

**FAQ – ITT - SX37GOAL72025 - ILMPACT/COMMS/2025 - Strategic Communications, Visibility, and Outreach Support – ILMpact Programme (Advocacy and awareness on the Importance of Girls education, reducing Learning poverty and elimination of barriers on inclusion) – Updated**

**Q1. What's the current public perception of ILMpact in the target regions?**

A1. As of August 2025, there is limited publicly available information (only to stakeholders directly involved in ILMpact) regarding the perception of ILMpact in its target regions.

**Q2. Have there been previous communications campaigns for ILMpact or similar British Council programmes that we can review?**

A2. No, this is the first campaign of its kind being undertaken by ILMpact.

**Q3. Can you provide any past research or insights on audience perceptions and behaviours?**

A3. We do not have any past research around audience perception. Suppliers have to conduct this

**Q4. Should messaging be British Council-led, or can local community voices take primary prominence?**

A4. In combination of both

**Q5. Any past experiences or incidents that should inform our risk assessment?**

A5. We expect the supplier to conduct the thorough risk assessments before moving into the execution stages

**Q6. Are there preferred or existing media partnerships we should leverage?**

A6. No

**Q7. Will community access and introductions be facilitated by the British Council, or is it the supplier's responsibility to establish those links?**

A7. Both, we will facilitate but the core responsibility lies with Supplier.

**Q8. Will the events in KP and Punjab take place simultaneously, or will one start after completion of the other?**

A8. This can happen both at times.

**Q9. It is said that a firm should apply for all 3 LOTs separately, in the form of different proposals, but we have only received supplier forms for one lot. Could you kindly share all lot forms separately so we apply accordingly?**

A9. In Annex 4 - Pricing Approach, it is quite clear that if Applying for lot 1: Complete 'Lot 1 - Communication Firm' tab, if Applying for lot 2: Complete 'Lot - 2 Event Management Firm' and if Applying for Lot 3: You need to fill for all Lots tabs, ensuring all relevant costs are inserted in the fields highlighted in yellow along with all the annexures.

**Q10. General Scope & LOT Structure: Is there a preference for one supplier to handle all three LOTs or could LOTs be split between suppliers?**

A10. Each lot will be evaluated independently, and all the firms will be evaluation as per criteria mentioned in clause 18 "Evaluation Criteria".

**Q11. General Scope & LOT Structure: For LOT 3 (combined services), should the pricing be presented as a consolidated budget or itemized separately for LOT 1 and LOT 2 activities?**

A11. In Annex 4 - Pricing Approach, it is quite clear that if Applying for lot 1: Complete 'Lot 1 - Communication Firm' tab, if Applying for lot 2: Complete 'Lot - 2 Event Management Firm' and if Applying for Lot 3: You need to fill for all Lots tabs, ensuring all relevant costs are inserted in the fields highlighted in yellow along with all the annexures.

**Q12. General Scope & LOT Structure: Is it permissible to bid for multiple LOTs separately and as a combined LOT 3 submission?**

A12. Yes

**Q13. Deliverables & Quantities: Are the deliverable quantities listed in Section 8.4 fixed and non-negotiable, or can suppliers propose alternative quantities/formats if justified for greater impact?**

A13. It can alter and negotiable

**Q14. Deliverables & Quantities: Can deliverables be combined (e.g., one film serving both advocacy and documentation purposes) to avoid duplication, or must all listed deliverables be produced separately?**

A14. Yes

**Q15. Deliverables & Quantities: For events, are venues, catering, travel, and accommodation expected to be included in our budget, or will these be provided/paid for by the British Council?**

A15. It is included in the provided budget; and it will not be provided by British Council

**Q16. Timeline & Duration: The contract duration is mentioned as 8 months + potential 12-month extension. What is the expected start date?**

A16. Please refer to clause 12 “Timescales for details”.

**Q17. Timeline & Duration: Is the work to be evenly distributed across the 8 months, or will there be heavier delivery peaks (e.g., around enrolment drives or global observance days)?**

A17. No, it will depend on need of wider program and work plan.

**Q18. Timeline & Duration: Will the extension (if granted) continue with the same deliverables/targets, or will new deliverables be defined?**

A18. Deliverables and targets will be revised based on donor requirements

**Q19. Approvals & Coordination: what is the approval turnaround time for creative concepts, scripts, and materials?**

A19. This will be discussed and negotiated at the signing of contract.

