



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

Online Data Collection and Analysis for Counternarrative Campaigns: Developing a blueprint to monitor and measure digital impact	DATE: February 18, 2021
	REFERENCE: RFP-2021-03

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Online Data Collection and Analysis for Counternarrative Campaigns: Developing a blueprint to monitor and measure digital impact**.

Please be guided by the form attached hereto as Annex 2,3,and 4, in preparing your Proposal.

Proposal must be submitted on or before the deadline indicated in the e-tendering system. Proposal must be submitted through online e-tendering system in the following link: <https://etendering.partneragencies.org> using your username and password.

If you have not registered in the system before, you can register now by logging in using the below credentials and follow the registration steps as specified in the system user guide

Username: event.guest

Password: why2change

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

You are requested to indicate whether your company intends to submit a proposal by clicking "Accept Invitation" in the system.

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. In submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files

The Technical Proposal and the Financial Proposal files MUST BE COMPLETELY SEPARATE and uploaded separately in the system and clearly named as either "TECHNICAL PROPOSAL" or "FINANCIAL PROPOSAL", as appropriate. Each document shall include the Proposer's name and address. **The file with the "FINANCIAL PROPOSAL" must be encrypted with a password** so that it cannot be opened nor viewed until the proposal has been found to pass the technical evaluation stage. UNDP shall request via email the Proposer to submit the password to open the Financial Proposal. The Proposers shall assume the responsibility for not encrypting financial proposal.

IMPORTANT NOTE: The amount of the Financial proposal MUST NOT be mentioned anywhere in the submitted documents or in the e-tendering system, other than the Financial Proposal. Failure in compliance with the mentioned condition shall result in rejection of the offer.

PLEASE DO NOT PUT THE PRICE OF YOUR PROPOSAL IN THE LINE ITEM IN THE SYSTEM. INSTEAD PUT "1" AND UPLOAD THE FINANCIAL PROPOSAL AS INSTRUCTED ABOVE

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.

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,



Keshini Wijesundera

Manager, Transactional Services Team, BRH

18 February 2021

Description of Requirements

Context of the Requirement	UNDP is seeking the Contractor to conduct “Online Data Collection and Analysis for Counternarrative Campaigns: Developing a blueprint to monitor and measure digital impact”
Implementing Partner of UNDP	NA
Brief Description of the Required Services ¹	<p>The access that social media provides to individuals and groups to express opinions, share ideas, and news online has led to new social pressures. Across the world, evidence points towards a link between violent extremism and the online world. Radical groups such as IS and Al-Qaeda are known to leverage online spaces and networks to promote their violent worldviews and recruit people across borders. Factors that contribute towards conditions that lead to radicalization include a lack of knowledge and understanding between communities of different socio-economic and cultural backgrounds, as well as a lack of tools to build the resilience of communities to violent extremism, especially youth.</p> <p>The growth and scale of online campaigns that spread extremist propaganda and related content is also growing by the day. This proliferation of digital technologies and platforms in Asia (as well as across the world) offers not only one of today’s most topical challenges, but also a unique opportunity to engage directly with the region’s youth on issues such as violent extremism on platforms that can reach into their lives and circles at an unprecedented scale. The Asia Pacific region is also estimated to have 1.7 billion active Facebook users which makes Facebook (including Instagram and WhatsApp which were both acquired by Facebook in recent years) one of the most important private sector partners when it comes to tackling harmful online cultures and messages. In developing any intervention to prevent violent extremism in countries in the Asia region, it is clear that operating in the world of social media is a key tactic that can be used to promote peace and tolerance, and that the power of youth can and should be harnessed in order to achieve this.</p> <p>The concept of creating counter-narratives in order to push back against extremist messages, harmful narratives, hate speech, and propaganda that hopes to exacerbate existing societal divisions has become well established in recent years. However operating in this field comes with a certain level of difficulty - specifically as it relates to ensuring that digital campaigns and counter-narrative efforts are measured, evaluated, and adapted to the fast-changing circumstances on the ground as well as in the digital space. Measuring the success or failure of any online counter-campaign can be difficult due to not knowing its effectiveness or whether the content resonates, understanding if content reaches its intended</p>

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.

