



REQUEST FOR PROPOSAL (RFP) (For Low-Valued Services)

UNDP TUNISIA	DATE: May 20, 2020
	REFERENCE: RFP / 2020 / 09

Dear Sir / Madam:

We kindly request you to submit your Proposal for a real-time research and analysis of public perception using a big data analytics

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

Proposals may be submitted on or before Tuesday, June 16, 2020 by Email or/and to the address below:

To the attention of M. le Représentant Résident with the indication of the RFP reference
« NE PAS OUVRIR – RFP 2020-09 : Real-time research and analysis of public perception using a big data analytics »

United Nations Development Programme
Rue du Lac Windermere, Immeuble le Prestige Business Center, Tour A,
Les Berges du Lac 1053, Tunis, Tunisie

Your Proposal must be expressed in French or English , and valid for a minimum period of 90 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,

Procurement Unit

Description of Requirements

Context of the Requirement	<p>Social and cultural diversity in the Arab region is facing increasing threats due to various internal and external factors, be it socio-political, economic, environmental and geopolitical. The weakening of tolerance and acceptance of the “other” is manifesting itself in rising hate speech, especially on social media platforms. At the same time, freedom of speech and expression has been witnessing a setback in some countries in recent years, despite resistance from citizens who are becoming more vocal in voicing their demands. UNDP RBAS is committed to reverse the negative trends and address drivers of conflict, intolerance and polarization in this region, in line with UNDP’s Strategic Plan. In the Arab region, mobile-cellular subscriptions have increased by around 40% between 2010 and 2018 and estimated to have reached a penetration rate of 103% by the end of 2018. The percentage of individuals (% of total population) using the internet in the Arab region is also expected to have more than doubled by the end of 2018 at 54.7% up from 24% in 2010. Social media has also grown into a powerful tool of political and social interaction and opened the door for self-expression. The total number of monthly active Twitter users in the Arab region is estimated to have reached 11.1 million in March 2017, up from 5.8 million in 2014, of which 29% are in Saudi Arabia and 18% in Egypt. Out of the 166 million internet users in 13 Arab countries, 66% (or 110 million) have opened Facebook accounts by December 2017. With the aim to capitalize on the potential of big data and AI technologies, the “Monitoring Hate Speech in the Arab Region” regional initiative will explore the use of these under-utilized and promising technologies - without compromising impartiality, privacy rights, and methodological/conceptual soundness – to assess and monitor the rise of hate speech in a world that is being shaped by new developments in ICT and rapidly increasing mobile phone and internet penetration. ICT has also indirectly incentivized violence by offering a relatively inexpensive space to attract audience. An open space of freedom of expression has also indirectly led to the spread of hate speech and discriminatory language and attitudes has become amplified, especially against groups that are an easy target even outside virtual space. The virtual space has mimicked the power relations that exist in the real world, and that are systematically maintained by the de facto legal and institutional framework that might not treat all citizens equally. This initiative will roll out in Tunisia to explore the potential of using a big data analytical model to deepen our understanding of the drivers of hate speech and build the capacity to predict future trends. The analytical model will be based on a conceptual framework that is based on a proposed definition of hate speech that is in line with the Universal Declaration of Human Rights, the Un Strategy and Plan of Action on Hate Speech (May 2019) and Tunisia’s national legislation. In October 2018, Tunisia adopted the Law on the Elimination of All Forms of Racial</p>
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	<p>Discrimination, making it the first country in the Arab region to develop the legislative framework to address racial discrimination. In May 2019, the UN published its first “Strategy and Plan of Action on Hate Speech” Hate speech may be dangerous in a variety of situations, particularly in times of tensions, conflict and crises. It may also reinforce persistent inequalities and discrimination. Conversely, efforts to discourage hate speech and combat discrimination can have beneficial effects on efforts to prevent conflict, violence, violent extremism and serious violations of human rights, and to promote peaceful, inclusive and just societies. UNDP is seeking the services of a consultancy firm that has deep knowledge of the social media landscape in Tunisia and can contribute to real-time research and analysis of public perception using a big data analytics. The consultancy firm is expected to provide an analysis of the Twitter landscape in Tunisia, support the establishing of a team of 15 research assistants (servicing as annotators), provide coordination services and contribute to nuancing the findings of a big data model run by a core research team (lead researcher, data coder and scientists, linguistic specialist) . The firm is expected to follow-up regularly on the work of the research assistants and foresee any obstacle that might slow down the process of annotating a bulk of tweets using a code book designed by the project’s core research team.</p>
Implementing Partner of UNDP	N/A
Brief Description of the Required Services ¹	<p>Under the guidance of the DLI Project Manager and with supervision of the UNDP SDG16 Portfolio Coordinator, the consultancy firm is expected to use the hate speech code book designed for the context in Tunisia to produce a bulk of coded output over a period of five weeks to feed into the process of machine training to test a big data model that aims to detect, analyze and foresee hate speech trends in Tunisia. The firm should be able to put together a team of 15 research assistants, with preference to post-graduate students or fresh graduates in the fields of psychology, political science, sociology and media studies. The firm should also produce a short analytical report that will feed into a more comprehensive report on hate speech trends in Tunisia. The short analytical report will help guide the core research team on how to understand the dynamics on Twitter and the profile of users who form the Twitter landscape in Tunisia.</p> <p>In more detail, the consultancy firm is expected to:</p> <ul style="list-style-type: none"> - Establish and supervise the work of a team of 15 research assistants who will provide services as full-time annotators for a period of 25 working days spread over 1.5 months; - Produce an eight-page analytical report on the Twitter landscape in Tunisia; - Alert UNDP to emerging hate speech or polarization trends in Tunisia and provide input to (1) building the first sample of Tweets for the testing of the hate speech codebook and (2) analyzing findings to help improve the codebook.