**Q20. Approvals & Coordination: Who will be the primary approval authority – British Council directly, or via FCDO / ILMpact programme teams?**

A20. ILMpact Team

**Q21. Approvals & Coordination: Will pre-testing of materials be coordinated by British Council or must it be organized and funded entirely by the supplier?**

A21. By supplier

**Q22. Geographic & Field Operations: Will the British Council facilitate access and introductions to stakeholders in the 15 target districts, or must suppliers manage local access independently?**

A22. A mutual effort

**Q23. Geographic & Field Operations: Are there existing local implementing partners we will coordinate with?**

A23. Yes

**Q24. Geographic & Field Operations: Are any of the target districts in areas with security restrictions that could impact travel, and if so, will British Council provide guidance/security support?**

A24. It will be the responsibility of Supplier.

**Q25. Media Planning & Buying: For paid media (TV, radio, print, digital), will the budget be part of our proposal or provided separately by British Council?**

A25. It will be the responsibility of Supplier and it will not be provided separately

**Q26. Media Planning & Buying: Are there mandatory media channels/outlets that must be used, or is the choice left to supplier's recommendations?**

A26.No, only relevant platform to the programme will be preferred

**Q27. Media Planning & Buying: For digital ads (Facebook/YouTube), will ads be run from British Council's accounts or supplier-managed accounts?**

A27. Yes

**Q28. Intellectual Property & Content Hosting: Will all raw footage, design files, and source materials also need to be handed over, or only final versions?**

A28.Yes

**Q29. Intellectual Property & Content Hosting: For social media content, will performance analytics be accessible to the supplier if British Council uploads directly?**

A29. No

**Q30. Safeguarding & Consent: Are there existing British Council safeguarding training modules that our field staff must complete before engagement?**

A30. Yes

**Q31. Budgeting & Payment: Is there a total budget ceiling for each LOT?**

A31. Yes

**Q32. Budgeting & Payment: Will payments be milestone-based or on a monthly retainer model?**

A32. Milestone Based

**Q33. Budgeting & Payment: Will reimbursement for travel and production expenses be actual-cost-based or must they be built into the fixed fee?**

A33. actual-cost-based. Should be reflected in budget document.

**Q34. Monitoring, Evaluation & Reporting: Are there pre-defined M&E indicators and reporting templates, or must we design our own?**

A34. Jointly will be developed

**Q35. Monitoring, Evaluation & Reporting: Will British Council provide access to baseline data for awareness, retention, and enrolment rates, or will baseline research be part of our scope?**

A35. Part of scope and will share the baseline report

**Q36. Priority Deliverables in Early Months. Local Presence / Connections in Target Districts. Ref: Section 2.1 (Programme Districts) & Section 8.4.2 (Stakeholder Mapping and Engagement), pp. 2, 17. Question: What kind of local presence or connections do you expect from us in the 15 target districts?**

A36. Strong local connections will help

**Q37. Mandatory Channels / Formats. Ref: Section 8.3 (Media and Digital Campaigns), pp. 14–15. Question: Are there any mandatory channels or formats you want us to include (e.g., specific radio stations, social platforms, print publications)?**

A37. No, for social media facebook is preferred platforms but agreed at the time of contract.

**Q38. Creative Approval Process. Ref: Section 8.3 (Campaign Ideation and Strategy & Creative Development), pp. 12–13. Question: What is the expected approval process for creative concepts and campaign materials?**

A38. It will be discussed mutually at signing of contract

**Q39. Campaigns for Inspiration. Ref: Section 8.1 (Communication Campaign Objectives), pp. 10–11. Question: Are there any recent campaigns you feel worked really well for this kind of audience that we should look at for inspiration?**

A39. Expectation from the supplier to develop their original inspiring concepts.

**Q40. Audience Mapping Detail Level. Ref: Section 8.3 (Audience Mapping and Insights), p. 12. Question: Regarding Audience Mapping and Insights, how detailed would you like this exercise to be? Will you be expecting detailed reports on interviews, surveys, and related data?**

A40. We expect a detailed audience mapping and insights exercise that includes in-depth analysis and the production of a comprehensive report. The report should summarize key findings from research, such as interviews, surveys, and focus groups, and provide data-driven insights.