	<p>audience, and how many people actually view it. It is therefore important for digital campaign work to go beyond the metrics supplied by technology companies such as Google and Facebook to understand on a deeper level the impact and effect content is having on its intended audience, and/or whether the content is reaching these audiences.</p> <p>Since August 2017, UNDP and the European Union together with the support of Facebook have established a partnership culminating in ExtremeLives. ExtremeLives is a project that focuses on digital storytelling, uncovering the personal insights and stories of people who have been affected by violent extremism, violent conflict, issues of identity, and related topics. The project disseminates positive narratives on social media thereby using creative means to provide youth and local-level communities in Asia with knowledge and relatable information on violent extremism. The project's signature products are video documentaries of around 5-10 minutes in length, which are accompanied by a social media campaign and messaging.</p> <p>Using the ExtremeLives project as a benchmark, UNDP's Bangkok Regional Hub is looking for the services of a think tank, research institution, or company to monitor and evaluate the effectiveness of counter-narrative content over a period of two years, culminating in a final report 'case-study' which will be published as a tool or blueprint to help shape other counter-narrative work of a similar nature in the Asia region.</p>		
List and Description of Expected Outputs to be Delivered	Deliverables		Timeline
	Conduct research and initial 'scoping' into the ExtremeLives campaign and the digital context in which it is operating and accordingly develop a short methodology or 'workplan' upon agreement with the Bangkok Regional Hub PVE team for the two year period		20 May 2021
	Phase I: Collect data and measure the dissemination of content produced under the ExtremeLives campaign on an on-going basis, producing 10 short reports and/or consultations on content dissemination and effectiveness, with recommendations as to how these can be improved over time. These reports will show where the content is being shared, types of content, whether target audiences are being reached, and will compare the campaign to benchmarks established in collaboration with UNDP.		20 January 2022
	Phase II: Continuous data collection and measurement of the dissemination of content produced under the ExtremeLives campaign on an on-going basis, producing 10 additional short reports and/or consultations on content dissemination and effectiveness, with recommendations as to how these can be improved over time. These reports will show where the content is being shared, types of content, whether target audiences are being reached, and will compare the		20 January 2023

	campaign to benchmarks established in collaboration with UNDP.	
	The outcomes of the project to be summarized as a 'case study' in a publishable 15+ page report , including learnings and best practice guidelines as well as a flexible toolkit that could be deployed on other campaigns of a similar nature in the Asia region.	10 April 2023
<i>(Detailed TOR attached as Annex 2)</i>		
Person to Supervise the Work/Performance of the Service Provider	Consultant will work under supervision of Project Manager as Supervisor and with close coordination/ collaboration with Digital Communication Specialist	
Frequency of Reporting	<i>As indicated in the TOR attached as Annex 2</i>	
Progress Reporting Requirements	<i>As indicated in the TOR attached as Annex 2</i>	
Location of work	<input checked="" type="checkbox"/> At Contractor's Location	
Expected duration of work	2 years	
Target start date	1 st May 2021	
Latest completion date	30 th April 2023	
Travels Expected	<i>As indicated in the TOR attached as Annex 2</i>	
Special Security Requirements	<input checked="" type="checkbox"/> Others No requirements	
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<i>As indicated in the TOR attached as Annex 2</i>	
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required	
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 (USD)
Value Added Tax on Price Proposal ²	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <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 type="checkbox"/> 60 days <input type="checkbox"/> 90 days <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	<i>As indicated in the TOR attached as Annex 2</i>
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	PVE Project Manager
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Professional Services
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	<u>Technical Proposal (70%)</u> <input checked="" type="checkbox"/> Expertise of the Firm : 300 points <input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan : 400 points <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel : 300 points <u>Financial Proposal (30%)</u>

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.

	<p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p> <p>The following formula will be used to evaluate financial proposal:</p> $p = y (\mu/z), \text{ where:}$ <p>p=points for the financial proposal being evaluated; y=maximum number of points for the financial proposal; μ=price of the lowest priced proposal; z = price of the proposal being evaluated.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Contract General Terms and Conditions ⁴	<p><input checked="" type="checkbox"/> General Terms and Conditions for contracts (goods and/or services)</p> <p>Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</p> <p><i>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.</i></p>
Annexes to this RFP ⁵	<p><input checked="" type="checkbox"/> Detailed TOR (Annex 2)</p> <p><input checked="" type="checkbox"/> Form for Submission of Technical Proposal (Annex 3)</p> <p><input checked="" type="checkbox"/> Form for Submission of Financial Proposal (Annex 4)</p>
Contact Person for Inquiries (Written inquiries only) ⁶	<p><i>Kingkarn Sangwanich</i> <i>Procurement Associate</i> kingkarn.sangwanich@undp.org</p> <p>Requests for clarifications must be submitted to UNDP by email to the address mentioned above until 3 days before submission deadline. Answers to clarifications will be uploaded to the Procurement Notices Website and on the etendering platform.</p> <p>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.</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>

