



# **TENDER DOSSIER**

**Bid reference:**

**KRT\_NDI\_2021\_015**

**Request for Proposal**

**Professional Polling/Public Opinion Research Services**

**Issued by:** National Democratic Institute for International Affairs

**Publication Date:** July 11, 2021

**Deadline for Submission:** July 29, 2021 at 12:00 AM

**Via email:** [sudan\\_procurement@ndi.org](mailto:sudan_procurement@ndi.org)

***WORKING FOR DEMOCRACY AND  
MAKING DEMOCRACY WORK***

# **1- INTRODUCTION**

## **1.1 OUTLINE**

The National Democratic Institute (NDI) is seeking proposals from qualified firms to research and conduct the public opinion poll, in response to Citizens need's the NDI is implementing a program to strengthen democratic institutions, stakeholders, and processes that will administer transitional elections and lay the foundations for a more peaceful, inclusive, and democratic Sudan.

## **1.2 Background**

The current democratic opening in Sudan provides a unique opportunity to support the transition from authoritarianism to democracy and from a chronic state of conflict to peace. There is an urgent need to support the transitional government, political parties, and civil society to work towards a peaceful.

NDI's approach is to collaborate with local civil society groups and centers on clearly structured partnerships and a commitment to long-term organizational development and assistance to independent, credible observation coalitions also requires that groups can operate without the view that they are influenced by external interests.

NDI's focused on local ownership principles and developing an inclusive civil society that is not tied to specific international interests. Given that, it is crucial for the observation and advocacy activities conducted under NDI program to be locally developed and led.

- Improving Electoral and Political Process for Change in Sudan (IEPP) is a four-year program that runs in Sudan through the Consortium for Elections and Political Process Strengthening (CEPPS). IEPP aims to:
- Support the transition from authoritarianism to democracy and from a chronic state of conflict to peace.
- Support the transitional government, political parties, civil society, and media to work towards a peaceful, genuine, and credible election process at the end of the 39-month transition period.

## **1.3 PURPOSE OF THE DOCUMENT**

The purpose of this Request is to invite national prospective service providers/consultancy firms and/or think tanks to submit a proposal and technical specifications for conducting public opinion research in Three (3) states in Eastren Sudan (Kassala, Algdaref and Red sea states. The main objective of the assignment is to conduct polling public opinion research in Citizens aged 18 years or older (women, youth, men, and People with Disabilities/PWDs) to inform CEPPS program and activities on ongoing political reforms. The research will also attempt to capture trend data on important issues including views on several socio-political issues. Both a national survey and focus groups will be conducted under this work.

The Firm will be required to provide technical and field-based services to carry out a national public opinion poll including preparation and presentation of the methodology for sampling and data collection tools. This basic infrastructure will comprise a randomly representative list of respondents who will be invited to participate in the public opinion poll. The polling will be based on a stratified random sample representative of the entire state. The polling shall be done independently. The polling is expected to be carried out by face-to-face interviews. The requested proposal of service providers/firms with the relevant operational and performance requirements. Qualified firms are requested to prepare inception proposals that address all tasks as outlined underneath.

#### **1.4 OBJECTIVES**

The main objective of the assignment is to carry out the public opinion poll survey and implement a public opinion survey on citizens' satisfaction with local governance. The assignment will result in the creation of basic indicators for the citizens' perceptions of the quality of local governance and service delivery. This will be a learning exercise for subsequent surveys at the state and national levels. The state-level polling will include questions to better understand the needs and priorities of diverse members of Sudanese citizens including women, youth, PWDs, and those outside of Khartoum. Results from the survey will be used during town hall meetings in the state and will be used to brief state and national officials on the current issues and priorities for different groups of citizens in the state. This set of activities at the same time represent one of the tools of the official Methodology for monitoring the implementation of the Democracy Transition and Election Programme and related Action Plan.

## **2- PROPOSAL INSTRUCTIONS**

### **2.1 SCOPE OF WORK**

The Scope of Work will encompass working with NDI Focal staff, attending various public meetings, conducting a statistically valid survey, measuring survey results and assessing data, developing recommendations for next steps with NDI staff, and preparing a final report.

The selected consultant's proposed Work Plan and Schedule will form the basis for negotiations of a final Scope of Work for the Professional Services Agreement. A draft inception report with an executive summary shall be issued to the NDI Contrary Director and other staff as determined by the NDI Director.

The final public opinion research document shall include the summary of findings and recommendations as identified in the Scope of Work. A final report shall be issued following staff comments on the draft. In addition, NDI may require a presentation and to Country Director, Finance team, and/or NDI representatives.

Under the supervision of the Resident Director, the Firm will be responsible for designing and conducting the public opinion poll research. The consultant will be also responsible for

coordinating the work of Field coordinators and the consolidation of state reports and final recommendations. He/she will perform the duties listed below.

