



REQUEST FOR PROPOSAL (RFP)

NAME & ADDRESS OF FIRM	DATE: July 23, 2019
	REFERENCE: RBAS-RFP-022/2019

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Provision of Surveying Services in the Arab Countries**.

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before **Thursday, August 01, 2019** at 12:00 Hrs (Amman Local Time) and via email to the address below:

United Nations Development Programme
Regional Bureau for Arab States (RBAS)
Proc.contract.rscjo@undp.org
Attention: Abeer Al-Awawdeh/ Procurement Associate
Hanan AbuBaker/ Procurement Analyst

Your Proposal must be expressed in the English, and valid for a minimum period of 120 days.

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail, and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html>

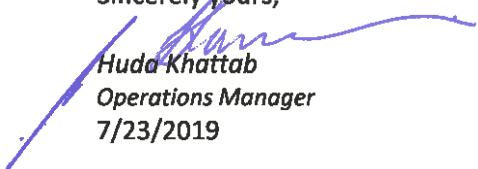
UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link :

https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscc/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,



Huda Khattab
Operations Manager
7/23/2019

Annex 1

Description of Requirements

<p>Context of the Requirement</p>	<p>The data revolution is an essential cornerstone of the 2030 Agenda for Sustainable Development with data considered to be one of the fundamental pillars of the accountability framework of the 2030 Agenda. However, online access to quality data in the Arab region remains difficult. Data and knowledge resources on development issues in the Arab region are often outdated, unreliable, and fragmented across multiple international, regional and local sources. When available, access to credible and official data is burdensome. By having access to and effectively using data, individuals, firms and communities in the Arab region can become more actively and meaningfully engaged in rethinking development policies, taking fact-based positions, or leading on entrepreneurial initiatives, thereby contributing to the sustainable development of their countries and regions.</p> <p>The Arab Development Portal (ADP) is an initiative of the Coordination Group of Arab, National and Regional Development Institutions (CG) to create a knowledge platform to promote timely and high-quality knowledge and advance data-driven analysis and debates, advocacy and policy-making in the Arab region.</p> <p>The United Nations Development Program (UNDP), Regional Bureau for Arab States (RBAS) launched the ADP http://arabdevelopmentportal.com online on 25 April 2016, as a bilingual data warehouse and knowledge platform offering data and knowledge on key development topics in the Arab region based on national and international sources. The primary target audiences for the ADP include decision-makers in the public sector, private sector, academia, media and civil society with an active interest in development efforts in the Arab region.</p> <p>Leveraging on big data technology, the ADP data portal was revamped in March 2018 to enhance the research experience of users enabling them to search for, visualize, extract, share and therefore analyze and create content based on official statistics. The ADP has also expanded its database to enhance its thematic coverage of the Sustainable Development Goals (SDGs) and launched the first regional SDGs Tracking Tool in the Arab region, offering a multi-level SDG monitoring framework based on the global indicators, but also on national indicators and targets identified in national development plans of Arab countries. ADP currently offers data users a multi-source and bilingual database hosting 14 thematic topics and more than 6,500 unique indicators accessible through advanced data browsing and visualization options. ADP is planning to launch a new topic— Youth— with a respective thematic page and also add a Youth activities tab (for Visualize2030 and other youth activities) to its menu.</p>
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	ADP is seeking the services of a company to design and conduct a targeted questionnaire that aims to solicit users' feedback on the content and functionality of the portal.								
Implementing Partner of UNDP	NA								
Brief Description of the Required Services ¹	<p>Under the guidance of the ADP Project manager and direct supervision of ADP project coordinator, the surveying company is expected to design and conduct a questionnaire that aims to solicit users' feedback and thoughts on the content and functionality of ADP. The questionnaire should cover at least 500 respondents, and the sample should 1) ensure geographic representation from the Arab region and 2) be representative of the communities of practice and target audience of ADP, namely: students, academics/researchers, journalists, entrepreneurs and civil society workers.</p> <p>The surveying company is hence expected to:</p> <ul style="list-style-type: none"> - Design the survey; - Conduct the survey (500 respondents from ADP's current and potential target audience); - Assess the survey's results. <p>N. B: Please refer to Annex 3" <u>TERMS OF REFERENCE</u>"</p>								
List and Description of Expected Outputs to be Delivered	<table border="1"> <thead> <tr> <th>Deliverables</th><th>Due Date</th></tr> </thead> <tbody> <tr> <td>Deliverable 1: Design and finalize survey tool (questionnaire) and methodology based on background research and after consulting with ADP team on the content, sample (users' age and background, countries targeted, etc.) and survey's timeline;</td><td>Up to 15 working days from contract signature</td></tr> <tr> <td>Deliverable 2: Conduct the survey among the identified target audience (500 users) ensuring a balanced representation (geographic, age and gender diversified) and based on established survey method(s);</td><td>Up to 15 working days after satisfactory completion of Output 1</td></tr> <tr> <td>Deliverable 3: Draft a summary report to present and assess the survey's results. The summary report should consist of visual and analytical summaries of survey data.</td><td>Up to 15 working days after satisfactory completion of Output 2</td></tr> </tbody> </table>	Deliverables	Due Date	Deliverable 1: Design and finalize survey tool (questionnaire) and methodology based on background research and after consulting with ADP team on the content, sample (users' age and background, countries targeted, etc.) and survey's timeline;	Up to 15 working days from contract signature	Deliverable 2: Conduct the survey among the identified target audience (500 users) ensuring a balanced representation (geographic, age and gender diversified) and based on established survey method(s);	Up to 15 working days after satisfactory completion of Output 1	Deliverable 3: Draft a summary report to present and assess the survey's results. The summary report should consist of visual and analytical summaries of survey data.	Up to 15 working days after satisfactory completion of Output 2
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¹ A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.