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.*

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.*

<p>Required Documents that must be Submitted to Establish Qualification of Proposers</p> <p>(failure to submit the documents shall result in disqualification)</p>	<ul style="list-style-type: none"> ☒ Technical Proposal submission form as per the Template Annex 3; ☒ Password protected Financial proposal Annex 4; ☒ Organization Profile ☒ Certificate of Registration of the business, including, Articles of Incorporation, or equivalent document if Bidder is not a corporation; ☒ Tax Registration/Payment Certificate issued by the Internal Revenue Authority evidencing that the Bidder is updated with its tax payment obligations, or Certificate of Tax exemption, if any such privilege is enjoyed by the Bidder; ☒ Latest Audited Financial Statement (Income Statement and Balance Sheet) including Auditor's Report for the past 3 years ☒ Document Establishing Eligibility & Qualification of the Bidder <ul style="list-style-type: none"> • List of similar projects completed in last two years with value, client name and contact details; • Statement of Satisfactory Performance from the Top Clients on similar works; ☒ Completed and signed CVs for the Proposed Key personnel; ☒ Any other documents to substantiate eligibility and qualification of the bidder as required in the Terms of Reference;
	<p>Electronic submission through eTendering shall be governed as follows:</p> <ul style="list-style-type: none"> • Electronic files that form part of the proposal must be in PDF format; • The Technical Proposal and the Financial Proposal files MUST BE <u>COMPLETELY SEPARATE</u> and each of them must be uploaded individually and clearly labelled; • The Financial Proposal file must be encrypted with a password so that it cannot be opened nor viewed until the password is provided. The password for opening the Financial Proposal should be provided only upon request of UNDP. UNDP will request password only from bidders whose technical proposal has been found to be technically responsive. <u>Failure to provide the correct password may result in the proposal being rejected;</u> <p>IMPORTANT NOTE: The amount of the Financial proposal MUST NOT be mentioned anywhere in the submitted documents or in the e-tendering system, other than the Financial Proposal. Failure in compliance with the mentioned condition shall result in rejection of the offer.</p> <p>PLEASE DO NOT PUT THE PRICE OF YOUR PROPOSAL IN THE LINE ITEM IN THE SYSTEM. INSTEAD PUT "1" AND UPLOAD THE FINANCIAL PROPOSAL AS INSTRUCTED ABOVE</p>

DETAILS OF EVALUATION OF PROPOSALS

Evaluation of Proposal:

Prior to technical evaluation all proposals will be screened (Pass/Fail) based on the minimum eligibility criteria mentioned in the ToR

Minimum Eligibility criteria for the consultancy organization:

- Submission of signed and stamped Proposal (Technical & Financial) as per the Provided Template and Instructions;
- Acceptance of the UNDP General Terms and Conditions for contracts;
- Business/ Organization Licenses – Registration papers;
- Written Self Declaration that bidder is not listed in the removed or suspended vendor list of the UN or other such lists of other UN agencies, nor are associated with, any company or individual appearing on the 1267/1989 list of the UN Security Council;
- At least 10 years knowledge and experience and/or institutional organizations in the management and delivery of large-scale grant projects with minimum value of \$50,000 USD, on the impact of digital technologies on society.
- At least submission of 3 completed research projects and institutional teaching experience with minimum value of \$50K in politics, social media, and the digital space, particularly as it relates to digital extremism, online hate speech, disinformation, and propaganda.
- At least submission of 2 completed projects with previous engagement with government entities, private sector technology companies (Google, Facebook etc.), and charities/ NGOs on high-value work (with minimum value of \$ 50K/ project)

Note: Necessary documentation must be submitted to substantiate the above eligibility criteria

Technical Evaluation

Summary of Technical Proposal Evaluation Forms		Points Obtainable
1.	Bidder's qualification, capacity and experience	300
2.	Proposed Methodology, Approach and Implementation Plan	400
3.	Management Structure and Key Personnel	300
	Total	1000

Section 1. Bidder's qualification, capacity and experience		Points obtainable
1.1	At least 10 years knowledge and experience and/or institutional organizations in the management and delivery of large-scale grant projects with minimum value of \$50,000 USD, on the impact of digital technologies on society. <ul style="list-style-type: none">• Every additional 2 years experience will obtain 10 more points, with maximum score of 100 points	100