**Q41. Source Material for IEC. Ref: Section 8.3 (Information, Education and Communication (IEC) Materials), pp. 13–14. Question: Will British Council provide approved source materials for IEC development, or should we conduct our own research, share for verification, and then develop the materials?**

A41. It will be combination of both

**Q42. Community Engagement Contacts. Ref: Section 8.3 (Community Engagement and Outreach), pp. 13–14. Question: For Community Engagement and Outreach, will British Council connect us with relevant contacts (SMCs, parents, local government, teachers, and students)?**

A42. We will facilitate introductions to key stakeholders and relevant community contacts, such as School Management Committees (SMCs), parents, teachers, and local government officials, to ensure a smooth and effective start to the community engagement and outreach efforts

**Q43. Definition of Local Ownership Strategies. Ref: Section 8.3 (Community Engagement and Outreach), p. 14. Question: Please clarify what is meant by “Local ownership strategies developed in collaboration with each community.”**

A43. "Local ownership strategies developed in collaboration with each community" refers to empowering the community to take an active role in the project's success and sustainability. This means involving community members in the planning, implementation,

and decision-making processes, ensuring that the project's goals align with their needs and that they feel a sense of responsibility for its long-term impact.

**Q44. M&E Participant Access. Ref: Section 8.3 (Monitoring, Evaluation and Pre-testing), pp. 15–16. Question: Will British Council assist in connecting us with diverse target audience representatives for pre-testing, focus groups, etc., or will we need to arrange these ourselves?**

A44. We will assist in connecting the supplier with a diverse range of target audience representatives for pre-testing, focus groups, and other Monitoring and Evaluation (M&E) activities. However, the supplier is ultimately responsible for the logistics and arrangement of these sessions.

**Q45. Stakeholder Mapping Contacts. Ref: Section 8.4.2 (Stakeholder Mapping and Engagement), p. 17. Question: For Stakeholder Mapping and Engagement, will British Council facilitate introductions to relevant government, educational, and community stakeholders?**

A45. We will facilitate introductions to key government, educational, and community stakeholders to help the supplier with the initial phase of stakeholder mapping and engagement. The supplier will be responsible for nurturing and maintaining these relationships throughout the project.

**Q46. Policy Engagement Calendar Source. Ref: Section 8.4.8 (Policy Influence and Thought Leadership), p. 24. Question: Will the Policy Engagement Calendar record past events, or will BC provide key policy events, education summits, and donor meetings to populate it?**

A46. We will provide a list of key policy events, education summits, and donor meetings to help the supplier populate the Policy Engagement Calendar. The supplier is expected to maintain and update this calendar as new information becomes available.

**Q47. Branding Status. Ref: Section 8.4.10 (Branding, Visibility, and Materials Development), p. 26. Question: Will ILMpact branding be developed from scratch, or does an existing brand need to be documented into guidelines?**

A47. The program already has a basic brand identity. The supplier's task is to develop this into a comprehensive set of branding guidelines and ensure all campaign and event materials are consistent with this established brand.

**Q48. Grade A vs Grade B Films. Ref: Sections 8.4.15 & 8.4.16 (Documentary-Style Films), pp. 31–32. Question: Aside from duration and production quality, what are the content/depiction differences between Grade A and Grade B documentary films?**

A48. Aside from differences in duration and production quality, Grade A and Grade B films typically differ in their content and target audience. Grade A films are often reserved for high-level, external-facing content, such as a main documentary for donor conferences, while Grade B films may focus on more specific topics or be used for internal or community-level communication.

**Q49. Source Material for Explainer Videos. Ref: Section 8.4.18 (Explainer Animation Videos), p. 33. Question: For explainer videos, will you provide source material for the concepts, or should we develop content from scratch for BC’s review?**

A49. We will provide the foundational concepts and data. The supplier is expected to use this information to develop creative concepts, storylines, and scripts for our review and approval before production begins.

**Q50. Source Material for Infographic Videos. Ref: Section 8.4.19 (Infographic-Style Animation Videos), p. 34. Question: For infographic videos, will you provide the data/trends for Pakistan’s education sector, or should we compile and verify them before production?**

A50. It will be mix of both

**Q51. Podcast Format. Ref: Section 8.4.23 (Podcast Production), p. 35. Question: Regarding podcast production, is this a limited series created specifically for ILMpact, or placements in existing podcasts?**

A51. The podcast production is for a limited series created specifically for the ILMpact Programme, but some placements on existing podcasts can be discussed

**Q52. Preferred Event Venues. Ref: Section 8.4.25 (Event Management Services), p. 36. Question: Is there any preferred venue for events?**

A52. There are no specific preferred venues. The choice of venue is at the supplier’s discretion, but it must align with the event’s purpose, audience, and budget, and be approved by British Council in advance.

