

ITT_1124 – Baltics: People to People (P2P) – Clarification Questions (CQ)

CQ #	Question	Answer
1	Can the Authority please clarify whether the monthly meetings with FCO representatives are expected to be in London or the field (and if so in which location(s)?)	The authority is open as to the location of the meeting and this can be agreed as part of the contracting process. A meeting would not be expected to last more than 2 hours. Frequent, informal contact is expected with the supplier however
2	The ITT title contains ‘People To People (P2P)’, which for example USAid defines as “bringing together representatives of conflicting groups to interact purposefully in a safe space.” Is this how the Authority understands people-to-people interventions? Does this have a physical as well as digital dimension?	We do not wish to restrict bids from suppliers in any way. Bids could consist any form of contact with target audiences. We note the USAID definition with interest but refer bidders to Joseph Nye’s definition of soft power. HMG wish to use the UK’s soft power
3	“Russian speakers”: regional sentiment analysis variously includes Russian language users, Russian ethnic, Russian educated, Russian sympathetic individuals in this segmentation - can the authority better define what they mean by the Russian Speakers (TOR Paragraphs 6 and 7)?	The primary target audience for these interventions is those individuals who primarily receive their information and news from Russian language sources and have therefore been subjected to Russian propaganda for a period of time. By definition these individuals are Russian speakers. They are often but not always ethnic Russian and are often but not always marginalised from wider society. There is a lot of information about Russian speakers in the Baltics in the public domain. We look forward to proposals that demonstrate a good knowledge of target audiences that may suggest focussed interventions or may suggest looking at integration with wider Baltic society.
4	The intent is to develop greater affinity among Russian minorities with the UK/EU/ Baltic States.” How is affinity defined? Are EU/ UK/ Baltic narratives assumed to be synonymous for the purposes of this ITT or does this represent 3 separate requirements?	Ideally we would see an increase in affinity for the UK, EU and individual Baltic countries. However, bidders may feel that their proposals may be better focussed on one element of this or the integration of speakers with their fellow citizens. It is for the bidders to define their proposals.
5	The NATO Stratcom Centre of Excellence defines Euro-Atlantic values as: democracy, human rights, freedom of media, trust to international organisations and freedom of speech, does the Authority have the same interpretation of the term?	The NATO Centre’s definition is fine for the purposes of developing proposals. However, this does not necessarily constrain HMG’s wider view of values.
6	Paragraph 8 (TORs) infers that providers are expected to have conducted a degree of Audience Analysis in preparation for	It is for bidders to consider the amount of effort they wish to place into audience analysis before a decision is made on this procurement.

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	the bid. Can the authority better define the degree, scope and segregation required for this?	There is a lot of open source material already available.
7	The Authority has stated that bidders should “demonstrate how their project is innovative, different to traditional British Council methods but not limited to, and how it can work in parallel to it.” Can the authority provide the British Council’s programme of work for the project period to ensure complementarity and the prevention of overlap?	The British Council is initiating a range of work in the Baltic States that build on its traditional strengths and brings together projects that have worked elsewhere in the world. Details are available from the British Council website (www.britishcouncil.org)
8	The Authority is asking for the supplier to suggest an intervention or intervention(s) that will make a positive impact on how target individuals perceive the UK/EU/Euro-Atlantic values. Can the authority define a Measure of output, performance or effect by which the target audience needs to: Be persuaded to take action (Impact table); be drawn closer to the required narrative, or; develop greater affinity with EU/UK/Baltic values (Objective) in order to constitute a positive impact?	Outputs cannot be defined without knowledge of specific planned interventions. We do not wish to guide suppliers on their suggested interventions/projects but are going to the market for innovative proposals. We do not wish to define the problem any further than in the table was have provided as do not want to guide thinking in any way.
9	Could you please share further details of British Council’s activities?	We have provided a link to the British Council in the ITT documents
10	Could you please share further details of other relevant HMG activities in the region?	A high level description of the wider outcomes sought from HMG activity in the region is described in the tender document. The winning bidder will receive a full briefing on our activity.
END OF CLARIFICATION QUESTIONS		