	<ul style="list-style-type: none"> Bidder demonstrates 10 years knowledge and experience and/or institutional organizations in the management and delivery of large-scale grant projects with minimum value of \$50,000 USD, on the impact of digital technologies on society. (70 points) Bidder demonstrates less than 10 years knowledge and experience and/or institutional organizations in the management and delivery of large-scale grant projects with minimum value of \$50,000 USD, on the impact of digital technologies on society. (30 points) 	
1.2	<p>At least submission of 3 completed research projects and institutional teaching experience with minimum value of \$50K in politics, social media, and the digital space, particularly as it relates to digital extremism, online hate speech, disinformation, and propaganda.</p> <ul style="list-style-type: none"> Every additional submission of 1 completed research project and institution teaching experience with minimum value of \$ 50K/ project in political, social media, and the digital space, particularly as it relates to digital extremism, online hat speech, disinformation, and propaganda will obtain additional 15 points, with maximum score of 150 points Submission of 3 completed research projects and institution teaching experience with minimum value of \$ 50K/ project in political, social media, and the digital space, particularly as it relates to digital extremism, online hat speech, disinformation, and propaganda. (105 points) Submission of 1-2 completed research projects and institution teaching experience with minimum value of \$ 50K/ project in political, social media, and the digital space, particularly as it relates to digital extremism, online hat speech, disinformation, and propaganda. (50 point) Submission of 0 completed research projects and institution teaching experience with minimum value of \$ 50K/ project in political, social media, and the digital space, particularly as it relates to digital extremism, online hat speech, disinformation, and propaganda. (0 point) 	150
1.3	<p>At least submission of 2 completed projects with previous engagement with government entities, private sector technology companies (Google, Facebook etc.), and charities/ NGOs on high-value work (with minimum value of \$ 50K/ project)</p> <ul style="list-style-type: none"> Submission of 3 completed projects (or more) with previous engagement with government entities, private sector technology companies (Google, Facebook etc.), and charities/ NGOs on high-value work (with minimum 	50

	<p>value of \$ 50K/ project) (50 points)</p> <ul style="list-style-type: none"> • Submission of 2 completed projects with previous engagement with government entities, private sector technology companies (Google, Facebook etc.), and charities/ NGOs on high-value work (with minimum value of \$ 50K/ project) (35 points) • Submission of 1 completed project with previous engagement with government entities, private sector technology companies (Google, Facebook etc.), and charities/ NGOs on high-value work (with minimum value of \$ 50K/ project) (10 points) • Submission of 0 completed project with previous engagement with government entities, private sector technology companies (Google, Facebook etc.), and charities/ NGOs on high-value work (with minimum value of \$ 50K/ project) (0 points) 	
Total Section 1		300

Section 2. Proposed Methodology, Approach and Implementation Plan		Points obtainable
2.1	<p>Description of the Offeror’s approach and methodology for meeting or exceeding the requirements of the Terms of Reference</p> <ul style="list-style-type: none"> • Bidder demonstrates clearly how they will exceed the requirements of the Terms of Reference (200 points) • Bidder demonstrates some efforts to exceed the requirements from Terms of Reference, but clearly demonstrates how the approach and methodology will meet the requirements (140 points) • Bidder demonstrates a no efforts to exceed the requirements of the Terms of Reference and does not meet the requirements (0 points) 	200
2.2	<p>Details on how the different service elements shall be organized, controlled and delivered</p> <ul style="list-style-type: none"> • Bidder clearly demonstrates organization of the service provided (70 points) • Bidder partially demonstrates organization of the services provided and how these will be controlled and delivered (49 points) • Bidder provides no or limited evidence to show how the service elements would be organized, controlled and delivered (0 points) 	70
2.3	<p>Description of available performance monitoring and evaluation mechanisms and tools; how they shall be adopted and used for a specific requirement</p> <ul style="list-style-type: none"> • Bidder demonstrates a excellent description of how M&E will be conducted (50 points) 	50

	<ul style="list-style-type: none"> Bidder demonstrates a satisfactory description of how M&E will be conducted (35 points) Bidder demonstrates limited or unsatisfactory description of how M&E will be conducted (10 points) 	
2.4	<p>Assessment of the implementation plan proposed including whether the activities are properly sequenced and if these are logical and realistic</p> <ul style="list-style-type: none"> Bidder provides a thorough and comprehensive description of an implementation plan that clearly shows activities sequenced and how services will be provided to realistic timeframe (80 points) Bidder provides a satisfactory description of an implementation plan that clearly shows activities sequenced and how services will be provided to realistic timeframe (56 points) Bidder provides a limited description of an implementation plan that clearly shows activities sequenced and how services will be provided to realistic timeframe (30 points) 	80
Total Section 2		400

