed breakdown of the target audience segments, including estimated audience sizes for each category? **The project targets 700 Students**
- Among the identified audiences (youth, parents, teachers, communities, employers, VET institutions, etc.), which audience segments are considered the highest priority for

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achieving project objectives? The primary audience is youth aged 15–24, as reflected in the programme objectives, scholarship mechanism, and behavioral change outcomes. However, the campaign is also expected to strengthen parental and community acceptance of vocational education and engage educators and community actors as key influencers. Therefore, both youth and their influencers are important target groups under the C4D approach.

- Does Enabel have existing audience personas, segmentation studies, or behavioral research that will be shared with the successful bidder? **No**
- What are the primary barriers currently preventing youth from pursuing TVET pathways, based on available programme research? **Mentioned in the TOR. Further assessment of barriers is part of the inception phase C4D assessment.**
- Has Enabel already identified the key perceptions, misconceptions, stereotypes, or behavioral barriers that the communication campaign should address? **Mentioned in the TOR. The campaign is expected to address these issues while further validating and refining them through the inception-phase assessment. The project team will support in identifying such information.**
- What is the current awareness level of vocational education opportunities and STEP scholarships among the target audience? **Very limited. This is the objective of this assignment.**
- To what extent should communication activities target direct beneficiaries versus influencers such as parents, teachers, community leaders, employers, and school administrators? **The campaign is expected to target both direct beneficiaries and key influencers. In line with the C4D approach outlined in the TOR, activities should engage youth as well as parents, educators, community actors, and other stakeholders who influence educational and career choices. The service provider is expected to propose the appropriate targeting mix based on the findings of the inception-phase C4D assessment.**
- Is the campaign expected to address national perceptions of TVET broadly, or focus primarily on driving applications to the STEP scholarship programme? **The campaign is expected to do both. The TOR includes behavioral and social change objectives related to improving perceptions of VET, increasing youth motivation, reducing negative stereotypes, and strengthening parental and community acceptance. It also includes operational objectives related to increasing awareness of and applications to the STEP scholarship programme.**

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Budget & Financial Questions

- Could Enabel please indicate the estimated budget range or available budget allocation for this assignment? **NO**
- Given the three-year duration of the assignment, has Enabel allocated contingency funding for inflation, increased production costs, or expanded implementation requirements? **Please refer to tender documents**
- Is the estimated quantity of deliverables listed in the financial proposal intended as a minimum requirement or as the expected total volume over the contract duration? **Quantities may be higher as mentioned**
- Are media buying costs, digital advertising budgets, boosting costs, and radio airtime costs included within the contract budget or will they be covered separately by Enabel? **We don't understand what you mean in media buying costs? As for the radio airtimes, it is included in the contract budget.**
- If additional communication activities are requested beyond the quantities listed in the financial proposal, how will these be compensated? **Applicable law will occur if this happened**
- Can payments be made upon approval of annual deliverables or only after completion of all activities within each phase? **See tender document**
- Is there any possibility of an advance payment, mobilization fee, or inception phase payment upon contract signature? **NO**
- For services such as videos and media advertising campaigns, can we give a range of the cost instead of a fixed price. **NO**

Scope & Deliverables

- The behavioral and social change objectives outlined in the ToR appear significantly broader than the quantified outputs included in the pricing schedule. Should bidders base their financial proposals on the quantified outputs only or on the achievement of the stated behavioral objectives? **Bidders should base their financial proposals on the**

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deliverables and minimum quantities specified in the pricing schedule and Annex 1. The behavioral and social change objectives are intended to guide the design and implementation of the campaign and should be reflected in the proposed methodology and approach.

- Are the content quantities listed in Annex 1 considered minimum annual requirements that may be increased during implementation? **Yes. As stated in Annex 1, the quantities represent minimum requirements. Bidders may propose additional content, and the quantities may be adjusted during implementation in accordance with project needs, available funds, and any approved contract amendments.**
- What level of flexibility is expected from the service provider regarding additional campaigns, content requests, or communication needs that may emerge throughout the three-year implementation period? **The service provider is expected to maintain sufficient flexibility to respond to evolving project needs within the overall scope of the contract and approved work plans. Any substantial changes to scope or quantities will be managed in accordance with the contract provisions and available budget.**
- Does Enabel expect continuous social media management and community management throughout the project duration? **Not any of our pages, However the deliverables are distributed throughout the project duration.**
- Do social media channels already exist, or will the service provider be expected to establish and manage new communication channels? **The produced items will be shared on agreed on channels.**
- Is content distribution solely the responsibility of the service provider or will Enabel and project partners support dissemination through their own channels? **Enabel and project partners will support the dissemination of the products, the service provider is not required to disseminate any content via its own channel.**

Outreach & Events

- What is the expected number of community dialogue sessions beyond the three outreach events referenced in Year 1? **No more dialogue sessions beyond the three mentioned outreach event.**
- Who will be responsible for participant mobilization and attendance management for outreach activities? **The project team.**

