REQUEST FOR PROPOSAL (RFP)

Digital Eco-Systems Mapping and Audience Behavior Analysis in Southeast Asia	DATE: September 20, 2021
	REFERENCE: RFP-2021-037

Dear Sir / Madam:

We kindly request you to submit your Proposal for the services for **Digital Eco-Systems Mapping and Audience Behavior Analysis in Southeast Asia**

Please be guided by the forms attached hereto as Annex 3 and Annex 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 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 is submitted through e-tendering on or before the deadline.

The Technical Proposal and the Financial Proposal files <u>MUST BE COMPLETELY SEPARATE</u> 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 (http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html). 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,

Varisara Anansiribovorn
Procurement & Administrative Analyst
20 September 2021

Description of Requirements

Context of the Requirement	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. According to the 2020 Global Terrorism Index, the Philippines ranks 10th globally where terrorism has a "high" impact. It is the highest-ranked country in Southeast Asia, followed by Thailand (21st), Indonesia (37th), and Malaysia (76th). In these four countries, violent extremism is associated with wider violent conflict that stems from exclusion, inequality, and human rights abuse. These factors also sustain insurgencies, civil conflicts, or criminal violence present in the countries. With the presence of such challenges in the four countries, youth are the most vulnerable to radicalization as they experience first-hand the impacts of inequality and the lack of socio-economic opportunities. In the case of Indonesia, they are disillusioned with democracy due to widespread corruption while in the Philippines, marginalization and inequality drive youths to join extremist groups. Similarly, Thai Muslim youth face discrimination and marginalization that leads them to participate in insurgent activities. Malaysian youths have a stronger connection to Islam than the previous generations and feel disenfranchised with the state as they have not received the anticipated benefits of integration into modern life. The growth and scale of online campaigns that spread extremist propaganda and related content is also growing by the day. The 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. 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 and tool that can be used to promote peace and tolerance and better understand the attitudes, behaviours and motivations behind extremism in the Philippines, Thailand, Indonesia, and Malaysia. In order prevent youth from engaging in extremism and with extremist digital content, there is a need to develop in-depth research and data analysis to inform create successful and measurable counteractions: whether via online and offline programmatic interventions, or advocating for particular policies. While social media analysis can be used to identify who is engaging with violent extremist content, or expressing grievances that may lay lead them to violent extremist digital spaces, and where the audience is situated, including (anonymized) demographic and geographic indicators, it also can be used to indicate the general type of information young people actively and passively consume across platforms. Online indicators such as discourse on news, blogs, and forums and young people's search behaviour can be studied to identify where their curiosity and interest lies, how they engage with different types of content (messages and images), and how they talk about relevant content with their peers.

	The Bangkok Regional Hub is therefore looking for the services of a research institution, behaviour science agency, or AI technology and data analysis company to conduct a regional digital ecosystem analysis with audience segmentation that shows an understanding of perceptions, misconceptions, and barriers related to violent extremism in the Philippines, Indonesia, Thailand, and Malaysia. The company will produce a report that will include key recommendations to inform UNDP's programming at the national and regional level when it comes to designing digital interventions and youth-focused programming. The company will also provide key insights into the types of audiences that interact with extremist messages and analyze effective counter-extremist messaging that can be adapted for communications campaigns and wider programming. The company will also conduct knowledge exchange workshops to support in developing the knowledge base of the successful use of AI and behaviour science in PVE. *(Please see details in the TOR attached as Annex 2)*
Implementing Partner of UNDP	N/A
Brief Description of the Required Services	The research institution, behaviour science agency, or AI technology and data analysis company will conduct a digital scoping exercise, analyzing the digital eco-system in 4 countries in Southeast Asia: Thailand, Indonesia, the Philippines, and Malaysia. Using relevant social listening, AI, and/or data collection and analysis tools, the research institution, behaviour science agency, or AI technology and data analysis company will seek to better understand youth audience behaviour within the digital space. To establish a baseline, the company will identify the current/dominant and emerging discourse and narratives around extremism and terrorism and analyze individuals' online search behaviour, conversations on social media platforms (including Facebook, Twitter, Instagram and YouTube), news, blogs, and forums. The company must be able to analyze images, videos and words (in major global as well as local languages and hybrid/slang dialects), to better understand what information youth audiences across the region consume that relate to violent extremism, their fears and motivations, and what kind of content they have maximum exposure to. The company will also seek to understand which platforms generate the most audience engagement when it comes to the spread of violent ideology. The company will investigate what kinds of search terms are being used by those at-risk of radicalization and develop a curated list of keywords and concepts to help analyze search behaviour. The following questions drive this research and data analysis exercise: a) What is the online discourse and search behavior on violent extremism in the Philippines, Indonesia, Thailand and Malaysia? b) What are the different audience segments when it comes to extremism? How do we best communicate with them to prevent them from engaging such content and activities? c) What are the dominant/emerging narratives as well as the key drivers of extremism in the target geographies? How can we size the conversations to prevent the youth from engaging such content and activities?