	Deliverable 4: Submit a final fifteen-page summary report that includes thorough info on the questionnaire's methodology, graphics to present and assess the survey's visual and analytical results and the main recommendations as per the focus group conclusions.	Up to 10 working days after satisfactory completion of Output 3
	Deliverable 5: Draft a PPT presentation summarizing the questionnaire's methodology and tools and showcasing the main findings.	Up to 5 working days after satisfactory completion of Output 4
Person to Supervise the Work/Performance of the Service Provider	ADP Project Manager	
Frequency of Reporting	<i>As needed, based planning of the assignment</i>	
Progress Reporting Requirements	Update on the milestones and detailed plans for the upcoming	
Location of work	<input checked="" type="checkbox"/> At Contractor's Location, if required, for technical works specifically indicated in the proposal	
Expected duration of work	60 working days over a period of three months	
Target start date	01 st September, 2019	
Latest completion date	30 November 2019	
Travels Expected	Assignment entails at least two meetings between the Arab Development Project and the working team at UNDP-RBAS offices in Beirut. Contractor is responsible to cover all required travel cost.	
Special Security Requirements	N/A	
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	N/A	
Implementation Schedule indicating breakdown and timing of	<input checked="" type="checkbox"/> Required	

activities/sub-activities				
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required			
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars			
Value Added Tax on Price Proposal ²	<input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes			
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 120 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.			
Partial Quotes	<input checked="" type="checkbox"/> Not permitted			
Payment Terms ³	Outputs	Percentage	Timing	Condition for Payment Release
	Deliverable 1	25 %	Upon Satisfactory completion of deliverable 1	Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.
	Deliverable 2	25%	Upon Satisfactory completion of deliverable 2	
	Deliverable 3	25%	Upon Satisfactory completion of deliverable 3	
	Deliverable 4 & 5	25%	Upon Satisfactory completion of deliverable 4 & 5	
Person(s) to review/inspect/approve outputs/complete	ADP Project Manager			

² VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.

³ UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

d services and authorize the disbursement of payment	
Type of Contract to be Signed	<input checked="" type="checkbox"/> Face sheet <input checked="" type="checkbox"/> Purchase Order
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.
Criteria for the Assessment of Proposal	Technical Proposal (70%) <input checked="" type="checkbox"/> Expertise of Firm in data analytics and research on development topics 30% <input checked="" type="checkbox"/> Proposed methodology, approach and implementation plan 40% <input checked="" type="checkbox"/> Management Structure and Key Personnel 30% <i>Please find Detailed technical evaluation criteria in the TOR</i> Financial Proposal (30%) To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Contract General Terms and Conditions ⁴	<input checked="" type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000) Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html
Annexes to this RFP ⁵	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR (Annex 3)

⁴ Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

⁵ Where the information is available in the web, a URL for the information may simply be provided.