Section 3. Management Structure and Key Personnel			Points obtainable
3.1	Qualifications of key personnel proposed		
3.1 a	Research Lead		
	<ul style="list-style-type: none"> PhD degree in Computer Science, Mathematics, Statistics, Politics, Social Sciences, Communications or related areas, with specialization in digital culture <p>[PhD: 70 points / Masters or Bachelors 0 points]</p>	70	
	<ul style="list-style-type: none"> Minimum 5 years' experience in the management of research projects that relate to politics, social media, and the digital space, shown through the successful completion of at least six high-value projects (each project valued over \$50K USD) <ul style="list-style-type: none"> At least 5 years' experience and demonstrable track record of completing over 6 high-value projects, each over \$50k USD in value (50 points) At least 5 years' experience and demonstrable track record of completing 4-5 high value projects completed (35 points) At least 5 years' experience with less than 4 high-value projects completed (10 points) Less than 5 years' experience (0 points) 	50	180

	<ul style="list-style-type: none"> • Demonstrable track record of publishing academic papers, articles in media/news, and/or publications over the last 5 years in the field of politics, digital culture, and/or social media data analysis as it relates to hate speech, propaganda, information technology, and the internet. <ul style="list-style-type: none"> - CV demonstrates more than 1 academic papers/articles published every year for the last 5 years (30 points) - CV demonstrates 1 academic paper/article published every year for the last 5 years (21 points) - Less than 1 academic paper published every year for the last 5 years, or no publications demonstrated (0 points) 	30	
	<ul style="list-style-type: none"> • Experience working on research projects for technology companies (Google, Facebook etc.) or government entities that relate to politics, social media, and the digital space. <ul style="list-style-type: none"> - History of managing at least 3 research projects for a tech company or government entity (30 points) - History of managing 1-2 research project for a tech company or government entity (21 points) - No experience in the tech or government sectors (0 points) 	30	
3.1 b	Research Assistant		
	<ul style="list-style-type: none"> • At least Masters degree in Computer Science, Mathematics, Statistics, Politics, Social Sciences, Communications or related areas, with specialization in digital culture Degree <ul style="list-style-type: none"> - PhD Degree (50 points) - Masters Degree in required field as above criteria (35 points) - Bachelors Degree or Masters Degree other than required field as above criteria (0 points) 	50	120
	<ul style="list-style-type: none"> • Minimum 18 months' experience supporting research projects that relate to politics, social media, and the digital space <ul style="list-style-type: none"> - 24 months' experience or more supporting research projects: (40 points) - 18-23 months experience supporting research projects (28 points) - less than 18-months experience supporting research projects (0 points) 	40	

	<ul style="list-style-type: none"> • Demonstrable track record of publishing academic papers or publishing articles in media/news over the last 2 years in the field of politics, digital culture, and/or social media data analysis as it relates to hate speech, propaganda, information technology, and the internet. <ul style="list-style-type: none"> - CV demonstrates at least 2 academic papers/articles published every year for the last 2 years (30 points) - CV demonstrates 1 academic paper/article published every year for the last 2 years (21 points) - Less than 1 academic paper published every year for the last 2 years, or no publications demonstrated (0 points) 	30	
Total Section 3			300

Terms of Reference (ToR)

a. Background Information and Rationale, Project Description

The access that social media provides to individuals and groups to express opinions, share ideas, and news online has led to new social pressures. Across the world, evidence points towards a link between violent extremism and the online world. Radical groups such as IS and Al-Qaeda are known to leverage online spaces and networks to promote their violent worldviews and recruit people across borders. Factors that contribute towards conditions that lead to radicalization include a lack of knowledge and understanding between communities of different socio-economic and cultural backgrounds, as well as a lack of tools to build the resilience of communities to violent extremism, especially youth.

The growth and scale of online campaigns that spread extremist propaganda and related content is also growing by the day. This proliferation of digital technologies and platforms in Asia (as well as across the world) offers not only one of today's most topical challenges, but also a unique opportunity to engage directly with the region's youth on issues such as violent extremism on platforms that can reach into their lives and circles at an unprecedented scale. The Asia Pacific region is also estimated to have 1.7 billion active Facebook users which makes Facebook (including Instagram and WhatsApp which were both acquired by Facebook in recent years) one of the most important private sector partners when it comes to tackling harmful online cultures and messages. In developing any intervention to prevent violent extremism in countries in the Asia region, it is clear that operating in the world of social media is a key tactic that can be used to promote peace and tolerance, and that the power of youth can and should be harnessed in order to achieve this.