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- Will venue costs, logistics, transportation, catering, and event operational expenses be covered by the service provider or directly by Enabel? **By Enabel**
- Will Enabel facilitate access to schools, training centers, and local stakeholders or is this expected to be managed by the service provider? **Yes**
- Is there an estimated annual target for the number of schools, governorates, or beneficiaries to be reached? **No yet.**
- Can Enabel provide further details regarding the expected format and scale of the outreach events included in the scope? **This will be arranged with our direct support**

Stakeholder Management

- What level of engagement is expected with stakeholders such as the Ministry of Education, National Aid Fund, Tkiyet Um Ali, Aman Fund, and other partners? **This will be coordinated by us.**
- Will Enabel lead stakeholder coordination meetings or will the service provider be expected to organize and facilitate them? **Enabel**
- Is there an existing stakeholder engagement plan that will be shared with the successful bidder? **Yes**

Research, Monitoring & Evaluation

- Does Enabel have existing baseline data regarding perceptions of TVET, youth awareness, and scholarship awareness levels? **No**
- Is the successful bidder expected to conduct baseline, midline, and endline perception assessments? **No**
- What methodology is expected for measuring behavioral **change and perception shifts? It would be great if you include this in your methodology.**
- Are there predefined KPIs and monitoring frameworks that the successful bidder must adopt? **Included in the ToR**
- What level of data collection is expected from the service provider throughout the implementation period? **Just the information that is needed for you to implement your approach and deliver your tasks. No information is requested from our side.**

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Content Production & Approvals

These questions have no relation to the tendering process.

- What is the expected turnaround time for Enabel's review and approval process?
- How many review rounds should bidders anticipate for each deliverable?
- Will approval involve only Enabel or also EU Delegation review and approval?
- Are there maximum revision limits or should unlimited revisions be assumed?
- Are all production costs, including travel, equipment, talent, accessibility adaptations, translations, and post production, expected to be included within the proposed rates? **See tender documents**

Human Resources & Project Team

- Does Enabel expect a dedicated project team throughout the three-year implementation period? **Bidders are expected to propose a team structure that is appropriate to deliver the required services and outputs over the duration of the assignment.**
- Are there any minimum staffing requirements that should be reflected in the proposal? **No minimum staffing requirements have been specified in the TOR. Bidders should propose a team with the qualifications, experience, and capacity necessary to successfully deliver the assignment.**
- Will the evaluation consider the availability of dedicated resources throughout the contract period? **The evaluation will be conducted in accordance with the published award criteria, including the quality of the proposed team, personnel bios, key roles, mandates, and relevant experience. Bidders should therefore demonstrate that their proposed team has sufficient capacity and availability to implement the assignment effectively.**

Legal & Contractual Questions

THESE QUESTION have NO LINK to THE TENDERING PROCESS

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- Given the three-year duration, can Enabel clarify the circumstances under which the contract scope may be expanded or reduced?
- If project implementation is delayed due to factors outside the service provider's control, will timelines and deliverables be adjusted accordingly?
- If approval processes delay implementation, how will associated project management costs be treated?
- Are there any anticipated extensions beyond the current contract period that bidders should consider when planning resources?
- Can Enabel clarify whether any limitation of liability provisions apply to the service provider?
- Will the 5% performance guarantee remain in place throughout the entire contract duration or can it be reduced after annual milestone acceptance? **remains**

Strategic & Programme Questions

- What is the estimated number of scholarship beneficiaries expected annually under STEP? **STEP aims to support 700 secondary BTEC scholarship beneficiaries. The 700 secondary scholarships will be awarded primarily through a single application round in 2026, with beneficiaries supported over a period of 2–3 years depending on their cohort.**
- What is the anticipated geographic expansion timeline across the target governorates? **The programme is designed to operate across six governorates from the outset: Jerash, Mafraq, Karak, Tafileh, Ma'an, and Aqaba, which will serve as the programme's training hubs. This year STEP will focus on Jerash, Mafraq and next year on the remaining governorates**
- Are there annual awareness, engagement, application, or conversion targets that the communication campaign is expected to achieve? **In your scope of work, only the deliverables in the ToR. No additional items will be requested beyond the TOR.**
- How does Enabel define success for this assignment beyond the delivery of communication outputs? **Beyond content production, the campaign is expected to contribute to the programme's broader objectives of increasing youth interest in vocational education, improving parental and community acceptance of BTEC, reducing**

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stereotypes associated with vocational pathways, and supporting the successful recruitment of eligible scholarship applicants from the targeted governorates.

- Which deliverables and outcomes will have the greatest influence on contract performance evaluation? Performance will be assessed against the approved deliverables, implementation plan, and reporting requirements set out in the contract. Particular emphasis is placed on the quality of the communication strategy, campaign implementation, achievement of communication KPIs, and the campaign's contribution to the behavioural and outreach objectives of the STEP programme.