<p>Contact Person for Inquiries (Written inquiries only)⁶</p>	<p><i>To: Abeer Al-Awawdeh/ Procurement Associate</i> <i>CC: Hanan Abu Baker/ Procurement Analyst</i> <i>E-mail: Proc.contract.rscjo@undp.org</i></p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
<p>Other Information</p>	<p><u>Qualifications of Contractors:</u> Contractors wishing to be considered for the services described herein should have the following qualifications:</p> <p><u>PROFESSIONAL EXPERIENCE:</u></p> <ol style="list-style-type: none"> Proven track record in data analytics and key trends study and examination at the regional level; At least 5 years of proven work experience in research on development topics of relevance to the Arab region; Strong network of connections in the Arab region (students, journalists, academics/researchers, entrepreneurs, civil society organizations, etc.); Ability to conduct market studies in the knowledge sector; Ability to generate insights, reports and visualizations; Previous involvement in projects with UN organizations or international organization. <p>The Contractor shall include in his offer proofs and supporting documents for the above-mentioned requirements.</p> <p><u>PROFILE OF REQUESTED STAFF:</u> The Contractor shall include in his offer a proposal regarding the team composition and structure with recent CVs.</p> <ul style="list-style-type: none"> At least two survey researchers holding a bachelor's degree in statistics, business management, marketing, economics or social sciences. At least one of the survey researchers should have a minimum of 3 years of experience in conducting surveys or interviews and analyzing data. At least one of the survey researchers should have a minimum of 1 year of experience in conducting surveys or interviews and analyzing data; An attention to detail and a level of comfort dealing with people are important attributes for survey researchers in the team; Survey interviewers should be well trained on the content and techniques. • Language proficiency in both written and oral English and Arabic is required for survey researchers.

⁶ This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁷

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁸)

[insert: Location].

[insert: Date]

To: UNDP RBAS Regional Hub Amman

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP ref. **RBAS-RFP-022/2019 dated 7/22/2019**, and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions :

A. Qualifications of the Service Provider

The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following :

- a) *Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) *Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) *Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc. ;*
- d) *Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contract references;*
- e) *Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) *Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

B. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.

⁷ This serves as a guide to the Service Provider in preparing the Proposal.

⁸ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

C. Qualifications of Key Personnel

If required by the RFP, the Service Provider must provide :

- a) *Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;*
- b) *CVs demonstrating qualifications must be submitted if required by the RFP; and*
- c) *Written confirmation from each personnel that they are available for the entire duration of the contract.*

D. Cost Breakdown per Deliverable*

	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price <i>(Weight for payment)</i>	Price <i>(Lump Sum, All Inclusive)</i>
1	Deliverable 1		
2	Deliverable 2		
3	Deliverable 3		
4	Deliverable 4		
5	Deliverable 5		
	Total	100%	

**This shall be the basis of the payment tranches*

E. Cost Breakdown by Cost Component [This is only an Example]:

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
1. Services from Home Office				
a. Expertise 1				
b. Expertise 2				
2. Services from Field Offices				
a. Expertise 1				
b. Expertise 2				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
III. Other Related Costs				

*[Name and Signature of the Service Provider's
Authorized Person]
[Designation]
[Date]*

TERMS OF REFERENCE

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I. Background information

The data revolution is an essential cornerstone of the 2030 Agenda for Sustainable Development with data considered to be one of the fundamental pillars of the accountability framework of the 2030 Agenda. However, online access to quality data in the Arab region remains difficult. Data and knowledge resources on development issues in the Arab region are often outdated, unreliable, and fragmented across multiple international, regional and local sources. When available, access to credible and official data is burdensome. By having access to and effectively using data, individuals, firms and communities in the Arab region can become more actively and meaningfully engaged in rethinking development policies, taking fact-based positions, or leading on entrepreneurial initiatives, thereby contributing to the sustainable development of their countries and regions.

The Arab Development Portal (ADP) is an initiative of the Coordination Group of Arab, National and Regional Development Institutions (CG) to create a knowledge platform to promote timely and high-quality knowledge and advance data-driven analysis and debates, advocacy and policy-making in the Arab region.

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Leveraging on big data technology, the ADP data portal was revamped in March 2018 to enhance the research experience of users enabling them to search for, visualize, extract, share and therefore analyze and create content based on official statistics. The ADP has also expanded its database to enhance its thematic coverage of the Sustainable Development Goals (SDGs) and launched the first regional SDGs Tracking Tool in the Arab region, offering a multi-level SDG monitoring framework based on the global indicators, but also on national indicators and targets identified in national development plans of Arab countries. ADP currently offers data users a multi-source and bilingual database hosting 14 thematic topics and more than 6,500 unique indicators accessible through advanced data browsing and visualization options. ADP is planning to launch a new topic— Youth— with a respective thematic page and also add a Youth activities tab (for Visualize2030 and other youth activities) to its menu.

