



NATO STRATEGIC COMMUNICATIONS CENTRE OF EXCELLENCE

Kalnciema Street 11B, Riga, LV-1048, Phone: +371 67335467
e-mail: info@stratcomcoe.org

Invitation to Tender for the Provision of Research and Data on a Segment of Audience in 3 to 5 NATO Countries

You are kindly invited to submit a tender to conduct a research on the segment of audience in 3 to 5 NATO countries for the NATO StratCom COE's project.

By participating in this tender you are indicating your acceptance to be bound by the guidelines set out in this letter. We provide below the key details of the NATO StratCom COE requirements, which you should take into account in your response. Please acknowledge via e-mail safe receipt of this letter within two working days together with your confirmation of your intention to tender.

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

Please direct any questions regarding the ITT content or process to Ms. Vineta Mekone, Senior Expert of the NATO StratCom COE. You should not contact other NATO StratCom COE personnel unless directed to do so by the appointed NATO StratCom COE representative. The NATO StratCom COE reserves the right to disqualify and reject proposals from suppliers who do not comply with these guidelines. All questions should be submitted in writing to the e-mail: vineta.mekone@stratcomcoe.org

As part of this tender process the NATO StratCom COE makes no obligations in any way to:

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

Looking forward receiving your response.

Yours Sincerely,

Ms. Vineta Mekone
Senior Expert, Operational Support Branch
E-mail address: vineta.mekone@stratcomcoe.org.



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main socio-demographic data and history experiences of the group. Additional requirements will be proposed by Centre's Senior Expert and agreed on before signing the contract.

- 3.3.3. Basic principles of methodology for data gathering, analysis and research will be proposed by Bidder and discussed and agreed on with Centre's Senior Expert before signing the contract. The respective online meeting among all involved researchers from 3 to 5 NATO countries and the Centre's Senior Expert should be set within a week after the winner is announced via e-mail.
- 3.3.4. The chosen 3 to 5 NATO countries should be from different regions of Europe (Eastern, Central-Eastern, Western, Southern, Northern Europe) or Canada or the United States.
- 3.3.5. Gathered data should be shared with the Centre on a monthly basis during July 1 – September 31, 2020.
- 3.3.6. During the data gathering and analysis at least 2 online or in-person meetings among all involved researchers from 3 to 5 NATO countries and the Centre's Senior Expert should be organized to discuss the progress and necessary changes with regards to collected data, research and recommendations related to the strategic communications.
- 3.3.7. The expected length of the report is 7000 - 10 000 words and recommendations.
- 3.3.8. Recommendations should include SWOT analysis and be applicable in the future StratCom efforts.
- 3.3.9. During November at least 2 online or in-person meetings among all involved researchers from 3 to 5 NATO countries and the Centre's Senior Expert should be organized to discuss findings of the research, to do SWOT analyses and to draft the recommendations based on the data and the research.

4. Reporting

- 4.1. We would like to hold an initial online meeting to clarify the methodology and delivery process within two weeks after the winner is announced via the e-mail.
- 4.2. We would like to have:
 - 4.2.1. Methodology should be agreed on within three weeks from the announcement of the winner via e-mail.
 - 4.2.2. initial draft of the research including all the data by October 16, 2020.
 - 4.2.3. the final draft of research including all the data, SWOT analyses as well as the recommendations by December 4, 2020.

5. Deliverables

- 5.1. The tender submission should consist of:
 - 5.1.1. A written outline or design of proposed methodology and proposal for the delivery of the work as listed above (See Section 3. Requirements).



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- 7.2.4. Bidders are expected to supply all required information, or clearly state the reasons for being unable to do so.
- 7.2.5. Any assumptions used in preparing responses should be clearly stated. Any appropriate supporting documents e.g.: brochures, demo videos, presentations, should be included.
- 7.2.6. If any of the requested documents in the Section 5. Deliverables is not submitted the Contract Award Committee shall have the right to exclude the applicant from further participation in the procurement.
- 7.3. 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 suppliers (subject to confidentiality). In the event that any answer materially affects the ITT specification, an amendment of the original requirements will be escalated to all suppliers. The NATO StratCom COE will attempt to answer any questions within one working day of receipt of that request; otherwise it will respond within that timescale notifying you of the estimated time to obtain the information.
- 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 that 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 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;
 - 8.2.1.3. Diversity of selection of the proposed countries.
 - 8.2.2. Service capability:
 - 8.2.2.1. Researches and expertise in audience studies;
 - 8.2.2.2. Researches and expertise in analysis of information activities including disinformation;
 - 8.2.2.3. Knowledge of culture, languages of chosen 3 to 5 NATO countries and Russian language
 - 8.2.2.4. Quality of previously delivered service (based on the evidence provided);
 - 8.2.3. Previous experience in cooperation with national government institutions and international organizations;
 - 8.2.4. Level of compliance with the Requirements, Reporting and Deliverables of the ITT.



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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

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.

10.2. The NATO StratCom COE reserves the right to modify the extent of this tender, after receiving the bids (including price estimates).