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.

List and Description of Expected Outputs to be Delivered	Deliverable 1: Establish and supervise a group of 15 research assistants to ensure smooth annotation using an interface developed by the Core Research Team. Deliverable 2: An 8-page analytical report on the Twitter landscape in Tunisia. Deliverable 3: Provide input to the core research team: preparation of sample tweet for the first wave of annotation and feedback on preliminary findings
Person to Supervise the Work/Performance of the Service Provider	DLI Project Manager
Frequency of Reporting	Each deliverable should be duly documented on submission
Progress Reporting Requirements	Provisional approval of submitted deliverables shall take place at each of the defined milestones shown in the delivery schedule. It is expected that such approval shall not exceed seven days from the notification of the completion of a specific milestone On submission 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.
Location of work	<input type="checkbox"/> At Contractor's Location
Expected duration of work	The Contractor is expected to complete and submit the deliverables specified in the below section XII within the expected overall duration of 40 working days over a period of two and a half months.
Target start date	June 2020
Latest completion date	40 Working Days spread over two and a half months from contract signature
Travels Expected	N/A
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 activities/sub-activities	<input type="checkbox"/> Required
Names and curriculum vitae of individuals who will be involved in	<input type="checkbox"/> Required

completing the services																		
Currency of Proposal	<input type="checkbox"/> United States Dollars/ Euro for international Suppliers <input type="checkbox"/> Local Currency for local suppliers																	
Value Added Tax on Price Proposal ²	<input 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 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 type="checkbox"/> Not permitted																	
Payment Terms ³	<table border="1"> <thead> <tr> <th>Outputs</th> <th>Percentage</th> <th>Timing</th> <th>Condition for Payment Release</th> </tr> </thead> <tbody> <tr> <td>Deliverable 1: Supervise and establish a group of 15 research assistants to ensure smooth annotation using an interface developed by the Core Research Team.</td> <td>45%</td> <td>17 working days, 1.5 months from contract signature.</td> <td rowspan="3"> 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. </td> </tr> <tr> <td>Deliverable 2: An 8-page analytical report on the Twitter landscape in Tunisia.</td> <td>25%</td> <td>8 working days; 2 weeks from contract signature.</td> </tr> <tr> <td>Deliverable 3: Provide</td> <td>30%</td> <td>Up to 15 working days</td> </tr> </tbody> </table>				Outputs	Percentage	Timing	Condition for Payment Release	Deliverable 1: Supervise and establish a group of 15 research assistants to ensure smooth annotation using an interface developed by the Core Research Team.	45%	17 working days, 1.5 months from contract signature.	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: An 8-page analytical report on the Twitter landscape in Tunisia.	25%	8 working days; 2 weeks from contract signature.	Deliverable 3: Provide	30%	Up to 15 working days
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Deliverable 3: Provide	30%	Up to 15 working days																

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.