ADP is seeking the services of a company to design and conduct a targeted questionnaire that aims to solicit users' feedback on the content and functionality of the portal.

II. Objectives

The surveying company is expected to design and conduct a targeted questionnaire that aims to solicit users' feedback on the content and functionality of the Arab Development Portal. Based on the survey's results, the company should draft a comprehensive unbiased results analysis to provide a solid framework of where ADP currently stands, its weaknesses and strengths. The findings should be displayed by group of users and geographical distribution and should be followed by a recommendation section on how to improve the dissemination, functionality and content of the portal.

III. Scope of Work

Under the guidance of the ADP Project manager and direct supervision of ADP project coordinator, the surveying company is expected to design and conduct a questionnaire that aims to solicit users' feedback and thoughts on the content and functionality of ADP. The questionnaire should cover at least 500 respondents, and the sample should 1) ensure geographic representation from the Arab region and 2) be representative of the communities of practice and

target audience of ADP, namely: students, academics/researchers, journalists, entrepreneurs and civil society workers.

The surveying company is hence expected to:

- Design the survey;
- Conduct the survey (500 respondents from ADP's current and potential target audience);
- Assess the survey's results.

IV. Activities and Methodology

4.1 METHODOLOGY AND WORK PLAN

In the proposal, the Contractor is requested to provide the following documents:

- A detailed preliminary Methodology and a work plan for the assignment covering all the activities described in the following Section 4.2;
- A chart showing detailed list of tasks, duration and schedule per task and allotted resources per task shall be included in the bid.
- It shall also include the Contractor's resources as well as other dependencies which affect the project duration.

Upon contract award, the Contractor shall provide UNDP with a revised project work plan, if necessary. Once agreed upon, the new plan shall be adopted and shall form the basis for project supervision and monitoring.

4.2 ACTIVITY REQUIREMENTS

The following section details the expected activities from the Contractor for each required assignment. They are intended as guidelines. The Contractor is expected to provide input based on his own knowledge and experience. It should be noted that UNDP has full ownership of the activity and of its final product. Thus, any public speaking about said activity (whether with direct target groups or indirect ones) should clearly state this ownership. In addition, any public appearance on the activity should be at least coordinated with UNDP.

The surveying company is expected to provide the following activities:

Design the survey

- Undertake a background research on the Arab Development Portal and its competing data platforms in order to build a solid understanding of what ADP currently offers, its content and functions;
- Consult with ADP team to identify survey needs and any specific requirements, especially regarding the content, sample and survey's timeline;
- Submit a questionnaire looking into the overall level of user's satisfaction with ADP, on the design, content and overall user's experience;
- Finalize the questionnaire and survey tool in accordance with ADP team;
- Test the survey's accessibility and user-friendliness by conducting a pilot survey (sample size 20; geographic, age and gender diversified);

- Document the questionnaire development process, data collection methods, sampling designs, and decisions related to sample statistical weighting.

Conduct the survey

- Identify the target audience in accordance with the ADP team and draft a plan on how to reach the biggest and most relevant target audience and potential users;
- Design the survey target audience and agree on who to over-sample (youth, entrepreneurs, etc.) targeting students, academics/researchers, journalists, entrepreneurs and civil society workers;
- Conduct the survey with a sample of at least 500 ADP potential (existing and new) users. The questionnaire should be conducted in at least 8 Arab countries representing the four different sub-regions (Mashreq, Maghreb, LDCs and GCC); (the 8 countries should be proposed by the selected vendor (2 from each Sub-region));
- The survey should be preferably disseminated online.

Assess the survey's results

- Collect the survey's results and employ statistical and visualization techniques (to be specified) to analyze and present the findings;
- Draft a comprehensive unbiased results analysis to provide a solid framework of where ADP currently stands, its weaknesses and strengths. The findings should be displayed by group of users and by country/sub-region;
- Prepare and present findings and analysis of survey data, including tables, graphs, and fact sheets disaggregated by category of users, age, gender and country;
- The summary report (around 15 pages) should include: the questionnaire, the targeted audience, the targeting tools/methods, the methodology, results by question, an analysis of the main findings and a recommendation section on how to improve dissemination, functionality and content of ADP;
- Draft a PPT presentation summarizing the questionnaire's methodology and tools and showcasing the main findings.

