

# Terms of Reference

## Development and implementation of a set of public surveys

---

### **A. Title: “Enhancing democracy in Moldova through inclusive and transparent elections” (EDMITE) Project**

### **B. Project Description**

The long-standing partnership between the Central Electoral Commission and UNDP resulted in the establishment of a strong professional institution, able to provide transparent and inclusive democratic elections. The Central Electoral Commission with UNDP support, managed to move the electoral process in the Republic of Moldova to an advanced level through the development and use of the modern and innovative State Automated Information System “Elections” (SAISE). During 2012 – 2017, UNDP offered support to the Central Electoral Commission (CEC) in the areas of gender equality and human rights, institutional capacity development, strategic development of the Center for Continuous Electoral Training (CICDE) to deliver professional training to electoral officials, political party finance legislation implementation and transparent electoral reform processes. Moreover, substantial steps were taken in addressing challenges to the electoral process related to the data quality and data exchange possibilities among key registers owned by different government institutions.

Based on the solid results achieved, UNDP continues to support the CEC and CICDE to ensure the finality and sustainability of the previous UNDP interventions through the new Project “Enhancing democracy in Moldova through inclusive and transparent elections” (further referred to as the “EDMITE Project”).

One of the objectives of the EDMITE Project is to provide technical assistance to CEC and CICDE to develop and implement civic education and voter information campaigns throughout the years 2017 – 2019. The goal of these campaigns is to inform the public, including different target and vulnerable groups (women, youth, people with disabilities, linguistic minorities groups and the Diaspora) about the electoral processes and Moldovan electoral system, as well as to improve the communication between the Central Electoral Commission the citizens and other relevant stakeholders.

In this regard, and in the light of the 2018 Parliamentary and 2019 General Local Elections, the EDMITE Project will support the CEC to conduct a set of independent public opinion surveys, to track the impact of the planned civic education and voter information campaigns and changes of the public perceptions regarding the work of the CEC and CICDE, i.e. the quality and accessibility of the civic education and voter information campaigns and the quality of electoral processes, managed by the CEC.

### **C. Scope of Services and Expected Outputs**

The EDMITE Project intends to contract a national experienced research company which will be required to conduct a set of public opinion surveys as follows:

- Survey conducted on a controlled group (up to 250 people) – May 2018
- Survey conducted on a controlled group (up to 250 people) – beginning of November 2018
- Survey conducted after 2018 Parliamentary Elections (at least 1,400 respondents) – January 2019
- Survey conducted after 2019 Local General Elections (at least 1,400 respondents) – September 2019

Thus, the selected company shall undertake the following tasks:

- Prepare the methodology of the surveys, including specific questions to be discussed and agreed in consultation with the CEC, CICDE and EDMITE Project. The methodology shall include quantitative methods with respondents of different age groups, gender, education, ethnicity, language, social and economic backgrounds as well as geographical locations throughout the Republic of Moldova. The acceptable margin of error will be agreed between the contracted company and the EDMITE Project in advance.
- Conduct two surveys on a controlled group preliminary discussed and agreed with CEC, CICDE and EDMITE Project;
- Conduct two large public opinion surveys according to the timeframe discussed and agreed with the CEC, CICDE and EDMITE Project;
- Produce transcripts of interviews/results of questionnaires;
- Prepare a detailed analysis of the survey results, including summary of responses to each question divided by different groups of respondents (age, sex, education, rural/urban, etc.);
- Develop Reports after each survey conducted, which shall contain:
  - ✓ Executive Summary;
  - ✓ Overall results of the survey, disaggregated per age, sex, education, urban/rural, etc.
  - ✓ Applied methodology. Description in details on how the research was done (research methods and tools);

how the sample was selected and how data were collected, including how were potential subjects identified; how, where, how many times, and by whom potential respondents were contacted; how was informed consent obtained; how many people were approached and how many of those agreed to participate;

- ✓ Professional analysis of results. The analysis must summarize data in a manner that it is easily understood and provides clear answers to the survey questions;
- ✓ Recommendations on how to address the identified issues;
- ✓ Annexes with all transcripts, rough data of the focus groups and interviews;
- Present the survey results to the EDMITE Project, CEC, CICDE and key stakeholders. During the presentation, the contracted company shall:
  - ✓ Present, interpret and discuss the findings. The presentation should not simply reiterate results, but provide a critical reflection upon both the results and the processes of data collection. The discussion should, among others, cover the answer to the following question “How well the study met the research question?” and “What were the problems encountered in the research?” honestly judging the constraints encountered in conducting of the survey.
  - ✓ Present conclusions and recommendations.
- Prepare a set/compilation of the graphical representation of answers (graphs, pictures, tables, charts, etc.) accompanied with short findings formulated in a clear, factual, and concise manner to be used for social media, with a specific accent on women and youth.