	The company will then provide a comprehensive report of all findings with a list of actionable recommendations that can be utilized at both national and regional level when it comes to designing and implementing successful digital interventions and youth-focused programmes. A key project that will be used to demonstrate ways in which the research and data can be applied into counter-narrative messaging will be ExtremeLives. This is a documentary film series and social media campaign supported by Facebook, aimed at youth across six countries in Asia. The company will use the ExtremeLives series as a case study in order to demonstrate the best practices and use of the data and research collected to provide insights and strategic direction for the next season of videos commencing in early 2022. The company will also perform an advisory role over the course of the contract to the Bangkok Regional Hub's Preventing Violent Extremism team on supporting the initial ideation of counter-narrative video content through attending 4-5 1-hour workshops, and conduct a short series of knowledge exchange or advisory workshops (no more than 3) with Country Offices, NGO/CSO partners, and state representatives or decision makers to ensure the report findings are mainstreamed into UNDP's current PVE Project workflow or that programmes are evaluated and adapted. *(for detail please see the TOR attached as Annex 2)*

List and Description of Expected Outputs to be Delivered	**Deliverables**	**Timeline**
	1. Conduct a consultation with national level UNDP offices and then accordingly **complete a digital eco-systems mapping exercise in 4 countries** (Thailand, Malaysia, the Philippines, Indonesia), prioritizing local languages in addition to English, culminating in an initial presentation of findings with the BRH team.	30 November 2021
	2. **Develop a written report of findings** or 'targeted communications guidelines' that include search terms, audience segmentation and recommendations for strategizing the ExtremeLives project as a case study.	31 January 2022
	3. **Lead consultations with the Bangkok Regional Hub team and other stakeholders**. For the ExtremeLives project, this will not exceed 5, 1-hour calls that supporting the initial ideation of counter-narrative video content for the series, and for the UNDP national offices, this will include up to 4 knowledge exchange or knowledge sharing workshops with UNDP, NGOs/CSOs, partners, and government representatives or decision makers (one per country).	15 February 2022
	(for detail please see the TOR attached as Annex 2)	

Person to Supervise the Work/Performance of the Service Provider	PVE Project Manager, UNDP Bangkok Regional Hub.

Frequency of Reporting	As indicated in the ToR attached as Annex 2
Progress Reporting Requirements	As indicated in the ToR attached as Annex 2
Location of work	☒ At Contractor's Location
Expected duration of work	4.5 Months (estimated 40 working days)
Target start date	15 October 2021
Latest completion date	28 February 2022
Travels Expected	As indicated in the ToR attached as Annex 2
Special Security Requirements	N/A
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	As indicated in the ToR attached as Annex 2
Implementation Schedule indicating breakdown and timing of activities/sub-activities	☒ **Required**
Names and curriculum vitae of individuals who will be involved in completing the services	☒ **Required**
Currency of Proposal	☒ **US Dollar**
Value Added Tax on Price Proposal	☐ must be inclusive of VAT and other applicable indirect taxes ☒ must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals *(Counting for the last day of submission of quotes)*	☒ **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	☒ **Not permitted**