The concept of creating counter-narratives in order to push back against extremist messages, harmful narratives, hate speech, and propaganda that hopes to exacerbate existing societal divisions has become well established in recent years. However operating in this field comes with a certain level of difficulty - specifically as it relates to ensuring that digital campaigns and counter-narrative efforts are measured, evaluated, and adapted to the fast-changing circumstances on the ground as well as in the digital space. Measuring the success or failure of any online counter-campaign can be difficult due to not knowing its effectiveness or whether the content resonates, understanding if content reaches its intended audience, and how many people actually view it. It is therefore important for digital campaign work to go beyond the metrics supplied by technology companies such as Google and Facebook to understand on a deeper level the impact and effect content is having on its intended audience, and/or whether the content is reaching these audiences.

Since August 2017, UNDP and the European Union together with the support of Facebook have established a partnership culminating in ExtremeLives. ExtremeLives is a project that focuses on digital storytelling, uncovering the personal insights and stories of people who have been affected by violent extremism, violent conflict, issues of identity, and related topics. The project disseminates positive narratives on social media thereby using creative means to provide youth and local-level communities in Asia with knowledge and relatable information on violent extremism. The project's signature products are video documentaries of around 5-10 minutes in length, which are accompanied by a social media campaign and messaging.

Using the ExtremeLives project as a benchmark, UNDP's Bangkok Regional Hub is looking for the services of a think tank, research institution, or company to monitor and evaluate the effectiveness of counter-narrative content over a period of two years, culminating in a final report 'case-study' which will be published as a tool or blueprint to help shape other counter-narrative work of a similar nature in the Asia region.

b. Specific Objectives

Quickfire Aims:

- Help understand the impact of the 'ExtremeLives' PVE campaign on social media.
- Draw out insights from this impact to help understand best practice in PVE campaigns
- Develop a toolkit which can be deployed by UNDP to provide a high-level evaluation other social media campaigns of a similar nature.

The objective of this contract is to provide monitoring and evaluation work on the ExtremeLives digital counter- and alternative-narratives project over a period of two years. The think tank, research institution, or company engaged on this contract will collect and analyze data relating to social media alternative-narrative content developed for Thailand, Indonesia, Malaysia, the Philippines, Sri Lanka and the Maldives.

It will focus on developing an understanding as to whether or not strategic content is (a) penetrating extremist circles or extremist sympathizers circles online, (b) changing perspectives and behaviors towards tolerance and respect for diversity, and (c) why certain pieces of content perform better than others in order to adapt methods and content creation in order to become more effective over time and (d) the online demographics of audiences consuming extremist and/or counter-narrative content.

The think tank, research institution or company will perform an advisory role over the course of the contract to the Bangkok Regional Hub's Preventing Violent Extremism team on modifying and testing the ExtremeLives' content, culminating in a final publishable report which will work as a tool or blueprint to help shape regional counter-narrative campaign work of a similar nature.

c. Scope of Services

On an ongoing basis over two years of the project, the following activities and consultations are anticipated:

1. Conduct research and initial 'scoping' into the ExtremeLives campaign and the digital context in which it is operating and accordingly develop a short methodology or 'workplan' upon agreement with the Bangkok Regional Hub PVE team for the two year period.
2. Accordingly, measure the dissemination of content produced under the ExtremeLives campaign (and other campaigns if appropriate). The think tank, research institution, or company will characterize the volume of sharing the content received, the broad types of venues it was shared in (including their demographic and thematic characteristics), and the amount and type of engagement generated.
3. The think tank, research institution, or company will focus on developing an understanding as to whether or not strategic content from the ExtremeLives campaign is (a) penetrating extremist

circles or extremist sympathizers circles online, (b) changing perspectives and behaviors towards tolerance and respect for diversity, and (c) why certain pieces of content perform better than others in order to adapt methods and content creation in order to become more effective over time and (d) the online demographics of audiences consuming extremist and/or counter-narrative content. If appropriate and by agreement with the campaign itself, the think tank, research institution, or company will conduct A/B testing of content to understand and adapt content to ensure effectiveness over time.

4. Compare the campaign to benchmarks established in collaboration with UNDP. These benchmarks would involve other PVE campaigns, generic media content, and also extremist content itself. These benchmarks will not only help understand the relative impact of the ExtremeLives campaign but also provide insight into the extent to which the campaign is able to penetrate similar spaces to other types of content.
5. Produce regular short insight reports into the successfulness of the ExtremeLives campaign, and/or regularly meet with the BRH PVE team on a monthly basis to consult on the project's progress and suggest amendments to the campaign and content developed according to data analysis.
6. The outcomes of the project to be summarized as a 'case study' in a publishable report, including learnings and best practice guidelines as well as a flexible toolkit that could be deployed on other campaigns of a similar nature in the Asia region.