**Q53. Primary Digital Platforms. Ref: Section 8.3 (Media and Digital Campaigns), pp. 14–15. Question: Which platforms should we prioritise for posting and engagement for both the online campaign and event coverage?**



A53. The platforms with the highest engagement rates for our target audience are considered the primary digital platforms. For this program, this typically includes platforms like Facebook and YouTube.

**Q54. Paid Promotion Levels. Ref: Section 8.4.26 (Media Planning & Buying), p. 37.**

**Question: What level of paid promotion is expected for digital, print, radio, and event publicity?**

A54. The level of paid promotion is determined by the media plan submitted by the supplier. We expect the plan to be data-driven and justified by the campaign objectives, outlining the specific budget allocation for each media type (digital, print, radio, etc.).

**Q55. Highest Priority Audiences. Ref: Section 8.3 (Audience Mapping and Insights) & Section 8.1 (Campaign Objectives), pp. 10, 12. Question: Who are the highest-priority audiences for both the campaign and events, so messaging can be tailored effectively?**

A55. The highest priority audiences for both the campaign and events are those most directly impacted by the program's objectives, such as out-of-school children, drop-out children, marginalized children, and relevant community leaders and stakeholders like donor

**Q56. Cultural Sensitivities. Ref: Section 8.4.5 (Inclusive Communications) & Section 8.1 (Barrier Reduction), pp. 10, 20. Question: Are there any cultural sensitivities or local considerations we should factor into campaign and event design for Punjab and KP?**

A56. The supplier is expected to demonstrate a deep understanding of local cultural sensitivities in Punjab and KP. This includes being mindful of local customs, social norms, and religious considerations to ensure all communications and events are respectful, inclusive, and effective.

**Q57. How will Suppliers be selected from the 3 Lots? Will 2 separate suppliers be selected by the British Council (one from each of the first 2 Lots) if no supplier from Lot 3 satisfies the overall selection criteria?**

A57. Suppliers will be selected based on the award criteria outlined in the tender document. The selection process will prioritize the tender that offers the best value for money, based on a combined score of technical and financial proposals.

**Q58. How will Suppliers be selected from the 3 Lots? If so, will these two suppliers work independently of each other and directed separately by the British Council for achieving milestones during the entire course of the project, or will they be asked to work together by the British Council?**

A58. In a multi-lot tender, it is standard practice to reserve the right to select separate suppliers for individual lots if a single supplier for all lots does not meet the criteria. If two separate suppliers are selected, they would work independently on their respective lots but be expected to coordinate and collaborate under our guidance to ensure project cohesion. But it is preferred by the ILMpact that One Supplier manages all LOTs works.

**Q59. How will Suppliers be selected from the 3 Lots? If the latter, how will coordination take place and/or matters resolved amongst the two if bound to work in conjunction?**

A59. Coordination would take place through regular meetings, a designated project / communications manager from our side, and a shared communication platform. We would act as the central point of contact to facilitate communication, resolve disputes, and ensure both suppliers are working towards the same milestones.

**Q60. In section 18.2 : Award Criteria. while Monitoring & Sustainability holds lesser weightage (@10%) than other criteria, is there special significance to typing it in bold font unlike the other criteria ?**

A60. The use of bold font for a specific criterion, even with a lower weight, often signifies that it is a particularly important factor or area of focus for the program's long-term success, indicating its strategic importance.

**Q61. If a bid is submitted as a consortium and the members would be sharing each other's liabilities, will the legal and financial capacity of the consortium be considered as one whole for carrying out the Contract, or would each member's financial capability be individually graded and affect the overall financial capability of the consortium as a whole?**

A61. Only the firms legally eligible to work in Pakistan may participate in this tender.

Q62. What is the total duration of the project?

A62. The project has a defined initial duration valid till 31 March 2026, typically followed by an option for an extension, based on performance and continued funding.

