



NATO STRATEGIC COMMUNICATIONS CENTRE OF EXCELLENCE

Kalnciema Street 11B, Riga, LV-1048, Phone: +371 67335467
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INVITATION TO TENDER FOR THE PROVISION OF AUDIENCE RESEARCH METHODOLOGY FOR THE NORDIC-BALTIC PROJECT

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

Revision	Version 1
Release Date	29 OCT 2018
Issuer	Ms. Elina Lange-Ionatamišvili
Suppliers Response date	12 NOV 2018 submitted via e-mail tender@stratcomcoe.org by 12:00 hrs (Eastern European Time zone: UTC +02:00).



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- 3.2.2.3. Identifying underlying reasons for level of high or low popularity of hostile narratives. Identifying correlation between level of popularity of hostile narratives and sources of information used.
- 3.2.2.4. Perceptions of the countries in the region about each other and about the region as a whole: identifying positive and negative stereotypes; assessing their possible impact on real-life behaviour (for example, on bilateral or regional cooperation); identifying underlying reasons why such stereotypes have developed.
- 3.2.2.5. Perception of threats to the individual countries and the region, focusing on more detailed exploration of the perceived threats in the public information realm.
- 3.2.2.6. Determining the level of resilience in populations of the countries, focusing in particular on crises caused by (or facilitated by) foreign hostile disinformation.
- 3.2.3. The methodology should employ modern quantitative and qualitative research methods and demonstrate understanding of behavioural science.
- 3.2.4. The methodology should allow to identify key interest groups and parameters according to which they can be explored in more detail.

4. Reporting

- 4.1. We would like to hold an initial one day brainstorming meeting as soon as the tender has been awarded (via videoconference or other means).
- 4.2. By 21 December we would like to receive initial concept of the methodology that can be distributed to the nations participating in the project for their written feedback.
- 4.3. During 1st half of January we would like to hold a working session with the Contractor and subject matter experts from the nations participating in the project, hosted by the NATO StratCom COE (can be an online session).
- 4.4. We would like to receive the final product by the end of February 2019.

5. Deliverables

- 5.1. The tender submission should consist of:
 - 5.1.1. A written proposal for the delivery of the work as listed above.
 - 5.1.2. Detailed budget for the delivery of the work (amount of VAT or any other kind of tax must be clearly specified for each budget position and marked as zero where not applicable).
 - 5.1.3. Copy of Bidder's Certificate issued by the national Commercial Register. If that is not applicable (for example, the Bidder is an individual), please provide an explanatory statement and a different form of a document confirming your identity and, if possible, permit to engage in a commercial activity.
 - 5.1.4. Evidence of work experience with similar projects and Statement of previous work experience (how many years, national and international levels, if appropriate).
 - 5.1.5. Profile of the key personnel to be working on the Contract delivery giving evidence of skills, knowledge and experience (for example, a CV).
 - 5.1.6. Proof of the key personnel willing to work on the Contract delivery (dated and signed letters of acknowledgement, in free format).



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- 7.4. 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 suppliers.
- 7.5. Should you wish to propose a deviation from the specification please ensure that you clearly identify and highlight where appropriate in your response.
- 7.6. 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. Within each stage an initial evaluation will consider whether or not every instruction and requirement contained within the ITT has been fulfilled.
- 8.2. The evaluation criteria will be based upon some or all of the following aspects of the Bidders' proposals (not in order of significance):
 - 8.2.1. Commercial:
 - 8.2.1.1. Clarity of price;
 - 8.2.1.2. Competitiveness of price.
 - 8.2.2. Service capability:
 - 8.2.2.1. Previous experience with similar projects;
 - 8.2.2.2. Quality of previously delivered service;
 - 8.2.3. Previous experience in cooperation with national government institutions and international organisations;
 - 8.2.4. Level of compliance with the Requirements, Reporting and Deliverables of the ITT.
- 8.3. You are reminded that through the process the NATO StratCom COE will continually assess all contact with the Bidders' organizations including compliance to the process, presentation. The NATO StratCom COE reserves the rights at its sole discretion to disqualify without further consideration any submission that does not satisfy this basic requirement.

9. Briefing for Unsuccessful Participants

- 9.1. The NATO StratCom COE intends to offer feedback to every Bidder submitting an unsuccessful proposal. The NATO StratCom COE reserves the right to control the format and content of any such briefing, and to limit it in any way believed by the NATO StratCom COE to be appropriate (which includes, in exceptional circumstances, the right to refuse a briefing without giving any reasons for doing so).

10. Contract Details

- 10.1. Contractual and payment details will be subject to negotiation with the selected supplier. The contractor will be required to sign a confidentiality agreement with the NATO StratCom COE.