We were confused on whether the materials needed to be relevant to every country listed in the countries tab or just applied to the Lebanon context based on the TOR. Please can you clarify the geographic requirement for all outputs? The strategy should be developed for Lebanon UNICEF office.

If Lebanon only, are you looking for organisations in Lebanon only or would you see the value of a team that brings together international expertise on social and behaviour change communications with local communications experts? It is important to have international expertise and expert, but please note that we need to have experts who understand the local context and can adapt the strategy accordingly and there is specific condition to: Submit all documents, including the revised integrated messages and the orientation guidelines for the capacity building in **Arabic** and English. If your company can commit to comply with that condition, it will be ok for us.

Is it possible to see any documentation from the CP SBCC Plan? In particular, the strategy and parenting toolbox would be helpful to understand given that it seems this is the foundation and model for this RFP. It will be important for us to understand the concept and method of this strategy to see if we can align our approach to it.

The SBCC plan for CP and the parenting toolbox are not finalized yet. We are sharing with you a social norm guidelines that was used as reference for the CP plan.

<https://www.unicef.org/mena/everybody-wants-to-belong>

On the description and TOR only Lebanon is mentioned, but the "Countries" tab lists many countries/territories. Could you confirm if this opportunity relates only to Lebanon, or includes all of the countries listed? No, please note that the project will be designed and implemented in Lebanon only.