#### D. Deliverables

	<b>Key Deliverables</b>	<b>Period of implementation Deadline *</b>
<b>Survey 1 (250 respondents)</b>		
1	Inception Report that shall contain, but not limited to, the proposed survey methodology, draft questionnaire for interviews, submitted and approved	Within 1 week following the award of the contract
3	Survey data collected and processed	By mid-May 2018
3	Report submitted for comments and suggestions	By end-May 2018
4	One-day presentation of the survey results provided to the CEC, CICDE, EDMITE Project and key stakeholders	By mid-June 2018
5	Set/compilation of the graphical representation of answers (graphs, pictures, tables, charts, etc.) accompanied with short findings formulated in a clear, factual, and concise manner to be used for social media, with a specific accent on women and youth	By mid-June 2018
<b>Survey 2 (250 respondents)</b>		
1	Survey data collected and processed	By end-October 2018
2	Report submitted for comments and suggestions	By Mid-November 2018
3	One-day presentation of the survey results provided to the CEC, CICDE, EDMITE Project and key stakeholders	By 7 December 2018
4	Set/compilation of the graphical representation of answers (graphs, pictures, tables, charts, etc.) accompanied with short findings formulated in a clear, factual, and concise manner to be used for social media, with a specific accent on women and youth	By 14 December 2018
<b>Survey 3 (1,400 respondents)</b>		
1	Updated methodology, questions, draft questionnaire for interviews, submitted and approved	By mid-January 2019
2	Survey data collected and processed	By mid-February 2019
3	Report submitted for comments and suggestions	By mid-March 2019
4	One-day presentation of the survey results provided to the CEC, CICDE, EDMITE Project and key stakeholders	By end-March 2019
5	Set/compilation of the graphical representation of answers (graphs, pictures, tables, charts, etc.) accompanied with short findings formulated in a clear, factual, and concise manner to be used for social media, with a specific accent on women and youth	By 15 April 2019
6	Report in both Romanian and English submitted	
<b>Survey 3 (1,400 respondents)</b>		

1	Updated methodology, questions, draft questionnaire for interviews, submitted and approved	By end-September 2019
2	Survey data collected and processed	By mid-October 2019
3	Report submitted for comments and suggestions	By mid-October 2019
4	One-day presentation of the survey results provided to the CEC, CICDE, EDMITE Project and key stakeholders	By end-October 2019
5	Set/compilation of the graphical representation of answers (graphs, pictures, tables, charts, etc.) accompanied with short findings formulated in a clear, factual, and concise manner to be used for social media, with a specific accent on women and youth	By 20 November 2019
6	Final Report in both Romanian and English submitted	

*\*) This is a tentative timeframe, while the final dates for providing the deliverables will be confirmed after the consultations with the CEC.*

Final Reports on the survey results shall be submitted in electronic version using the standard software products (Microsoft Office Word, Excel, Access and PowerPoint).

### **Confidentiality statement**

All data and information received from UNDP, CEC and CICDE management for this assignment is to be treated confidentially and are only to be used for the execution of these Terms of Reference. All intellectual property rights arising from the execution of these Terms of Reference are assigned to UNDP. The contents of written materials obtained and used in this assignment may not be disclosed to any third parties without the expressed advance written authorization of the EDMITE Project.

The surveys should be conducted in an ethical manner and in accordance with best research practices. The contracted company will adhere to the two important ethical issues when conducting the survey: confidentiality and informed consent of each individual participant. The respondent's right to confidentiality should always be respected and the legal requirements on data protection adhered to.

### **E. Institutional Arrangement**

The company will work under the supervision of the EDMITE Project Manager in close cooperation with CEC designated staff.

For the performance of works the contracted company is expected to closely cooperate with the CEC Communication Department, CICDE and EDMITE Project on development of concrete content.

The payment of the contract will be done in several instalments after production, delivery and approval of the products.

The unit prices shall be **exclusive of VAT**.

Contractor's performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, accuracy and quality of the products delivered.

### **F. Timeline**

The entire assignment shall be carried out in the period April 2018 – November 2019. The Project will require at least ten days to review the outputs, provide comments, approve or certify acceptance of outputs.