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- ✓ Development of the survey instrument proposed for voter's opinion poll and the methodology to be employed for a statistically valid sampling of the registered voters. The survey must be made available in English and Arabic.
- ✓ Format, translate, and print the questionnaire approved by NDI English version (original) and Arabic version.
- ✓ Pre-test the formatted and translated questionnaire in Arabic.
- ✓ Identify the population database used to design the sample of the survey.
- ✓ Select a sampling approach for the survey, construct a sample, and identify a methodology for selecting
- ✓ respondents in consultation with NDI.
- ✓ Develop a coding scheme for data obtained
- ✓ Describe the methodology to be used to examine the representatives of the achieved sample.
- ✓ Screen and hire field staff with appropriate qualifications and regional knowledge.
- ✓ Conduct training of interviewers and enumerators.
- ✓ Manage all aspects of fieldwork.
- ✓ Code, enter and clean the data set.
- ✓ Prepare electronic data file, marginal results, tabulations, and a methodological report.
- ✓ A draft and final written report and presentation of results. The final report shall include at a minimum the framework and methodology used, key findings, and detailed findings; and conclusions and recommendations.
- ✓ Debriefing presentations to NDI program team

## 2.2 DURATION OF THE ASSIGNMENT

The overall duration of this assignment is estimated to cover the period between the 01<sup>st</sup> August to 30<sup>th</sup> September 2021. In its proposal, the consultancy should propose the timeline for indicated deliverables within the given overall timeframe for this assignment.

| <b>Deliverable Items</b>  | <b>Estimated of days</b> |
|---|--------------------------|
| drafting the methodology including research designing, preparing the questionnaires, and identifying the field coordinators | 5 days                   |
| conducting Desk review, overseeing filed information, interview, and Identifying gaps and challenges                        | 20 Days                  |
| consolidating field reports, recommendations and finalizing the polling study   | 10 Days                  |

### 2.3 QUALIFICATIONS/SELECTION CRITERIA

The selection of the consultancy firm/company will be made based on the submitted proposal as well as the following levels of experience and qualifications:

➤ Requirements

- Demonstrated organizational competence and experience with polling and an outstanding track record of working on complex multidisciplinary projects (list of reference projects shall be included i.e. a list of at least 5 large (country-wide) and relevant surveys based on a representative statistical sample of the population and by using face to face method over the past 5 years.
- Demonstrated organizational capacity to produce and analyze high quality and accurate data.
- Proven experience in working with national and/or local institutions, and with local governments. Experience in working with international institutions will be an asset.

➤ Team's qualifications

| <b>Areas of expertise</b>                      | <b>Qualification requirements</b>  |
|--|--|
| Consultant (1)<br>National level/federal level | <ul style="list-style-type: none"> <li>○ PhD or Minimum a master's degree in social sciences or other relevant fields</li> <li>○ At least 5 years of professional experience particularly as relates to statistics and random sampling/ analysis</li> <li>○ Proven experience as a project/consultant working on minimum 5 relevant projects (List of relevant projects/assignments shall be indicated)</li> </ul>   |
| Coo-Consultant (2)<br>Local level/state        | <ul style="list-style-type: none"> <li>○ Minimum University degree (political science, statistics, other related/relevant field) Advanced degree will be an asset.</li> <li>○ At least 3 years of relevant experience in polling, statistics, data analysis including a minimum of three relevant</li> <li>○ Proven experience on at least 3 relevant assignments/projects.</li> <li>○ (List of relevant projects/assignments shall be indicated)</li> </ul> |

➤ General Skills

- Excellent communication skills and fluency in English and Arabic
- Experience with collecting, assessing, analyzing data.

- Proven experience and knowledge in polling and public opinion research.

## 2.4 FINANCIAL PROPOSAL

The financial proposal shall specify a total lump sum amount quoted in TABLE and amounts per deliverables for each deliverable, the financial proposal shall include a breakdown of the amount (including travel, per diems, and the number of anticipated working days). All envisaged travel costs should be included in the financial proposal. Any output and activities described in the offer but not priced in the Financial Proposal shall be assumed to be included in the prices of other activities or items, as well as in the final total price.

## 2.5 SUBMISSION PROCEDURE

Detailed bids/proposals should be submitted and delivered electronically to the below email address: **sudan\_procurement@ndi.org** and should be submitted not later than **29<sup>th</sup> July 2021 at 12:00 am.**

Proposals should include the following information:

- Company history and core services;
- Client list, particularly any international, political or non-profit organizations;
- Detailed budget containing all costs, including staff time and projected communication and travel expenses. Proposals may be priced by day or by hour. Different rates may be given for different services and/or different team roles;
- A portfolio of past work;
- If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. NDI will not refuse a proposal based upon the use of subcontractors, however, NDI retains the right to refuse the subcontractors selected by a vendor.

### **NOTE :**

Early submissions are welcome and appreciated. NDI will evaluate bids based on the vendor's experience, costs and ability to satisfy the proposed tool requirements. NDI may request meetings or calls to discuss proposals and reserves the right to reject any and all bids. NDI also reserves the right to consider bids for modification at any time before an award is made. NDI will not be liable for any costs associated with the preparation, transmittal or presentation of any materials submitted in response to this RFP, but reserves the right to request further information before making an award. Please note that selected vendor(s) would be expected to use NDI's standard contract template, a copy of which is available upon request.