Payment Terms	Outputs	Percentage	Timing	Condition for Payment Release
	Conduct a consultation with national level UNDP offices and then accordingly **complete a digital eco-**	40%	30 November 2021	Within thirty (30) days from the date of

	systems mapping exercise in 4 countries (Thailand, Malaysia, the Philippines, Indonesia), prioritizing local languages in addition to English, culminating in an initial presentation of findings with the BRH team.			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.
	Develop a written report of findings or **'targeted communications guidelines'** that include search terms, audience segmentation and recommendations for strategizing the ExtremeLives project as a case study.	40%	31 January 2022	
	Lead consultations with the Bangkok Regional Hub team and other stakeholders. For the ExtremeLives project, this will not exceed 5, 1-hour calls that supporting the initial ideation of counter-narrative video content for the series, and for the UNDP national offices, this will include up to 4 knowledge exchange or knowledge sharing workshops with UNDP, NGOs/CSOs, partners, and government representatives or decision makers (one per country).	20%	15 February 2022	

Person(s) to review/ inspect/ approve outputs/completed services and authorize the disbursement of payment	PVE Project Manager, UNDP Bangkok Regional Hub.
Type of Contract to be Signed	☒ UNDP Contract for Goods and/or Services https://www.undp.org/procurement/business/how-we-buy
Criteria for Contract Award	☒ Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) ☒ Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.
Criteria for the Assessment of Proposal	**Technical Proposal (70%)** ☒ Expertise of the Firm - **40%** ☒ Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan - **40%** ☒ Management Structure and Qualification of Key Personnel - **20%** *(Passing Thershold in Technical Evaluation is 70% or above)*

	Financial Proposal (30%) To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP. The following formula will be used to evaluate financial proposal: $p = y (\mu/z)$, where: 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.
UNDP will award the contract to:	☒ **One and only one Service Provider**
Contract General Terms and Conditions	☒ General Terms and Conditions for contracts (goods and/or services) Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html *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.*
Annexes to this RFP	☒ Detailed TOR (Annex 2) ☒ Form for Submission of Technical Proposal (Annex 3) ☒ Form for Submission of Financial Proposal (Annex 4)
Contact Person for Inquiries (Written inquiries only)	Mostaq Ahmed Procurement Analyst; Email: mostaq.ahmed@undp.org 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. 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. 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.
Required Documents that must be Submitted to Establish minimum Qualification of Proposers (Failure to submit the documents shall result in disqualification)	☒ Technical Proposal submission form & Detail Technical Proposal as per the Template Annex 3; ☒ Password protected Financial proposal Annex 4; ☒ Company Profile, which should not exceed fifteen (15) pages, including printed brochures and product catalogues relevant to the goods/services being procured ☒ 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; ☒ List of similar projects successfully completed within the last 10 years (the list should include: Project Title, Contract amount, Start and end Date,

	Client/Organization name and contact details who may be contacted for further information/reference check on those contracts);
	 ☒ List and value of ongoing Projects with contact details of clients and current completion ratio of each ongoing project;
	 ☒ Documents to establish the minimum experience requirement for the bidder (Reference documents such as: copy of contracts /completion certificates) as below:
	    ▪ At least 8 years institutional knowledge and experience in the management and delivery of large-scale research projects with minimum value of US$50K/project, on social issues such as extremism, gender inequality, conflict, peacebuilding or mental health.
	    ▪ Demonstrate specialized knowledge and experience through submission of at least 3 completed research projects with minimum value of US$50K/project, on behaviour science or behaviour change strategies, data analysis in digital extremism, online hate speech, disinformation, and propaganda, and experience in monitoring and evaluation metrics, design and assessment.
	    ▪ At least submission of 2 completed projects engagement with UN Agencies, and charities/ NGOs on high-value work
	 ☒ Proposed composition of team structure, and Completed and signed CVs of the proposed key personnel;
	 ☒ 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
	 ☒ Any other documents to substantiate eligibility and qualification of the bidder as required in the Terms of Reference;