V. DELIVERABLES

5.1 Outputs/Deliverables

The selected vendor shall establish a highly professional and specialized working team to deliver the following outputs:

Deliverables	Due Date	Review and Approvals Required
Deliverable 1: Design and finalize survey tool (questionnaire) and methodology based on background research and after consulting with ADP team on the content, sample (users' age and background, countries targeted, etc.) and survey's timeline;	Up to 15 working days from contract signature	ADP Project Manager
Deliverable 2: Conduct the survey among the identified target audience (500 users) ensuring a balanced representation (geographic, age and gender diversified) and based on established survey method(s);	Up to 15 working days after satisfactory completion of Output 1	
Deliverable 3: Draft a summary report to present and	Up to 15 working	

assess the survey's results. The summary report should consist of visual and analytical summaries of survey data.	days after satisfactory completion of Output 2	
Deliverable 4: Submit a final fifteen-page summary report that includes thorough info on the questionnaire's methodology, graphics to present and assess the survey's visual and analytical results and the main recommendations as per the focus group conclusions.	Up to 10 working days after satisfactory completion of Output 3	
Deliverable 5: Draft a PPT presentation summarizing the questionnaire's methodology and tools and showcasing the main findings.	Up to 5 working days after satisfactory completion of Output 4	

5.2 Reports validation modalities

Provisional approval of submitted deliverables shall take place at each of the defined milestones shown in the delivery schedule in section 5.1. It is expected that such approval shall not exceed seven days from the notification of the completion of a specific milestone.

On submittal of the final report, UNDP shall respond within ten working days and its decision may either be:

- a) Approval;
- b) Approval with reservations upon which the Contractor shall reply within five working days under penalty of rejection;
- c) Rejection with clear justifications.

5.3 Delivery Schedule

The Contractor is expected to complete and submit the deliverables specified in the above section 5.1 within the expected overall duration stated.

VI. Qualifications

Contractors wishing to be considered for the services described herein should have the following qualifications:

6.1 PROFESSIONAL EXPERIENCE

- a. Proven track record in data analytics and key trends study and examination at the regional level;
- b. At least 5 years of proven work experience in research on development topics of relevance to the Arab region;
- c. Strong network of connections in the Arab region (students, journalists, academics/researchers, entrepreneurs, civil society organizations, etc.);
- d. Ability to conduct market studies in the knowledge sector;
- e. Ability to generate insights, reports and visualizations;
- f. Previous involvement in projects with UN organizations or international organization.

The Contractor shall include in his offer proofs and supporting documents for the above-mentioned requirements.

6.2 PROFILE OF REQUESTED STAFF

The Contractor shall include in his offer a proposal regarding the team composition and structure with recent CVs.

- At least two survey researchers holding a bachelor's degree in statistics, business management, marketing, economics or social sciences.
- At least one of the survey researchers should have a minimum of 3 years of experience in conducting surveys or interviews and analyzing data.
- At least one of the survey researchers should have a minimum of 1 year of experience in conducting surveys or interviews and analyzing data;
- An attention to detail and a level of comfort dealing with people are important attributes for survey researchers in the team;
- Survey interviewers should be well trained on the content and techniques.
- Language proficiency in both written and oral English and Arabic is required for survey researchers.

VII. PROJECT MANAGEMENT & REPORTING MODALITIES

A joint Project Committee shall be formed between the UNDP and the Contractor to supervise the various stages of the project. The roles of each party are identified in the sub-sections below.

7.1 Contractor

The Contractor, in addition to fulfilling the requirements specified in this document, is required to:

- Appoint a Team Leader (who could be one of the two survey researchers) who shall act as a primary counterpart with UNDP in all aspects of the project. He/She shall provide objective high-level supervision of the mission on behalf of the Contractor. He/She shall be responsible for project planning, follow-up and contingency planning.
- Maintain an update work schedule with adequate staffing (count and groups) to perform stated tasks.
- Notify UNDP in writing, upon the successful completion of each milestone and provide all supporting documentation.
- Document minutes of meetings throughout the project lifecycle. This shall cover all meetings including those where major decisions are taken.

- Be responsible of all the logistics related to the two planned meetings, such as communication, amenities, food and beverage, transportation, accommodation, venue, IT equipment, etc. Therefore, the contractor's financial offer shall be all-inclusive, where the meetings will take place at the contractor's premises or any other place the contractor sees fit and will be responsible for the transportation and accommodation of its staff and experts, and where UNDP will be covering the transportation and accommodation of its staff (4 or 5 staff from UNDP to be participating in these meetings).