	input to the core research team: preparation of sample tweet for the first wave of annotation (5 working days) and feedback on preliminary findings (10 working days)		after satisfactory completion of Deliverable 2		
Person(s) to review/inspect/ approve outputs/complete d services and authorize the disbursement of payment	DLI Project Manager				
Type of Contract to be Signed	<input type="checkbox"/> Contract for Professional Services				
Criteria for Contract Award	<input type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input 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	<p><u>Technical Proposal (70%)</u></p> <input type="checkbox"/> Expertise of the Firm 30 % <input type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 40% <input type="checkbox"/> Network of connections in Tunisia 30 %				
	<p><u>Financial Proposal (30%)</u></p> 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 type="checkbox"/> One and only one Service Provider				
Contract General Terms and Conditions ⁴	<input type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000)				

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.

	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 type="checkbox"/> Form for Submission of Proposal (Annex 2) <input type="checkbox"/> Detailed TOR
Contact Person for Inquiries (Written inquiries only) ⁶	Procurement Unit Procurement.tn@undp.org 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.
Other Information [pls. specify]	N/A

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

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.

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I. Background information

Social and cultural diversity in the Arab region is facing increasing threats due to various internal and external factors, be it socio-political, economic, environmental and geopolitical. The weakening of tolerance and acceptance of the “other” is manifesting itself in rising hate speech, especially on social media platforms. At the same time, freedom of speech and expression has been witnessing a setback in some countries in recent years, despite resistance from citizens who are becoming more vocal in voicing their demands. UNDP RBAS is committed to reverse the negative trends and address drivers of conflict, intolerance and polarization in this region, in line with UNDP’s Strategic Plan.

In the Arab region, mobile-cellular subscriptions have increased by around 40% between 2010 and 2018 and estimated to have reached a penetration rate of 103% by the end of 2018. The percentage of individuals (% of total population) using the internet in the Arab region is also expected to have more than doubled by the end of 2018 at 54.7% up from 24% in 2010.⁷ Social media has also grown into a powerful tool of political and social interaction and opened the door for self-expression. The total number of monthly active Twitter users in the Arab region is estimated to have reached 11.1 million in March 2017, up from 5.8 million in 2014, of which 29% are in Saudi Arabia and 18% in Egypt. Out of the 166 million internet users in 13 Arab countries, 66% (or 110 million) have opened Facebook accounts by December 2017.⁸

With the aim to capitalize on the potential of big data and AI technologies, the “Monitoring Hate Speech in the Arab Region” regional initiative will explore the use of these under-utilized and promising technologies - without compromising impartiality, privacy rights, and methodological/conceptual soundness – to assess and monitor the rise of hate speech in a world that is being shaped by new developments in ICT and rapidly increasing mobile phone and internet penetration. ICT has also indirectly incentivized violence by offering a relatively inexpensive space to attract audience. An open space of freedom of expression has also indirectly led to the spread of hate speech and discriminatory language and attitudes has become amplified, especially against groups that are an easy target even outside virtual space. The virtual space has mimicked the power relations that exist in the real world, and that are systematically maintained by the de facto legal and institutional framework that might not treat all citizens equally.

Rolling out in Tunisia:

This initiative will roll out in Tunisia to explore the potential of using a big data analytical model to deepen our understanding of the drivers of hate speech and build the capacity to predict future trends. The analytical model will be based on a conceptual framework that is based on a proposed definition of hate speech that is in line with the Universal Declaration of Human Rights, the Un Strategy and Plan of Action on Hate Speech (May 2019) and Tunisia’s national legislation. In October 2018, Tunisia adopted the Law on the Elimination of All Forms of Racial Discrimination, making it the first country in the Arab region to develop the legislative framework to address racial discrimination. In May 2019, the UN published its first “Strategy and Plan of Action on Hate Speech” Hate speech may be dangerous in a variety of situations, particularly in times of tensions, conflict and crises. It may also reinforce persistent inequalities and discrimination. Conversely, efforts to discourage hate speech and combat discrimination can have beneficial effects on efforts to prevent conflict, violence, violent extremism and serious violations of human rights, and to promote peaceful, inclusive and just societies.

UNDP is seeking the services of a consultancy firm that has deep knowledge of the social media landscape in Tunisia and can contribute to real-time research and analysis of public perception using a big data analytics.

⁷ <https://www.itu.int>

⁸ <https://www.internetworldstats.com/stats5.htm> accessed in May 2019.