Other Information (e-tendering submission)	Electronic submission through eTendering shall be governed as follows: • Electronic files that form part of the proposal must be in PDF format; • The Technical Proposal and the Financial Proposal files MUST BE COMPLETELY SEPARATE 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. Failure to provide the correct password may result in the proposal being rejected; 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**

<div align="center">**DETAILS OF EVALUATION OF PROPOSALS**</div>

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 Firm:
- 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;
- Bid Validity – 120 days
- Business Licenses – Registration papers;
- 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;
- 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;
- Minimum qulifieng experience requirement for the bidder:
    - At least 8 years institutional knowledge and experience in the management and delivery of large-scale research projects with minimum value of US$50K/project, on social issues such as extremism, gender inequality, conflict, peacebuilding, or mental health.
    - Demonstrate specialized knowledge and experience through submission of at least 3 completed research projects with minimum value of US$50K/project, on behaviour science or behaviour change strategies, data analysis in digital extremism, online hate speech, disinformation, and propaganda, and experience in monitoring and evaluation metrics, design and assessment.
    - At least submission of 2 completed projects engagement with UN Agencies, and charities/ NGOs on high-value work

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	400
2.	Proposed Methodology, Approach and Implementation Plan	400
3.	Management Structure and Key Personnel	200
	Total	**1,000**

	Section 1. Bidder's qualification, capacity and experience	Points obtainable
1.1	At least 8 years institutional knowledge and experience in the management and delivery of large-scale research projects with minimum value of $50K/project, on social issues such as extremism, gender inequality, conflict, peacebuilding, or mental health.	100
1.2	Demonstrate specialized knowledge and experience through submission of at least 3 completed research projects with minimum value of $50K/project, on behaviour science or behaviour change strategies, data analysis in digital	200

	extremism, online hate speech, disinformation, and propaganda, and experience in monitoring and evaluation metrics, design and assessment.		
1.3	At least submission of 2 completed projects engagement with UN Agencies, and charities/ NGOs on high-value work		100
Total Section 1			**400**

Section 2. Proposed Methodology, Approach and Implementation Plan		Points obtainable
2.1	Understanding of the requirement: Have the important aspects of the task been addressed in enough detail? Are the different components of the project adequately weighted relative to one another?	150
2.2	Description of the Offeror's approach and methodology for meeting or exceeding the requirements of the Terms of Reference	100
2.3	Details on how the different service elements shall be organized, controlled and delivered	50
2.4	Description of available performance monitoring and evaluation mechanisms and tools; how they shall be adopted and used for a specific requirement	50
2.5	Assessment of the implementation plan proposed including whether the activities are properly sequenced and if these are logical and realistic	50
Total Section 2		**400**

Section 3. Management Structure and Key Personnel			Points obtainable
3.1	Composition and structure of the team proposed. Are the proposed roles of the management and the team of key personnel suitable for the provision of the necessary services?		40
3.2	Qualifications of key personnel proposed		160
3.2 a	**Research Lead**		
	At least a Masters degree in Conflict, Mathematics, Statistics, Politics, Social Sciences, Communications or related areas	30	
	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 3 high-value projects** (each project valued over $50K)	40	
	Experience working on research projects for UN, development organizations, CSOs and charities that relate to politics, gender, extremism, social media, and the digital space	40	
3.2 b	**Research Manager**		
	Minimum Masters degree in Conflict, Mathematics, Statistics, Politics, Social Sciences, Communications, Data Science or related areas.	20	
	Minimum 5 years' experience in the management of development projects that relate to social issues such as gender equality, mental health, conflict or that relate to communications, research, and data analysis.	30	
Total Section 3			**200**

Terms of Reference

Digital Eco-Systems Mapping and Audience Behavior Analysis in Southeast Asia

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. According to the 2020 Global Terrorism Index, the Philippines ranks 10th globally where terrorism has a "high" impact. It is the highest-ranked country in Southeast Asia, followed by Thailand (21st), Indonesia (37th), and Malaysia (76th). In these four countries, violent extremism is associated with wider violent conflict that stems from exclusion, inequality, and human rights abuse. These factors also sustain insurgencies, civil conflicts, or criminal violence present in the countries.