### **H. Language**

All administrative communications and documentations should be in English (hard and electronic copy). Survey related activities will be developed and implemented in both Romanian and Russian languages.

All Reports and deliverables will be presented both in Romanian and English languages.

### **I. Eligibility Criteria**

Interested companies should meet the following minimum qualification criteria:

#### **For the company or consortia of firms:**

- Have at least 5 years of relevant experience in conducting qualitative and quantitative surveys (e.g. market research / general population and business-to-business, social polling, political surveys and other related opinion polls);
- Have implemented at least 2 (two) opinion surveys at the national level, with at least 1,000 respondents successfully designed and implemented in the last 3 years;
- Be an officially registered legal entity in Moldova.

**Failure to comply with the above-mentioned minimum requirements may constitute a reason for disqualification.**

### **Criteria for the evaluation of the corporate competencies:**

- At least 5 years of relevant experience in conducting qualitative and quantitative surveys (e.g. market research / general population and business-to-business, social polling etc.) (5 years – 20 pts., each additional year – 5 pts., up to max 45 pts.);
- Have at least 2 (two) public opinion surveys at the national level, with at least 1,000 respondents successfully designed and implemented in the last 3 years (2 projects – 15 pts., each additional project – 5 pts., up to max 40 pts.);
- Experience to conduct surveys on both local and national levels (No – 0 pts., Yes – 15 pts.);
- Have a pool of trained and qualified (certified) staff (No – 0 pts., Yes – up to 20 pts.)
- Previous relevant experience in working with Moldovan state institutions will be an asset (No – 0 pts., Yes – up to 20 pts.)
- Working experience with UN Agencies and/or other international organizations will be an asset (No – 0 pts., Yes – up to 15 pts.)

### **Task Manager:**

- University degree in Business Administration, Law, International relations or other related field (University degree – 5 pts.; Masters – 10 pts.)
- Experience in similar managerial position in at least 3 projects (less than 3 projects – 0 pts., 3 projects – 10 pts., each additional project – 2 pts., up to max 20 pts.)
- Minimum 4 years of experience in organizing, managing design and conducting sociological surveys (less than 4 years – 0 pts., 4 years – 10 pts., each additional year – 2 pts., up to max of 20 pts.)
- Experience in working with Moldovan state/governmental institutions is an asset (No – 0 pts., Yes – 10 pts.);
- Working experience with UN Agencies and/or other international organizations will be an asset (No – 0 pts., Yes – 10 pts.)
- Proficiency in English, Romanian and Russian is a must, working knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language – is an asset (English – 5 pts., Romanian and Russian – 2.5 pts. each; 2 pts. each language, up to max. 20 pts.)

### **Lead Expert:**

- University degree in Psychology, Journalism, International relations or other related field (University degree – 5 pts.; Masters – 10 pts.)
- Minimum 4 years of professional experience in conducting and analysis of sociological surveys etc. (4 years – 10 pts., each additional year – 2 pts., up to max of 20 pts.)
- Professional experience in similar position (3 projects – 10 pts, each additional project – 2 pts, up to max. 20 pts.);
- Experience in working with Moldovan state/governmental institutions will be an asset (No – 0 pts., Yes – up to 5 pts.)
- Working experience with UN Agencies and/or other international organizations will be an asset (No – 0 pts., Yes – 5 pts.)
- Proficiency in English, Romanian and Russian is a must, working knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language – is an asset (English – 5 pts., Romanian and Russian – 2.5 pts. each, 2 pts. each language, up to max. 20 pts.)

### **Junior expert:**

- University degree in Psychology, Journalism, International relations or other related field (University degree – 5 pts.; Masters – 10 pts.)
- Minimum 2 years of experience in a similar position, dealing with design, conducting and analysis of sociological surveys (less than 2 years – 0 pts., 2 years – 10 pts, each additional year – 5 pts., up to max of 20 pts.)
- Experience in working with Moldovan state/governmental institutions will be an asset (No – 0 pts., Yes – up to 5 pts.)
- Working experience with UN Agencies and/or other international organizations will be an asset (No – 0 pts., Yes – 5 pts.)
- Proficiency in English, Romanian and Russian is a must, working knowledge of one or more additional languages relevant for Moldova, including Bulgarian, Gagauzian, Romani, Ukrainian or sign language – is an asset (English – 5 pts., Romanian and Russian – 2.5 pts. each, 2 pts. each language, up to max. 20 pts.)

### **Failure to comply with the above mentioned minimum requirements may constitute a reason for disqualification.**

The UNDP Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.