The think tank, research institution, or company will operate with a 'do no harm' policy, meaning that all data collected must be from legitimate avenues that do not violate data protection policies and laws in the Asia region. The think tank, research institution, or company will use its own equipment, hardware, or software in order to complete the contract, and any additional cost of sourcing this equipment, hardware or software will be borne by the company. The think tank, research institution, or company would be responsible for the hire of any additional contractors in order to complete this contract as per the workplan agreed upon in the initial stages.

d. Approach and Methodology

UNDP is open to different approaches and methodologies in order to leave room for the bidders to propose a more detailed methodology that align with the prescribed scope and objectives. Bidders should submit a comprehensive approach and/or methodology as to how they will complete the proposed deliverables within the timeframe proposed, as include a mitigation or risk assessment plan in order to account for any challenges along the way.

e. Deliverables and Schedules/Expected Outputs

Deliverables	Percentage worth	Timeline	Approved by
1. Conduct research and initial 'scoping' into the ExtremeLives campaign and the digital context in which	10%	20 May 2021	PVE Project Manager

it is operating and accordingly develop a short methodology or 'workplan' upon agreement with the Bangkok Regional Hub PVE team for the two year period			
2. Phase I: Collect data and measure the dissemination of content produced under the Extremelives campaign on an on-going basis, producing 10 short reports and/or consultations on content dissemination and effectiveness, with recommendations as to how these can be improved over time. These reports will show where the content is being shared, types of content, whether target audiences are being reached, and will compare the campaign to benchmarks established in collaboration with UNDP.	35%	20 January 2022	PVE Project Manager
3. Phase II: Continuous data collection and measurement of the dissemination of content produced under the Extremelives campaign on an on-going basis, producing 10 additional short reports and/or consultations on content dissemination and effectiveness, with recommendations as to how these can be improved over time. These reports will show where the content is being shared, types of content, whether target audiences are being reached, and will compare the campaign to benchmarks established in collaboration with UNDP.	35%	20 January 2023	PVE Project Manager
4. The outcomes of the project to be summarized as a 'case study' in a publishable 15+ page report , including learnings and best practice guidelines as well as a flexible toolkit that could be deployed on other campaigns of a similar nature in the Asia region.	20%	10 April 2023	PVE Project Manager

f. Governance and Accountability

The Contractor would work closely with the Communications Specialist, the Monitoring and Evaluation Officer, and the Project Manager of the Preventing Violent Extremism team at the UNDP Bangkok Regional Hub.

g. Facilities to be provided by UNDP

UNDP will not be responsible for providing any facility, support personnel, support service, or logistics for the provision of these services.

h. Expected duration of the contract/assignment

The contract will be from 01 May 2021 to April 2023. UNDP expects the following set deliverables to be completed.

Deliverables	Timeline	Approved by
1. Conduct research and initial ‘scoping’ into the ExtremeLives campaign and the digital context in which it is operating and accordingly develop a short methodology or ‘workplan’ upon agreement with the Bangkok Regional Hub PVE team for the two year period	20 May 2021	PVE Project Manager
2. Phase I: Collect data and measure the dissemination of content produced under the ExtremeLives campaign on an on-going basis, producing 10 short reports and/or consultations on content dissemination and effectiveness, with recommendations as to how these can be improved over time. These reports will show where the content is being shared, types of content, whether target audiences are being reached, and will compare the campaign to benchmarks established in collaboration with UNDP.	20 January 2022	PVE Project Manager
3. Phase II: Continuous data collection and measurement of the dissemination of content produced under the ExtremeLives campaign on an on-going basis, producing 10 additional short reports and/or consultations on content dissemination and effectiveness, with recommendations as to how these can be improved over time. These reports will show where the content is being shared, types of content, whether target audiences are being reached, and will compare the campaign to benchmarks established in collaboration with UNDP.	20 January 2023	PVE Project Manager
4. The outcomes of the project to be summarized as a ‘case study’ in a publishable 15+ page report , including learnings and best practice guidelines as well as a flexible toolkit that could be deployed on other campaigns of a similar nature in the Asia region.	10 April 2023	PVE Project Manager

i. Duty Station

Home-based, no travel anticipated.

j. Required Qualifications

The Contractor

- At least 10 years knowledge and experience and/or institutional organizations in the management and delivery of large-scale grant projects with minimum value of \$50,000 USD, on the impact of digital technologies on society.
- At least submission of 3 completed research projects and institutional teaching experience with minimum value of \$50K in politics, social media, and the digital space, particularly as it relates to digital extremism, online hate speech, disinformation, and propaganda.