**Q63. Please also provide us with the Specific Terms for submission of bids as a Sole Trader or a Personal Service Company.**

A63. They must meet the same professional and financial capacity requirements as larger firms but may be subject to different legal and tax-related clauses

**Q64. Based on the Supplier Response form: can we attach a document containing responses to each question, or do you require responses in the table format?**

A64. The supplier is typically required to provide responses within the provided form or template. Attaching a separate document is usually not acceptable as it makes the evaluation process inconsistent.

**Q65. Based on the Supplier Response form: Also, is there a word or page limit to each section?**

A65. A best practice is to adhere to a reasonable limit that allows for a comprehensive yet succinct answer.

**Q66. Are there any nationality requirements for Suppliers in terms of registration?**

A66. As long as the firms legally eligible to work in Pakistan may participate in this tender.

**Q67. What is the contract modality expected? Will this be a firm fixed price contract with all the items listed?**

A67. One time fixed agreement will be signed out of this tendering exercise.

**Q68. In Annex 2, Page 10. The second colour says “not used”. Does that mean we do not need to respond to those questions?**

A.68. kindly response questions asked on the page.

**Q69. Section 3.1.4 seems unclear regarding duration — it states “The Contract awarded will be for a duration of 8 duration with an option for an extension for up to an additional 12 Months”. Could you confirm the exact duration intended?**

A69. The Contract awarded will be for a duration of 8 duration with an option for an extension for up to an additional 12 Months, **subject to availability of funds and satisfactory performance by the supplier.**

**Q70. For Section 8.3 (Components of the Campaign: Monitoring, Evaluation, and Pre-testing) and Section 8.4.2 (Stakeholder Mapping and Engagement), should these be handled by a third party specialist vendor, or are they expected to be managed in-house?**

A70.Upto Supplier, we need good quality assurance

**Q71. In Section 8.4.25 (Event Management Services) of LOT 1, could you please clarify which events this refers to, as LOT 2 specifically focuses on events?**

A71. All details are defined in Deliverable section; we expect 6 events (2 in Islamabad, 2 in KP, 2 in Punjab)

**Q72. For Section 8.8 (Core Team Composition & Qualification Criteria), the mentioned "core team" has to be strictly followed as given? We think there are some important missing elements, furthermore to effectively deliver the full scope of project there will be a requirement of extended technical team, specialists, consultants and even regional focal persons/campaign organizers etc. We will appreciate it if some more clarity is given on this aspect.**

A72. Please see table in section Core Team Composition & Qualification Criteria for more clarity.

**Q73. If a company meets the minimum financial criteria and it is the best fit to deliver the campaign but its financial strength is less than other organizations, would preference be given on financial strength in terms of final selection of the partner? We understand detailed methodology is given for scoring but wanted a bit more clarity on this.**

A73. The proper evaluation will take place as per the criteria listed

**Q74. Supplier Selection Process: How will suppliers be selected from the three Lots?**

A74. Each Lot will be evaluated independently as per the criteria mentioned in Clause 18 of ITT document.

**Q75. Supplier Selection Process: If no supplier from Lot 3 meets the overall selection criteria, will two separate suppliers be selected by the British Council (one from each of the first two Lots)?**

A75. Each Lot will be evaluated independently and may result in selection of more than 1 vendors.

**Q76. Supplier Selection Process: If so, will these two suppliers work independently and be directed separately by the British Council to achieve project milestones?**

A76. Yes.

**Q77. Supplier Selection Process: In case of joint work, how will coordination and dispute resolution between the two suppliers be managed?**

A77. Not applicable.

**Q78. Award Criteria. While Monitoring & Sustainability carries a lower weightage (10%) compared to other criteria, is there any special reason it is highlighted in bold?**

A78. Same Answer as A60

**Q79. Consortium Bids. If the bid is submitted as a consortium where members share liabilities, will the consortium's combined legal and financial capacity be considered as a whole for fulfilling the contract requirements?**

A79. Same Answer as A61

**Q80. Project Duration. Please confirm the total duration of the project.**

A80. Same Answer as A62

**Q81. What is the total contract value?**

**A81. The contract Value (estimated) are shared below:**

**Total value (estimated)**

- £280,000 excluding VAT
- £350,000 including VAT

**Lot 1. Communications Services for ILMpact programme**

**Lot value (estimated)**

- £173,600 excluding VAT
- £217,000 including VAT

**Lot 2. Event Communications and Management for ILMpact Programme**

**Lot value (estimated)**

- £106,400 excluding VAT
- £133,000 including VAT