II. Objectives

The consultancy firm is expected to provide an analysis of the Twitter landscape in Tunisia, support the establishing of a team of 15 research assistants (servicing as annotators), provide coordination services and contribute to nuancing the findings of a big data model run by a core research team (lead researcher, data coder and scientists, linguistic specialist). The firm is expected to follow-up regularly on the work of the research assistants and foresee any obstacle that might slow down the process of annotating a bulk of tweets using a code book designed by the project's core research team.

III. Scope of Work

Under the guidance of the DLI Project Manager and with supervision from the SDG16 portfolio coordinator the consultancy firm is expected to use the hate speech code book designed for the context in Tunisia to produce a bulk of coded output over a period of five weeks to feed into the process of machine training to test a big data model that aims to detect, analyze and foresee hate speech trends in Tunisia. The firm should be able to put together a team of 15 research assistants, with preference to post-graduate students or fresh graduates in the fields of psychology, political science, sociology and media studies. The firm should also produce a short analytical report that will feed into a more comprehensive report on hate speech trends in Tunisia. The short analytical report will help guide the core research team on how to understand the dynamics on Twitter and the profile of users who form the Twitter landscape in Tunisia.

In more detail, the consultancy firm is expected to:

- Establish and supervise the work of a team of 15 research assistants who will provide services as full-time annotators for a period of 25 working days spread over 1.5 months;
- Produce an eight-page analytical report on the Twitter landscape in Tunisia;
- Alert UNDP to emerging hate speech or polarization trends in Tunisia and provide input to (1) building the first sample of Tweets for the testing of the hate speech codebook and (2) analyzing findings to help improve the codebook.

IV. Activities and Methodology

○ METHODOLOGY AND WORK PLAN

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

- A detailed work plan for the assignment covering all the activities described in the following Section 4.2;
- A one-page explaining how the Contractor is fit to conduct this assignment, including CVs of 2team members/project manager. It shall also include the Contractor's resources as well as other dependencies which affect its ability to succeed in completing the assignment.

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.

○ 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 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 consultancy firm is expected to provide the following activities:

Establish and supervise the work of a group of research assistants that will provide full-time services as annotators

- Share CVs of selected research assistants with UNDP based on the TOR shared by UNDP detailing profile, education background, deliverables;
- Supervise the work of the group of annotators and ensure that they are able to deliver on a daily basis; and
- Ensure that the research assistants can provide full-time services for a period of 25 working days spread over 1.5 months.
- Alert UNDP if delays are expected.

Produce an 8-page analytical report on Twitter usage and landscape in Tunisia

- Share with UNDP an outline of the report before production;
- Report should include sections analyzing profile of users, how Twitter is used and by who, political and social content on Twitter, top influencers; etc.

Provide input to the Core Research Team

- Alert UNDP to rising trends in hate speech and polarization;
- Provide input to the hate speech codebook designed for the annotation;
- Support the core research team in producing a sample of tweets to test the hate speech code book;
- Provide input and feedback to preliminary findings to revise codebook (if necessary) and initiate a second wave of annotation using the newly revised codebook.

V. DELIVERABLES

○ 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: Supervise and establish a group of 15 research assistants to ensure smooth annotation using an interface developed by the Core Research Team.	17 working days, 1.5 months from contract signature.	DLI Project Manager

Deliverable 2: An 8-page analytical report on the Twitter landscape in Tunisia.	8 working days; 2 weeks from contract signature.	
Deliverable 3: Provide input to the core research team: preparation of sample tweet for the first wave of annotation (5 working days) and feedback on preliminary findings (10 working days)	Up to 15 working days after satisfactory completion of Output 2	

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:

- Approval;
- Approval with reservations upon which the Contractor shall reply within five working days under penalty of rejection;
- 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

- Proven track record in real-time data analytics and social media trends in Tunisia;
- At least 5 years of proven work experience in providing social media services, especially Twitter;
- Strong network of connections to networks of research assistants in Tunisia;
- Ability to generate insights and reports;
- Previous involvement in projects with UN organizations is an asset

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 1 lead researcher researcher with a degree in social sciences or other relevant discipline.
- A team member with experience in coordination and supervising the work of research assistants.
- Strong analytical skills.
- Language proficiency in both written and oral English, French and Arabic is required.

VII. RESPONSE

Interested social companies are requested to submit their technical and financial proposals, in separate envelopes.