With the presence of such challenges in the four countries, youth are the most vulnerable to radicalization as they experience first-hand the impacts of inequality and the lack of socio-economic opportunities. In the case of Indonesia, they are disillusioned with democracy due to widespread corruption while in the Philippines, marginalization and inequality drive youths to join extremist groups. Similarly, Thai Muslim youth face discrimination and marginalization that leads them to participate in insurgent activities. Malaysian youths have a stronger connection to Islam than the previous generations and feel disenfranchised with the state as they have not received the anticipated benefits of integration into modern life.

The growth and scale of online campaigns that spread extremist propaganda and related content is also growing by the day. The 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. 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 and tool that can be used to promote peace and tolerance and better understand the attitudes, behaviours and motivations behind extremism in the Philippines, Thailand, Indonesia, and Malaysia.

In order prevent youth from engaging in extremism and with extremist digital content, there is a need to develop in-depth research and data analysis to inform create successful and measurable counteractions: whether via online and offline programmatic interventions, or advocating for particular policies. While social media analysis can be used to identify who is engaging with violent extremist content, or expressing grievances that may lay lead them to violent extremist digital spaces, and where the audience is situated, including (anonymized) demographic and geographic indicators, it also can be used to indicate the general type of information young people actively and passively consume across platforms. Online indicators such as discourse on news, blogs, and forums and young people's search behaviour can be studied to identify where their curiosity and interest lies, how they engage with different types of content (messages and images), and how they talk about relevant content with their peers.

The Bangkok Regional Hub is therefore looking for the services of a research institution, behaviour science agency, or AI technology and data analysis company to conduct a regional digital ecosystem analysis with audience segmentation that shows an understanding of perceptions, misconceptions, and barriers related to violent extremism in the Philippines, Indonesia, Thailand, and Malaysia. The company will produce a report that will include key recommendations to inform UNDP's programming at the national and regional level when it comes to designing digital interventions and youth-focused programming. The company will also

provide key insights into the types of audiences that interact with extremist messages and analyze effective counter-extremist messaging that can be adapted for communications campaigns and wider programming. The company will also conduct knowledge exchange workshops to support in developing the knowledge base of the successful use of AI and behaviour science in PVE.

b. Specific Objectives

The research institution, behaviour science agency, or AI technology and data analysis company will conduct a digital scoping exercise, analyzing the digital eco-system in 4 countries in Southeast Asia: Thailand, Indonesia, the Philippines, and Malaysia. Using relevant social listening, AI, and/or data collection and analysis tools, the research institution, behaviour science agency, or AI technology and data analysis company will seek to better understand youth audience behaviour within the digital space. To establish a baseline, the company will identify the current/dominant and emerging discourse and narratives around extremism and terrorism and analyze individuals' online search behaviour, conversations on social media platforms (including Facebook, Twitter, Instagram and YouTube), news, blogs, and forums.

The company must be able to analyze images, videos and words (in major global as well as local languages and hybrid/slang dialects), to better understand what information youth audiences across the region consume that relate to violent extremism, their fears and motivations, and what kind of content they have maximum exposure to. The company will also seek to understand which platforms generate the most audience engagement when it comes to the spread of violent ideology. The company will investigate what kinds of search terms are being used by those at-risk of radicalization and develop a curated list of keywords and concepts to help analyze search behaviour.

The following questions drive this research and data analysis exercise:
a) What is the online discourse and search behavior on violent extremism in the Philippines, Indonesia, Thailand and Malaysia?
b) What are the different audience segments when it comes to extremism? How do we best communicate with them to prevent them from engaging such content and activities?
c) What are the dominant/emerging narratives as well as the key drivers of extremism in the target geographies? How can we size the conversations to prevent the youth from engaging such content and activities?

