



# NATO STRATEGIC COMMUNICATIONS CENTRE OF EXCELLENCE

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## INVITATION TO TENDER

### RESEARCH OF ATTITUDES TOWARDS MIGRATION IN THE MEDITERRANEAN REGION

To be supplied to the NATO Strategic Communications Centre of Excellence (NATO StratCom COE)

<b>Revision</b>	Version 1
<b>Release Date</b>	06 February 2024
<b>Issuer</b>	Mr Giorgio Bertolin, Social Scientist , NATO StratCom COE
<b>Service providers</b>	<b>28 February 2024</b> submitted via e-mail <a href="mailto:tender@stratcomcoe.org">tender@stratcomcoe.org</a>
<b>Response date</b>	by 23:59 hrs (Eastern European Time zone: UTC +02:00).

## **Invitation to tender for the provision of research in attitudes towards migration in the Mediterranean region**

You are kindly invited to submit a project proposal to provide research in the attitudes towards migration in the Mediterranean region.

By participating in this tender, you are indicating your acceptance to be bound by the guidelines set out in this document. Please acknowledge safe receipt of this letter via e-mail within two working days and your confirmation of your intention to tender within seven working days.

To simplify exchange of information regarding this Invitation to Tender (ITT) please nominate a Bid Manager and relevant contact details of phone and e-mail address.

Please direct any questions regarding the ITT content or process to Mr Giorgio Bertolin. You should not contact other NATO StratCom COE personnel unless asked to do so by the appointed NATO StratCom COE representative.

The NATO StratCom COE reserves the right to disqualify and reject proposals from service providers who do not comply with these guidelines. All questions should be submitted in writing to the e-mail: [giorgio.bertolin@stratcomcoe.org](mailto:giorgio.bertolin@stratcomcoe.org).

The NATO StratCom COE makes no obligations in any way to:

- (i) pay any service provider for an ITT response;
- (ii) award the contract with the lowest price proposal or any service provider; or
- (iii) accept any ITT information received from service providers; or
- (iv) include service providers responding to this ITT, in any future invitations; or
- (v) any other commitment to service providers whatsoever.

Looking forward to receiving your response.

Yours sincerely,

Mr Giorgio Bertolin  
Social Scientist, Technical and Scientific Development Branch  
E-mail address: [giorgio.bertolin@stratcomcoe.org](mailto:giorgio.bertolin@stratcomcoe.org)

Whilst care and attention has been exercised in the preparation of this document, it remains subject to contract, and all warranties, whether expressed or implied by statute, law or otherwise, are hereby disclaimed and excluded.

These limitations are not intended to restrict continued business discussions between the NATO StratCom COE and service providers.

Any proposal received by the NATO StratCom COE is subject to contract with the NATO StratCom COE.

## **Table of Contents**

- 1. Introduction**
- 2. Background**
- 3. Requirements**
- 4. Reporting**
- 5. Tender Submission**
- 6. Timetable**
- 7. Respondent Instructions**
- 8. Tender Assessments**
- 9. Decision Announcement to Participants**
- 10. Contract Details**

## 1. Introduction

- 1.1. NATO Strategic Communications Centre of Excellence (NATO StratCom COE), based in Riga, Latvia, contributes to Strategic Communications (StratCom) capabilities within the Alliance and Allied nations. The NATO StratCom COE designs programmes to advance StratCom doctrine development and harmonisation, conducts research and experimentation to find practical solutions to existing challenges, identifies lessons from applied StratCom during operations, and enhances training and education efforts and interoperability.
- 1.2. NATO StratCom COE is running a tender to conduct analysis of attitudes towards migration in the Mediterranean region.
- 1.3. The contract will be awarded within two weeks after the announcement of the winner. The contract shall be executed by **31 December 2024**.

## 2. Background

Irregular migration represents a major concern for the populations of Western Europe, particularly in the North Mediterranean. As such, migration is a topic that can be weaponised by adversarial actors. NATO StratCom COE aims at understanding how migration is perceived by home audiences in the North Mediterranean. This will shed light on the securitization process that involves this issue, and will call attention to the signs (if any) of external exploitation by adversarial actors.