The files must be sent to the dedicated address specified in the RFP.

In case the Proposal is submitted by mail or courier, the bidder shall submit 2 copies : **1 original copy of technical proposal and 1 original copy of financial proposal in separate envelopes**, duly marked on the envelopes as Technical Proposal and Financial Proposal, with indicated tender “**REFERENCE**” number of tender (please see the 1st page above), and **1 electronic copy of the original in the .pdf format**, containing full technical and financial proposals **on the separate USB** memory sticks. Each USB to be submitted in the respective separate envelopes mentioned above.

In case the Proposal is submitted by Email, it's **only in electronic copy : Your technical proposal must be separate from your financial proposal (your email must include two separate attachments);**
The financial offer must then be protected by a password that we will demand for the proposals identified as technically qualified upon the finalization of the technical evaluation of the tenders received.

All e-mail correspondence, or envelopes if transmitted by courier or regular mail to be clearly marked with the **tender number** (see the “**REFERENCE**” field from the 1st page above).

Offers received by UNDP after the above-mentioned date and time will be rejected and returned to sender unopened.

Documents to be submitted (Technical Proposal envelope) :

- **Duly Accomplished, Signed and Stamped Form as provided in the Annex 2**, and in accordance with the list of requirements in Annex 1:

- one original copy without populating proposed pricing information in the Technical Proposal envelope, and
- other original copy with the proposed pricing information in the Financial Proposal envelope;
- **Written/ signed Self-Declaration on the bidder's letterhead of not being included in the UN Security Council 1267/1989 list, UN Procurement Division List or other UN Ineligibility List** (Self-Declaration can be submitted in a free form on the bidder's letterhead and must be stamped and signed by the bidder's official representative);
- **Documents Establishing Offeror's Eligibility & Qualifications:**
- **Company Profile**, which should include a short description of the company describing the nature of business, field of expertise, licenses, certifications, accreditations;

- **Certificate of Registration** of the business, including Articles of Incorporation, or equivalent document if the Bidder is not a corporation
- **Income Statement and Balance Sheet for 2017 and 2018;**
- **Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc ;**
- **Track Record-list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;**
- **Latest Internal Revenue Certificate / Tax Clearance**, not older than 6 months, confirming that all taxes by the bidder have been paid. Alternatively, bidders may submit signed self-declaration confirming they have requested issuance of the above-mentioned Certificate from the Tax Office and UNDP reserves the right to request submission of this Certificate during the bids evaluation phase as well as the right to disqualify the offer if such Certificate is not swiftly submitted upon the mentioned request;
- **Methodology for describing how the demands of the ToR will be addressed/delivered;** providing a description of work, approach, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the tasks and context of the work as per the ToR (Annex 4);
- **Proven Experience - Proven track record in real-time data analytics and social media trends in Tunisia;**
- **Proven Experience - At least 5 years of proven work experience in providing social media services, especially Twitter;**
- **Proven Experience - Strong network of connections to networks of research assistants in Tunisia;**
- **Proven Experience - Ability to generate insights and reports;**
- **Proven Experience - Previous involvement in projects with UN organizations.**
- **Documents establishing Qualifications of proposed team members:** Copies of University Diplomas and CVs for each proposed team member, specifying the exact number of years and nature of experience working in the relevant fields.
- And all other as required by ToR

In the case of a joint venture/consortium, provide **consortium agreement** that shall clearly state the leading partner/institution which will be responsible for signing and implementing the contract with UNDP. In this case, bidders shall also provide **a brief presentation of each member** together with the list of their relevant references/experience. The documentation required in this section must be submitted **for all consortium partners**. The **majority of the required/proposed team members (key personnel) and majority of percentage of the total assignment must be the Lead Partner's responsibility**. Under the Methodology, a brief **description of each partner's responsibilities and related percentages of envisaged work must be stated**.

VIII. 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.

8.1 Contractor

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

- Appoint a Team Leader 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.
- **Duty Station**
- **Language Requirements**

The offer can be submitted either in English or French.

- **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 40 working days over a period of two months and a half.