The company will then provide a comprehensive report of all findings with a list of actionable recommendations that can be utilized at both national and regional level when it comes to designing and implementing successful digital interventions and youth-focused programmes. A key project that will be used to demonstrate ways in which the research and data can be applied into counter-narrative messaging will be ExtremeLives. This is a documentary film series and social media campaign supported by Facebook, aimed at youth across six countries in Asia. The company will use the ExtremeLives series as a case study in order to demonstrate the best practices and use of the data and research collected to provide insights and strategic direction for the next season of videos commencing in early 2022.

The company will also perform an advisory role over the course of the contract to the Bangkok Regional Hub's Preventing Violent Extremism team on supporting the initial ideation of counter-narrative video content through attending 4-5 1-hour workshops, and conduct a short series of knowledge exchange or advisory workshops (no more than 3) with Country Offices, NGO/CSO partners, and state representatives or decision makers to ensure the report findings are mainstreamed into UNDP's current PVE Project workflow or that programmes are evaluated and adapted.

c. Scope of Services

Over a period of 4.5 months, the following activities and consultations are anticipated:

1. Conduct an initial consultation with each of the UNDP Country Offices (starting with Thailand and the Philippines, and then moving on to Malaysia and Indonesia) in order to ensure that local level sensitivities are considered, to receive guidance on the context of PVE from a national and trans-national perspective, and to ensure maximum relevance and practical use for the UNDP Country Office and BRH colleagues once the data has been sourced and analyzed.

2. Conduct a digital eco-systems mapping exercise (as per the investigative questions detailed above) to analyse conversations taking place on social media platforms and forums, with a sentiment analysis of language used and audience segmentation exercise that demonstrates the kinds of messaging that appeals to different 'at-risk' groups.

3. Consolidate a report of findings to be presented to UNDP. The 'targeted communications guidelines' report will include:
   a. Lists of search terms and phrases used by target audiences (youth) to decode motivations, aspirations, and anxieties related to extremism by different segments of the audiences.
   b. An explanation of any limitations or parameters UNDP should be aware of when taking this data into account, such as gender or demographic disaggregation.
   c. The findings of the eco-systems mapping exercise including audience segmentation and the kinds of messaging that might appeal to these audiences, as well as examples and recommendations of the kinds of counter-messages that could be crafted to appeal to those audiences.

4. Provide advisory services via up to 5, 1-hour calls that supporting the initial ideation of counter-narrative video content developed under the ExtremeLives documentary video series.

5. Complete up to 4 knowledge exchange or knowledge sharing workshops with UNDP, NGOs/CSOs, partners, and government representatives or decision makers (one per target country) about the findings of the eco-systems mapping exercise and provide tangible examples of ways in which this data can be used to ensure PVE programmes and messaging is effective according to country-level contexts.

The 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 company will also ensure that data is anonymized and not individualized to protect the identities of data sources. The 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 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.

The company will also ensure that the data will not be shared with any third party unless agreed to by UNDP in advance.

The company will conduct the analysis in native languages as a first priority (such as Bahasa Indonesia, Thai, and Tagalog) as well as English in order to glean the most comprehensive overview of the digital landscape from a local and transnational perspective.

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 a consultation with national level UNDP offices and then accordingly **complete a digital eco-systems mapping exercise in 4 countries** (Thailand, Malaysia, the Philippines, Indonesia), prioritizing local languages in addition to English, culminating in an initial presentation of findings with the BRH team.	40%	30 November 2021	PVE Project Manager
2. **Develop a written report of findings** or 'targeted communications guidelines' that include search terms, audience segmentation and recommendations for strategizing the ExtremeLives project as a case study.	40%	31 January 2022	PVE Project Manager
3. **Lead consultations with the Bangkok Regional Hub team and other stakeholders**. For the ExtremeLives project, this will not exceed 5, 1-hour calls that supporting the initial ideation of counter-narrative video content for the series, and for the UNDP national offices, this will include up to 4 knowledge exchange or knowledge sharing workshops with UNDP, NGOs/CSOs, partners, and government representatives or decision makers (one per country).	20%	15 February 2022	PVE Project Manager

f. Governance and Accountability

The research institution, behaviour science agency, or AI technology and data analysis company would work closely with the Communications Coordinator, the Monitoring and Evaluation Officer, and the Project Manager, and PVE M&E Specialist of the Preventing Violent Extremism team at the UNDP Bangkok Regional Hub, as well as key representatives from the UNDP country offices in Malaysia, Thailand, Indonesia, and the Philippines.