## 3. Requirements

- 3.1. The project aims at understanding nuances in the audience perception of the migration crisis, with a focus on Mediterranean countries (NATO members). In particular, the issue of possible disinformation concerning this theme will be tackled.
- 3.2. The main output will be a short written report (around 3500-4000 words) to be delivered together with the raw data of a survey carried out in at least two countries (if possible: three). The preferred methodology is computer-assisted telephone interviews (CATI).
- 3.3. Research questions:
  - A. What is the audience perception of migration within Europe?
  - B. Which themes/narratives can we identify?
  - C. Which trends can we identify?
- 3.4. Approach to methodology: Questionnaire. At least two case studies are investigated. The countries that are most interesting for this study are the following (in this order): France, Spain, Albania. Quantitative analysis is required. In order to ensure representativeness of the sample for all relevant variables, a sample of 1000 individuals in each country is preferred (minimum: 750).
  - 3.4.1. The questionnaire will consist of 15 items, both open and closed questions. The content of these questions will be developed together by the service provider and NATO StratCom COE. For closed questions, a 7-point Likert scale is preferred.
  - 3.4.2. The service provider will provide satisfactory explanation that the necessary steps are taken to restrict to a minimum the influence of social desirability and of demand characteristics in the questionnaire.

3.5. The deliverables include the following:

3.5.1. Data from the survey. This needs to be coded so that further statistical analysis along relevant variables is possible even after the research is delivered and the project is completed. Graphical representation is highly appreciated.

3.5.2. Short written analysis (3500-4000 words in total) to describe the data.

3.6. Circulation of the research outcomes, after further in-house comment and analysis, will be restricted to NATO StratCom COE's member nations. The service provider is required not to divulge the research results to third parties without prior consent from NATO StratCom COE.

3.7. NATO StratCom COE is looking to contract one service provider to implement all deliverables listed above. The service provider must provide all parts (paragraph 3.5.) of the research. The service provider is encouraged to partner or subcontract with other service providers in the countries or regions covered by the report in order to conduct the interviews (as relevant).

3.8. The service provider is expected to actively solicit and integrate inputs by NATO StratCom COE and its partners by applying a fully transparent and inclusive process throughout the project period. This may include overseeing additional contributors in order to ensure, in particular, the application of the common methodology and the overall coherence of the output.

3.9. The service provider is expected to participate in a review process of the submitted report and incorporate feedback from the NATO StratCom COE into the work, and offer suggestions and data for graphs, illustrations and supporting material for the final publication of the report.

3.10. The service provider should be prepared to travel or connect virtually in order to present the outcomes of the research at event(s) organised by the NATO StratCom COE: briefing of the key findings of the research, either at the end of 2024 or in early 2025.

3.11. The service provider is expected to submit the analytical part of the study in academic English language, providing appropriate referencing, following the NATO StratCom COE style guide. The NATO StratCom COE is responsible for the English language editing as necessary, the layout, and the printing of the publication as decided.

#### **4. Reporting (timings approximate)**

4.1. Meeting to clarify and confirm the approach, scope, research objectives and delivery process as soon as the tender has been awarded (via videoconference or other means).

4.2. Draft methodology for review and comments by April 15, 2024.

4.3. Final methodology agreed by May 15, 2024.

4.4. Initial draft of the report (including raw data) by September 1, 2024.

4.5. Final report (including processed data and analysis/visualisation scripts) by October 31, 2024.

4.6. NATO StratCom COE may request progress updates throughout the project period.

## 5. Tender Submission

5.1. The tender submission should consist of:

5.1.1. A brief written proposal (max. 3 pages) for the delivery of the work (see part 3 in Requirements). The proposal should include a description of how the methodology will be implemented.

5.1.2. A total budget for the full proposal and a budget breakdown, in EUR (with VAT and without VAT; other tax must be clearly specified for each budget position, marked as zero where not applicable). Provide budget estimates for each output, indicating the costs for:

A. Methodology development.

B. Case studies of France and Spain (and, if possible: Albania) – include individual breakdown per country (important).

C. Preliminary analysis of data (written report).

The budget should include milestones for suggested payments.

5.1.3. Copy of service provider's Certificate issued by the national Commercial Register or a national Register covering other types of legal entity (for example, civil society organisations). If that is not applicable (for example, the Service provider is an individual), please provide an explanatory statement and a different form of a document confirming your identity and, if possible, a permit to engage in a commercial activity.