VIII. Duty Station

This is office-based assignment and does not require any reporting to UNDP-RBAS offices in Beirut. However, this assignment entails at least two meetings between the Arab Development Project and the working team at UNDP-RBAS offices in Beirut.

IX. Language Requirements

All discussion sessions, meetings, trainings and coaching sessions shall be presented in English.

All requested deliverables and reports shall be written in English.

Arabic is required for two researchers as per above qualifications

X. Duration of the Work

The Contractor is expected to complete and submit the deliverables specified in the below section XII within the expected overall duration of 60 working days over a period of three months.

XI. Payment Terms:

All financial proposals must be expressed in a Lump Sum Amount, taking the following into consideration:

- i) The lump sum amount must be "all-inclusive"; breakdown to be provided for each deliverable;
- ii) The contract price is Deliverables/Outputs based, not fixed, subject to change in the cost components.

Payments will proceed as following:

Deliverables	Due Date	Review and Approvals Required	Payment %
Deliverable 1: Design and finalize survey tool (questionnaire) and methodology based on background research and after consulting with ADP team on the content, sample (users' age and background, countries targeted, etc.) and survey's timeline.	Up to 15 working days from contract signature	Arab Development Project's Project Manager	25% of total payment
Deliverable 2: Conduct the survey among the identified the target audience (500 users) ensuring a balanced representation (geographic, age and gender diversified) and based on established survey method(s).	Up to 15 working days after satisfactory completion of Output 1		25% of total payment
Deliverable 3: Draft a summary report to present and assess the survey's results. The summary report should consist of visual and analytical summaries of survey data.	Up to 15 working days after satisfactory completion of Output 2		25% of total payment
Deliverable 4: Submit a final fifteen-page summary report that includes thorough info on the questionnaire's methodology, graphics to present and assess the survey's visual and analytical results and the main recommendations as per the focus group conclusions.	Up to 10 working days after satisfactory completion of Output 3		25% of total payment
Deliverable 5: Draft a PPT presentation summarizing the questionnaire's methodology and tools and showcasing the main findings.	Up to 5 working days after satisfactory completion of Output 4		

Summary of Technical Proposal Evaluation Forms (70% of total grade)		Score Weight	Points Obtainable
1.	Expertise of Firm in data analytics and research on development topics	30%	30
2.	Proposed methodology, approach and implementation plan	40%	40
3.	Management Structure and Key Personnel	30%	30
	Total		100

Technical Proposal Evaluation Form 1		Points obtainable
Expertise of the Firm/Organization		
1.1	Reputation of Organization and Staff / Credibility / Reliability / Industry Standing	50
1.2	<ul style="list-style-type: none"> - Proven track record in data analytics, social media analytics and key trends study and examination at the regional level (40) - At least 5 years of proven work experience in research on development topics of relevance to the Arab region; (50) - Ability to conduct market studies in the knowledge sector; (50) - Ability to generate insights, reports and visualizations; (40) - Previous involvement in projects with UN organizations; (20) - Ability to design questionnaires; (50) 	250
Total Part 1		300
Technical Proposal Evaluation Form 2		Points Obtainable
Proposed Methodology, Approach and Implementation Plan		
2.1	To what degree does the Proposer understand the task? <ul style="list-style-type: none"> - Identified the main market competitor; (50) - Presented a detailed structure of the questionnaire; (70) - Designed a dissemination strategy (mainly online); (70) - Suggested tools to analyse and visualize the survey's results (60). 	250
2.3	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project? <ul style="list-style-type: none"> - The proposal includes a diagram outlining the list of tasks, duration and schedule per task and allotted resources per task; (50) - The proposal includes a diagram/ section that specifies the target audience: by sex, geographic distribution, area of work, whether it is a user or a potential user; (50) 	150

	- Project duration is realistic and matches the deadline of the project (50).	
Total Part 2		400
Technical Proposal Evaluation Form 3		Points Obtainable
Management Structure and Key Personnel		
3.1	Surveyors	
	General Qualifications	
	Suitability for the project	
	<ul style="list-style-type: none"> - At least two survey researchers holding a bachelor's degree in statistics, business management, marketing, economics or social sciences; (75) - At least one of the survey researchers should have a minimum of 3 years of experience in conducting surveys or interviews and analyzing data; (75) - At least one of the survey researchers should have a minimum of 1 year of experience in conducting surveys or interviews and analyzing data; (75) - Language proficiency in both written and oral English and Arabic is required for survey researchers; (75) 	
Total Part 3		300