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 **15 October 2021 to 28 February 2022** for a total of **40 working days.** UNDP expects the following set deliverables to be completed.

i.   Duty Station

Contractor will work at their own location, no travel anticipated.

j.   Professional Qualifications of the Successful Contractor and its key personnel

The Contractor
- At least 8 years institutional knowledge and experience in the management and delivery of large-scale research projects with minimum value of $50K/project, on social issues such as extremism, gender inequality, conflict, peacebuilding, or mental health.
- Demonstrate specialized knowledge and experience through submission of at least 3 completed research projects with minimum value of $50K/project, on behaviour science or behaviour change strategies, data analysis in digital extremism, online hate speech, disinformation, and propaganda, and experience in monitoring and evaluation metrics, design and assessment.
- At least submission of 2 completed projects engagement with UN Agencies, and charities/ NGOs on high-value work

Key Personnel

Research Lead
- At least a Masters degree in Conflict, Mathematics, Statistics, Politics, Social Sciences, Communications or related areas
- 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 3 high-value projects (each project valued over $50K)
- Experience working on research projects for UN, development organizations, CSOs and charities that relate to politics, gender, extremism, social media, and the digital space.

Research Manager
- Minimum Masters degree in Conflict, Mathematics, Statistics, Politics, Social Sciences, Communications or related areas
- Minimum 5 years' experience in the management of development projects that relate to social issues such as gender equality, mental health, conflict or that relate to communications, research, and data analysis.

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 worth	Timeline	Approved by
1. Conduct a consultation with national level UNDP offices and then accordingly **complete a digital eco-systems mapping exercise in 4 countries** (Thailand, Malaysia, the Philippines, Indonesia), prioritizing local languages in addition to English, culminating in an initial presentation of findings with the BRH team.	40%	30 November 2021	PVE Project Manager
2. **Develop a written report of findings** or **'**targeted communications guidelines' that include search terms, audience segmentation and recommendations for strategizing the ExtremeLives project as a case study.	40%	31 January 2022	PVE Project Manager
3. **Lead consultations with the Bangkok Regional Hub team and other stakeholders**. For the ExtremeLives project, this will not exceed 5, 1-hour calls that supporting the initial ideation of counter-narrative video content for the series, and for the UNDP national offices, this will include up to 4 knowledge exchange or knowledge sharing workshops with UNDP, NGOs/CSOs, partners, and government representatives or decision makers (one per country).	20%	15 February 2022	PVE Project Manager

m.   Additional References or Resources

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

TECHNICAL PROPOSAL SUBMISSION FORM

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery[1])

[insert: *Location]*.
[insert: *Date]*

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

Dear Sir/Madam:

We, the undersigned, offer to provide the services for **Digital Eco-Systems Mapping and Audience Behavior Analysis in Southeast Asia** in accordance with your Request for Proposal No. **RFP-2021-037** dated: **20 September 2021** and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal and our Financial Proposal (password protected) submitted separately.

We hereby declare that our firm, its affiliates or subsidiaries or employees, including any JV/Consortium /Association members or subcontractors or suppliers for any part of the contract:

a) is not under procurement prohibition by the United Nations, including but not limited to prohibitions derived from the Compendium of United Nations Security Council Sanctions Lists;

b) have not been suspended, debarred, sanctioned or otherwise identified as ineligible by any UN Organization or the World Bank Group or any other international Organization;

c) do not employ, or anticipate employing, any person(s) who is, or has been a UN staff member within the last year, if said UN staff member has or had prior professional dealings with our firm in his/her capacity as UN staff member within the last three years of service with the UN (in accordance with UN post-employment restrictions published in ST/SGB/2006/15);

d) have not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against them that could impair their operations in the foreseeable future;

e) undertake not to engage in proscribed practices, including but not limited to corruption, fraud, coercion, collusion, obstruction, or any other unethical practice, with the UN or any other party, and to conduct business in a manner that averts any financial, operational, reputational or other undue risk to the UN and we *embrace the principles of the United Nations Supplier Code of Conduct and adhere to the principles of the United Nations Global Compact.*

We declare that all the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification and/or sanctioning by the UNDP.