5.2. The service provider should demonstrate the ability to use the appropriate tools to carry out surveys, with special regard to CATI methodology.

5.3. Information regarding persons or entities that the service provider may choose to sub-contract for work on the Contract delivery (company or person's name, other relevant credentials, e.g. company registration number, website address, contacts, etc., and a short company profile or person's biography).

5.4. Information regarding previous instances of cooperation with international organizations and/or government institutions.

## 6. Timetable

General	
Confirmation of bid	Please confirm you have submitted your bid by notifying <a href="mailto:giorgio.bertolin@stratcomcoe.org">giorgio.bertolin@stratcomcoe.org</a>
Deadline for submission	<b>23:59 hrs (Eastern European Time zone: UTC +02:00) On 28 February 2024</b>
Contract implementation date	<b>Upon agreement</b>
Questions	Questions arising from this document should be addressed to Mr Giorgio Bertolin until 21 February 2024
Full contact details	Mr Giorgio Bertolin, <a href="mailto:giorgio.bertolin@stratcomcoe.org">giorgio.bertolin@stratcomcoe.org</a> , +371 28329984

## **7. Respondent Instructions**

- 7.1. A written proposal is required that complies with the indicated requirements (see Section 5. Tender Submission). The proposal should be submitted electronically using an official email of the entity, in PDF format (and Word/Excel format by request).
- 7.2. The file(s) shall be submitted to: [tender@stratcomcoe.org](mailto:tender@stratcomcoe.org) by 23:59 hrs (Eastern European Time zone: UTC +02:00) on 28 February 2024.**
- 7.3. Submissions after the deadline and sent to another email address will not be considered.**
- 7.4. The service provider is expected to supply the required information or state clearly any reason for being unable to do so.
- 7.5. Any assumptions used in preparing responses should be clearly stated. Any appropriate supporting documents (brochures, demo videos, presentations) should be included.
- 7.6. If any of the requested documents in section 5 (Tender Submission) is not submitted, the Contract Award Committee has the right to exclude the service provider from further participation in the procurement.
- 7.7. Questions relating to clarification of the ITT will only be accepted in writing to NATO StratCom COE representative. Likewise, all responses from the Centre will be written and may also be made available to other service providers (subject to confidentiality). In the event that any answer materially affects the ITT specification, an amendment of the original requirements will be sent to all service providers. The NATO StratCom COE will attempt to answer any questions within two working days of receipt of that request; otherwise it will respond within that timescale notifying the service provider of the estimated time to obtain the information.
- 7.8. The NATO StratCom COE reserves the right to modify the provisions of this ITT at any time prior to the scheduled date for written responses. Additional scope and requirements can be added. Notification of such changes will be provided to all service providers.
- 7.9. Should the service provider wish to propose a deviation from the specification please ensure that you clearly identify and highlight where appropriate in your response.
- 7.10. All information supplied in this tender to date, any further information supplied during the tender process will remain confidential and available only to the Contract Award Committee members.

## **8. Tender Assessments**

- 8.1. Evaluation Criteria and Process. A set of evaluation criteria has been prepared by the NATO StratCom COE for the evaluation of every submission. At each stage an initial evaluation will consider whether or not every instruction and requirement contained within the ITT has been fulfilled.
- 8.2. Evaluation criteria is based on “best value”, an objective assessment by the Contract Awarding Committee as to who offers the best combination of price and service. The following is considered, in order of no significance:
  - 8.3. Costs.

- 8.4. Experience of cooperation with government institutions and/or international organisations.
- 8.5. Level of compliance with the requirements, reporting and deliverables of the ITT.
- 8.6. The service provider is reminded that through the process the NATO StratCom COE will continually assess all contact with the service providers' organizations including compliance to the process and presentation. The NATO StratCom COE reserves the right at its sole discretion to disqualify without further consideration any submission that does not satisfy this basic requirement.

## **9. Decision Announcement to Participants**

The NATO StratCom COE reserves the right to control the format and content of any such announcement, and to limit it in any way believed by the NATO StratCom COE to be appropriate (which includes the right to not provide any explanation).

## **10. Contract Details**

- 10.1. Contractual and payment details are subject to negotiation with the selected service provider.
- 10.2. The NATO StratCom COE reserves the right to modify the scope of this tender, after receiving the bids, to include price estimates.