**Request for Proposals (RFP)**

Date: **January 23, 2019**

**Subject: RfP on Assessment of Video and TV Content Demand and Preferences**

Dear Sir/Madam,

1. You are requested to submit a bid for “Assessment of Video and TV Content Demand and Preferences” as per enclosed in the Technical Specification (TS).
2. To enable you to submit a bid, attached are:

* Technical Specifications (TS) (Annex I)
* Proposal Submission Form (Annex II)
* Financial Proposal (Annex III)

1. Your offer comprising of a technical proposal and a financial proposal, marked with “Assessment of Video and TV Content Demand and Preferences”should be submitted scanned to the following address [tender.md@irex.org](mailto:tender.md@irex.org) no later than **February 6, 2019, 6:00 PM**, local time.

Only officially registered companies are eligible to submit the offers.

1. The proposals should be written in English or Romanian.
2. All proposal prices indicated in the financial proposal should be appropriate, quoted in Moldovan Lei (MDL), **and should indicate VAT 0%**. The budget should not exceed **290,000.00 MDL.**
3. After the bid submission, the prices shall be fixed and are not be subject to increases on any account. Bids submitted that are subject to price adjustment will be rejected.

This RfP does not obligate IREX Moldova to pay any costs incurred in the preparation and submission of the proposals. Furthermore, IREX Moldova reserves the right to reject any and all offers if such action is considered to be in the best interest of organization.

IREX Moldova does not discriminate on the basis against any beneficiary or potential beneficiary, such as, but not limited to, by withholding, adversely impacting, or denying equitable access to benefits or services on the basis of any non-merit factor. A non-merit factor includes race, color, religion, sex (including gender identity and pregnancy), national origin, disability, age, sexual orientation, genetic information, marital status, parental status, political affiliation, or veteran’s status.

A bidder included in the Specially Designated Nationals list, or debarred from federal procurement, or similar list of Government of Republic of Moldova, or any other similar list, will be rejected. If you have any questions regarding this Request for Proposal, please send an email on [tender.md@irex.org](mailto:tender@irex.org).

Sincerely,

**Violeta Bunescu**

Project Director

**Annex I**

**Technical Specification**

**Date**: January 23, 2019

**Purpose:** To assess the video and TV content demand and preferences among citizens aged between 30-45 years old.

**1. Organizational setting and background**

The assignment shall be performed under the direct supervision of the Project Director and overall direction and procedural guidance of IREX in Moldova.

**About IREX**

IREX is an international nonprofit organization providing thought leadership and innovative programs to promote positive lasting change globally. Details available at [www.irex.org](http://www.irex.org).

**Summary of the Creating Content Connections Project in Moldova**

Creating Content Connections is a two-year project funded by the U.S. State Department and implemented by IREX in Moldova to increase the type and variety of locally produced television entertainment programming available to Moldovan citizens, to improve and expand the access to quality entertainment programming as well as broaden the television viewing experiences of citizens.

The present assessment will look into identifying the key preferences of the citizens in terms of the type of entertainment programs they are watching and the factors that influence consumers preferences, the alternative sources that provide entertainment programs and content (e.g. via online platforms) and the ways citizens interact with the entertainment programming through social media or other platforms.

**I. Scope of Work**

The main objective of the assignment is to conduct a complex assessment using qualitative and quantitative methodology. Within the study, the selected company will:

* Build a probabilistic sample of respondents according to geographic and socio-demographic characteristics of population, targeting respondents aged between 30-45 years old. The proposed sample will offer a possibility to compare results subsamples (according to the following variables: sex, age, area, level of education, ethnicity, level of income) with the maximum margin of error of 5% per sub-sample;
* Pre-test and adjust research instruments for quantitative and qualitative methods (1 questionnaire, 3 in-depth interview topic guides and 1 focus-group topic guide) to address the potential issues;
* Conduct the fieldwork, including **survey** (using face-to-face interviews), **4 focus groups** and **20 in-depths interviews** out of which:
* two urban focus groups to test potential entertainment content (e.g. Chisinau and Balti);
* two rural focus groups to test potential entertainment content;
* 5 in-depth interviews with representatives of national TV stations;
* 5 in-depth interviews with the representatives of regional TV stations;
* 5 in-depth interviews with media influencers;
* 5 in-depth interviews with online platforms that develop entertainment programming content;
* Conduct robust quality control of the quantitative component of the study (around 15% of the sample population);
* Collect and process response data by performing transcription, data validation, cleaning, variable coding and filling in a database (if applicable);
* Provide all the necessary documentation including Inception Report, Pretesting report, Fieldwork report, Audio records, Full transcripts, Crosstabs (disaggregated results), and a Final Report.