- **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	
Deliverable 1: Supervise and establish a group of 15 research assistants to ensure smooth annotation using a system developed by the Core Research Team.	17 working days, 1.5 months from contract signature.	DLI Project Manager	45%

Deliverable 2: An 8-page analytical report on the Twitter landscape in Tunisia.	8 working days; 2 weeks from contract signature.		25%
Deliverable 3: Provide input to the core research team: preparation of sample tweet for the first wave of annotation (5 working days) and feedback on preliminary findings (10 working days)	Up to 15 working days after satisfactory completion of Output 2		30%

EVALUATION MATRIX

The technical and financial aspects of every proposal submitted will be evaluated using the following matrix:

Technical Proposal Evaluation Form 1		Points obtainable
Expertise of the enterprise/Organization		
1.1	Proven track record of the enterprise on social media analysis by listing previous clients/partners and providing detailed information on nature of project that the firm led: No clients/partners.....0 point 1-5 clients/partners.....100 points Over 6 clients/partners.....200 points	200
1.2	Research and coordination experience of involved team Less than 5 years relevant experience.....0 point Between 5-10 years relevant experience.....50 point Over 11 years of experience.....100 points	100
Total Part 1		300
Technical Proposal Evaluation Form 2		Points Obtainable
Proposed Methodology, Approach and Implementation Plan		
2.1	To what extent does the proposer understand the assignment that needs to be carried out? Limited understanding.....0 points Partial understanding75 points Full understanding.....150 points	150

2.2	To what extent is the proposed workplan and timeline reflect the tasks to be delivered?	
	No workplan0 points General workplan75 points Detailed workplan.....150 points	150
2.3	Are the most important tasks to be delivered, elaborated in a sufficient manner, where risks and proactive measures will be adopted to ensure smooth delivery in line with the ToR ?	
	Methodology does not include risks and measures to address them..... 0 points Methodology identifies 1-2 risks & associated measures.....50 points Methodology identifies more than 3 risks & associated measures.....100 points	100
Total Part 2		400
Technical Proposal Evaluation Form 3		Points Obtainable
Network of connections in Tunisia		
3.1	Does the proposer have a strong network of connections in Tunisia to establish a group of research assistants? Proven network with students, journalists, (academics/researchers, civil society organizations, etc. No network.....0 points Listing previous engagement with 1-4 universities or networks of researchers and/journalists.....100 points Listing previous engagement with > 5 universities or networks of researchers and/journalists200 points	200
3.2	Has the proposer used a participatory approach in previous projects by conducting focus groups to discuss findings? No focus groups conducted.....0 points Focus groups were conducted in 3 previous projects.....50 points Focus groups were conducted in > 4 projects.....100 points	100
Total Part 3		300

Summary of Technical Proposal Evaluation Forms (70% of total grade)		Score Weight	Points Obtainable
1.	Expertise of Firm in social media and real-time analysis	30%	300
2.	Proposed methodology, approach and implementation plan	40%	400
3.	Network of connections in Tunisia	30%	300
4.	Total	100 %	1000

- **Evaluation of technical offers**

The technical offers will be evaluated on the basis of their compliance with TORs using the evaluation criteria and the rating scale detailed in the previous section.

- **Evaluation of financial offers**

Any offer that has not obtained the required minimum technical score (700 points) will not be retained for financial evaluation

The least expensive financial offer (among the selected offers) is assigned the score maximum of 300 points.

The financial score of an offer n is calculated as follows:

$$NF_n = (OF_{mo} / OF_n) * 300$$

NF_n = financial note of the offer (on 300 points)

OF_{mo} = amount of the cheapest offer

OF_n = amount of the offer n

- **Selection of the best offer:**

The overall rating of an offer n is calculated as follows:

$$NG_n = 70\% * NT_n + 30\% * NF_n$$

NG_n = overall score of the offer n

NT_n = technical note of the offer n (700 points $\leq NT_n \leq 1000$ points)

NF_n = financial note of the offer n

The successful bid will be the one that has obtained the best overall score NG_n

The evaluation of financial offers will be based on the total amount of the offer excluding tax.

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁹

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery¹⁰)

[insert: Location]

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date], 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

⁹ This serves as a guide to the Service Provider in preparing the Proposal.

¹⁰ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

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.

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: Supervise and establish a group of 15 research assistants to ensure smooth annotation using an interface developed by the Core Research Team.	45 %	
2	Deliverable 2: An 8-page analytical report on the Twitter landscape in Tunisia.	25 %	
3	Deliverable 3: Provide input to the core research team: preparation of sample tweet for the first wave of annotation (5 working days) and feedback on preliminary findings (10 working days)	30 %	
	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]