



REQUEST FOR APPLICATION (RFA) PROMOTION OF POSITIVE BEHAVIOURAL CHANGE CAMPAIGNS WITHIN THE LIVESTOCK MARKET SYSTEM IN NORTHERN KENYA RFA-AA1-12

AMMENDMENT # 1 TO CALL FOR FUNDING – FREQUENTLY ASKED QUESTIONS

- Q1.** An entity should be registered/regulated by the communication authority of Kenya (CAK). Are you looking for a Radio and TV broadcasting station or a communication agency? And can a communication agency incorporated as a company and registered under the Kenya Film commission and not CAK participate?
- A1.** *The funding opportunity is targeted at communication agencies rather than radio and TV broadcasting stations. A Communication Agency incorporated as a company with strong links, evidenced by past work samples, media houses are open to apply.*
- Q2.** Can LMS specify which registration license they require the bidders to possess given that there are many type of licenses issued by the Communication Authority of Kenya (CAK)? Notably, CAK issues operating licenses to media houses and the process of obtaining such license will take more than 6 months.
- A2.** *Operating license for News Agency/ Media house is a requirement—this is coupled with experience, as LMS is not looking for new establishment. Communication agencies can partner with media houses that have CAK registration and provide the same, as long as they can demonstrate the ability and capability to air/broadcast campaign messages through media be it radio, TV, or print in the target counties.*
- Q3.** Can NGOs/private companies who may not have their own media houses but have proven experience working on donor funded projects focusing on media and communication apply for this funding? If so, the award will be issued to the bidders but will be required to closely work with the proposed media houses to design and disseminate messages.
- A3.** *This can be considered as long as they can work/affiliate with a media or News agency.*
- Q4.** Can an agency bid for more than one county or is each proposal restricted to one County?
- A4.** *Interested applicants can apply for one county or a block of counties.*
- Q5.** Will LMS accept multiple applications from the same organization to bid for different counties?
- A5.** *Refer to Q4 above, and Q6 below*
- Q6.** Will LMS accept applications on different categories (there are 2 categories stated in the RFA, namely; 1) *Promotion of Efficient Business Practices within Livestock Market Value Chains* and 2) *Creating Awareness of Animal Quality and Standards Among Small Holders and Pastoral Populations*) by the same organization within one or different counties?
- A6.** *Yes*
- Q7.** Is it a requirement for the bidder to submit a proposal that entails;
- All the proposed illustrative activities?
 - A combination of some of the proposed illustrative activities?
 - A selection of just one of the proposed illustrative activities and build on that?



- Development of a new set of proposed illustrative activities or modify the existing proposed activities?
- A7.** *Applicants are free to select the option(s) that will enable them to have the most competitive proposal as long as these fit within the overall objectives of the RFA.*
- Q8.** For illustrative activities 1, 2, and 5 as per the RFA, Communication Strategy- How does LMS envision this activity? Is it one strategy document for the entire target counties or each county to have its own communication strategy?
- A8.** *There will be an overarching strategy for the implementation, but there will be differences/variations in the execution of each strategy in the county.*
- Q9.** For illustrative activities 1, 2, and 5 as per the RFA, Behavior change communication (BCC) approaches- How does LMS envision this activity? Is it one BCC strategy document for the entire target counties or each county to have its own BCC strategy?
- A9.** *Same as above Q8*
- Q10.** For illustrative activities 1, 2, and 5 as per the RFA, Research, develop and deliver key messages- How does LMS envision this activity? Is it one communication research for the entire target counties or each county to have its own research?
- A10.** *Each county may have its own, but where dynamics between counties are similar it will be advisable to cluster the counties as long as diversity of each county is reflected*
- Q11.** Although it is stated clearly that the final choice of grant instrument will be determined after all elements of the grant application have been evaluated, including any risk that may be identified by ACDI/VOCA, is it possible for the bidders to propose the best award that fits the organization's experience and technical expertise.
- A11.** *Yes, this is possible, however determination of final grant instrument lies solely at the discretion of ACDI/VOCA which will be guided by our grant guidelines.*
- Q12.** Cost share – Can LMS provide more specifics on the budget lines that qualify for cost share? For example, can in-kind contributions be costed as cost-share from the applicant
- A12.** *Cost share can be in form of cash or in-kind contribution and will require to be supported. Further discussions will be held on cost share for selected applicants during grants negotiation.*