**The project team will:**

* Provide research instruments;
* Provide profile of participants that will be involved in the qualitative component of the study;
* Closely collaborate with the service provider throughout the entire process to ensure successful administration of the study;
* Monitor fieldwork process and conduct a quality control of received documents.

**Expected deliverables within the Contract\*:**

1. Inception report in English, that will include the defined methodology of the study and detailed timeline;
2. Piloting report in English, including initial findings (up to 5 pages);
3. Fieldwork report in English (up to 10 pages)
4. 1 completed data file (database) cleaned and tested for data errors. Acceptable formats: CSV, SPSS, R, Excel. Data file must not be submitted in MS Word or pdf format.
5. Completed data files (databases) in the .XML format.
6. 2 data dictionaries with variable coding scheme in Romanian and in English.
7. Final Report, in English and Romanian (up to 30 pages), including Executive summary, methodological aspects of the study, description and interpretation of the main findings, description of the results of conducted statistical analysis, conclusions and recommendations. The report will reflect the preferences of the video and TV content demand among citizens, channels of accessing the content, TV stations and online platforms approach and vision on diversifying the entertainment programming available for viewing, using statistical and qualitative information collected within the study.

\*Any material and information performed under this assignment vests with IREX. The Provider will ask a prior approval from IREX in Moldova to use any of provided information.

\*\* IREX has the right to ask all raw data and any material used for this study.

**II. Projected Timeline:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Deliverables** | **February – April 2019** | | |
| **February** | **March** | **April** |
| Inception report | Feb-21 |  |  |
| Piloting report | Feb-28 |  |  |
| Fieldwork report |  | March 28 |  |
| Databases, audio records and transcripts |  |  | April 8 |
| Final report |  |  | Apr-15 |

**III. Bid Content**

The bidder will present the following documents.

A company profile including activity report with relevant examples of completed similar assignments performed during the last 2 years (up to 1 page) and at least 2 references;

1. Company Portfolio with samples of relevant works, including works for non-profit organizations, including CVs of experts;
2. Description of study implementation (pre-testing, data collection and processing, quality checking);
3. Proposal Submission Form;
4. Financial Proposal.

**IV. Bid Evaluation Methodology and Criteria**

|  |  |  |
| --- | --- | --- |
| **Area** | **Percentage weighting** | **Comments** |
| Technical approach | 30 | Demonstrated understanding of project goals and component tasks. Clear and substantiated description of the study implementation including pre-testing, fieldwork conducting and coordination, detailed description of quality control and data validation procedures and techniques. |
| Organizational Capacity | 15 | Proven experience in conducting qualitative and quantitative studies, namely face-to-face surveys, in-depth interviews focus-groups. Description of projects organization and implementation, including working with core and field staff (project management and working procedures). |
| Key Staff | 5 | The applicant should provide detailed information on staff professional background and experience in organization/coordination/conducting activities similar to those they will be facilitating within the framework of the current study. |
| Cost | 50 | Reasonableness and appropriateness of costs. Clear alignment between level of effort, technical approach, and deliverables. |
| Total | **100** |  |

1. **Preliminary Examination:**
   1. ***Verification***

The Bidders shall verify that the bids have all required documents, including (but not limited to):

1. The validity of bid is for the period requested in Annex no. II. A bid with a shorter validity shall be rejected.
2. All documents, including technical and financial documentation, requested in the clause III have been submitted, are complete, and clear. If any of the documents named in the said clause is missing, the bid shall be rejected.

* 1. ***Eligibility***

Bids shall be examined to verify whether the Bidder and all parties constituting the Bidder (partners in a Joint Venture and/or Sub-contractors) are eligible for Contract award.