We offer to provide services in conformity with the Bidding documents, including the UNDP General Conditions of Contract and in accordance with the Terms of Reference

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[1] *Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes*

Our Proposal shall be valid and remain binding upon us for the period of **120 days** from the last day of submission of proposal as per the RFP requirement.

We understand and recognize that you are not bound to accept any Proposal you receive.

I, the undersigned, certify that I am duly authorized by [Insert Name of Bidder] to sign this Proposal and bind it should UNDP accept this Proposal.

Name: _____

Title: _____

Date: _____

Signature: _____

Contact:

Telephone: _____

Email:_____

FORMAT OF TECHNICAL PROPOSAL[2]

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.

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.

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

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[2] *This serves as a guide to the Service Provider in preparing the Technical Proposal.*

FORM FOR SUBMITTING FINANCIAL PROPOSAL[3]

(Must be Password Protected)

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

[insert: *Location*].

[insert: *Date]*

We, the undersigned, offer to provide the services for **Digital Eco-Systems Mapping and Audience Behavior Analysis in Southeast Asia** in accordance with your Request for Proposal No. **RFP-2021-037** dated **20 September 2021**. We are hereby submitting our Proposal, which includes this Technical Proposal and our Financial Proposal (password protected) submitted seperately

Our attached Financial Proposal is for the sum of [Insert amount in words and figures].

Our Proposal shall be valid and remain binding upon us for the period of 120 days from the last day of submission of proposal as per the RFP requirement.

We understand you are not bound to accept any Proposal you receive.

[Any Financial information provided in the Technical Proposal shall lead to Bidder's disqualification. The Financial Proposal should align with the requirements in the Terms of Reference and the Bidder's Technical Proposal]

A. Cost Breakdown per Deliverable*

	Deliverables *[list them as referred to in the RFP]*	Percentage of Total Price (Weight for payment)	Price *(Lump Sum, All Inclusive)*
1	Conduct a consultation with national level UNDP offices and then accordingly **complete a digital eco-systems mapping exercise in 4 countries** (Thailand, Malaysia, the Philippines, Indonesia), prioritizing local languages in addition to English, culminating in an initial presentation of findings with the BRH team.	40%	
2	**Develop a written report of findings** or **'**targeted communications guidelines' that include search terms, audience segmentation and recommendations for strategizing the ExtremeLives project as a case study.	40%	
3	**Lead consultations with the Bangkok Regional Hub team and other stakeholders**. For the ExtremeLives project, this will not exceed 5, 1-hour calls that	20%	

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[3] *This serves as a guide to the Service Provider in preparing the Proposal.*

	supporting the initial ideation of counter-narrative video content for the series, and for the UNDP national offices, this will include up to 4 knowledge exchange or knowledge sharing workshops with UNDP, NGOs/CSOs, partners, and government representatives or decision makers (one per country).		
	Total	100%	

This shall be the basis of the payment tranches

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

Table 1: Summary of Overall Prices

	Amount(s)
Professional Fees (from Table 2)	
Other Costs (from Table 3)	
Total Amount of Financial Proposal	

Table 2: Breakdown of Professional Fees

Name	Position	Fee Rate	No. of Days/months/ hours	Total Amount
		A	*B*	*C=A+B*
In-Country				
Home Based				
			Subtotal Professional Fees:	

Table 3: Breakdown of Other Costs

Description	UOM	Quantity	Unit Price	Total Amount
International flights	Trip			
Subsistence allowance	Day			
Miscellaneous travel expenses	Trip			
Local transportation costs	Lump Sum			
Out-of-Pocket Expenses				
Other Costs: (please specify)				
			Subtotal Other Costs:	

Name: _____

Title: _____

Date: _____

Signature: _____

Contact:

Telephone: _____

Email:_____