- At least submission of 2 completed projects with previous engagement with government entities, private sector technology companies (Google, Facebook etc.), and charities/ NGOs on high-value work (with minimum value of \$ 50K/ project)

Research Lead

- PhD degree in Computer Science, Mathematics, Statistics, Politics, Social Sciences, Communications or related areas, with specialization in digital culture
- Minimum 5 years' experience in the management of research projects that relate to politics, social media, and the digital space, shown through the successful completion of at least six high-value projects (each project valued over \$50K USD)
- Demonstrable track record of publishing academic papers, articles in media/news, and/or publications over the last 5 years in the field of politics, digital culture, and/or social media data analysis as it relates to hate speech, propaganda, information technology, and the internet.
- Experience working on research projects for technology companies (Google, Facebook etc.) or government entities that relate to politics, social media, and the digital space.

Research Assistant

- At least Masters degree in Computer Science, Mathematics, Statistics, Politics, Social Sciences, Communications or related areas, with specialization in digital culture Degree
- Minimum 18 months experience supporting research projects that relate to politics, social media, and the digital space
- Demonstrable track record of publishing academic papers or publishing articles in media/news over the last 2 years in the field of politics, digital culture, and/or social media data analysis as it relates to hate speech, propaganda, information technology, and the internet.

k. Price and Schedule of Payments

The method of payment is via an output-based lump-sum scheme. The payments shall be released within 1 week upon submitting the required deliverables to a satisfactory level to the PVE Communications Specialist, UNDP Bangkok Regional Hub, as per agreement for each report in accordance with a set time schedule to be agreed in the contract.

Deliverables	Percentage	Timeline
1. Conduct research and initial 'scoping' into the ExtremeLives campaign and the digital context in which it is operating and accordingly develop a short methodology or 'workplan' upon agreement with the Bangkok Regional Hub PVE team for the two year period	10%	20 May 2021
2. Phase I: Collect data and measure the dissemination of content produced under the ExtremeLives campaign on an on-going basis, producing 10 short reports and/or consultations on content dissemination and effectiveness, with recommendations as to how these can be improved over time. These reports will show where the content is being shared, types of content, whether target audiences	35%	20 January 2022

are being reached, and will compare the campaign to benchmarks established in collaboration with UNDP.		
3. Phase II: Continuous data collection and measurement of the dissemination of content produced under the ExtremeLives campaign on an on-going basis, producing 10 additional short reports and/or consultations on content dissemination and effectiveness, with recommendations as to how these can be improved over time. These reports will show where the content is being shared, types of content, whether target audiences are being reached, and will compare the campaign to benchmarks established in collaboration with UNDP.	35%	20 January 2023
4. The outcomes of the project to be summarized as a ‘case study’ in a publishable 15+ page report , including learnings and best practice guidelines as well as a flexible toolkit that could be deployed on other campaigns of a similar nature in the Asia region.	20%	10 April 2023

m. Additional References or Resources

The ExtremeLives website can be referred to for more information about the project:
www.extremelives.org

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: [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, contact 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.*

FORM FOR SUBMITTING SERVICE PROVIDER'S FINANCIAL PROPOSAL⁹ (Must be Password Protected)

(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. Cost Breakdown per Deliverable*

	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price (Weight for payment)	Price (Lump Sum, All Inclusive)
1	Conduct research and initial 'scoping' into the ExtremeLives campaign and the digital context in which it is operating and accordingly develop a short methodology or 'workplan' upon agreement with the Bangkok Regional Hub PVE team for the two year period	10%	
2	Phase I: Collect data and measure the dissemination of content produced under the ExtremeLives campaign on an on-going basis, producing 10 short reports and/or consultations on content dissemination and effectiveness, with recommendations as to how these can be improved over time. These reports will show where the content is being shared, types of content, whether target audiences are being reached, and will compare the campaign to benchmarks established in collaboration with UNDP.	35%	

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

3	Phase II: Continuous data collection and measurement of the dissemination of content produced under the ExtremeLives campaign on an on-going basis, producing 10 additional short reports and/or consultations on content dissemination and effectiveness, with recommendations as to how these can be improved over time. These reports will show where the content is being shared, types of content, whether target audiences are being reached, and will compare the campaign to benchmarks established in collaboration with UNDP.	35%	
4	The outcomes of the project to be summarized as a 'case study' in a publishable 15+ page report , including learnings and best practice guidelines as well as a flexible toolkit that could be deployed on other campaigns of a similar nature in the Asia region.	20%	
	Total	100%	

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

A. 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]*