If the Bidder or its Partner and/or Sub-Contractor Bidders have:

1. nationality from a country with a sanction imposed by the United Nations Security Council; or
2. been debarred or suspended from participation in procurements funded by the United States Federal Government or otherwise prohibited by applicable United States law or Executive Order or United States policies, including under any existing anti-terrorist policies; or
3. been barred from participation in procurements financed by the World Bank, Moldova Acquisition Agency, or any other International Organizations/Agencies.

Bids submitted by ineligible Bidders or proposing ineligible Sub-contractors shall be rejected.

1. **Technical Evaluation**

The technical bid will be evaluated with maximum 50% of the obtainable 50 points assigned for technical bid.

A bid shall be rejected at this stage, if it fails to achieve the minimum technical threshold of 20 points prior to any price bid being opened and compared.

1. Technical approach – 30 points
2. Organizational Capacity – 15 points;
3. Key staff – 5 points;
4. **Financial Evaluation**

As a result of the financial evaluation each bid shall be given a score, with a maximum of 50 points, to be considered in the combined evaluation of bids.

The total number of points for Financial Evaluation which a Bidder may obtain for its bid is as follows:

1. Reasonableness and appropriateness of cost - 10 points;
2. Clear alignment between level of effort, technical approach, and deliverables - 10 points;
3. The bid with the lowest evaluated price (Fmin) will be given a financial score (SF) of 30 points. The financial scores of the other bids will be computed using the following formula:

SF = (Fmin/Fi*)* x 30

where Fmin is the is the lowest evaluated bid price Fi is the evaluated price of the bid under consideration.

**Annex II**

**BID SUBMISSION FORM**

Dear Sir / Madam,

Having examined the Solicitation Documents, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide the **“Assessment of Video and TV Content Demand and Preferences**” services at the order of the IREX in Moldova/Creating Content Connections Project for the sum as may be ascertained in accordance with the Financial Bid attached herewith and made part of this Bid.

We undertake, if our Bid is accepted, to commence and complete assignment of all deliverables specified in the contract within the time frame stipulated.

We agree to abide by this Bid for a period of sixty (60) days from the date fixed for opening of Bids in the Invitation for Bid, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that you are not bound to accept any Bid you may receive.

Dated this day /month of year

### Signature

(In the capacity of)

Duly authorized to sign Bid for and on behalf of

**Annex III**

**FINANCIAL BID**

The bidder is asked to prepare the financial Proposal and submit it along with technical Proposal.

**The Financial Proposal must be submitted on separate sheet.**

All prices/rates quoted must be in MDL and include VAT 0%.

The financial Proposal must provide a detailed cost breakdown. Provide separate figures for each functional grouping or category.

The format shown below should be used in preparing the financial Proposal.

|  |  |  |  |
| --- | --- | --- | --- |
| **Financial proposal:**  Request for Proposals for **Assessment of Video and TV Content Demand and Preferences** | | | |
| **Description of Activity/ Item** | **Specifications** | **Cost per unit, MDL** | **Total cost, MDL** |
| **I. Set-up stage** | | | |
| Piloting instruments | Report |  |  |
| Defining instruments | Adjusted instruments |  |  |
| Training of interviewers, survey forms operators |  |  |  |
| **Total stage I:** |  |  |  |
| **II. Field work stage** | | | |
| Conducting face-to-face interviews |  |  |  |
| Conducting focus-groups | 4 focus-groups |  |  |
| Conducting in-depth interviews | 20 in-depth interviews |  |  |
| Checking for quality data collection process | Field work report |  |  |
| **Total stage II:** |  |  |  |
| **III. Data processing, analysis, and reporting (English and Romanian versions):** | | | |
| Transcription of focus-groups and interviews | 24 transcripts |  |  |
| Validation, cleaning data |  |  |  |
| Inputting data into database |  |  |  |
| Analysis of received data and developing the research report |  |  |  |
| Final report |  |  |  |
| **Total stage III:** |  |  |  |
| **Total price** |  |  | **0.00 MDL** |

\* - No lump sum is accepted

/signature/ and /stamp/ Date