

TERMS OF REFERENCE

Design and conduct a public Opinion Survey on electoral processes

Project title: Enhancing democracy in Moldova through inclusive and transparent elections (phase II)

Implementation period: June – October 2021

A. Background

Electoral support and capacity development are part of UNDP's democratic governance assistance worldwide, through which UNDP helps nations build democratic frameworks to improve representation, accountability, and transparency for the benefit of citizens.

UNDP has a long-standing partnership with the Central Electoral Commission (CEC) aiming at advancing the democratic electoral processes in Moldova by consolidating the transparency and efficiency of elections' management, modernization of electoral IT solutions and enhancing the inclusiveness and participation of voters. This partnership, which spans over 10 years, resulted in the establishment of a strong professional institution, development of a modern State Automated Information System "Elections" (SAISE), the enhancement of the State Register of Voters' accuracy and the design and implementation of effective long-term civic and voter education instruments.

Since 2017, the Project "Enhancing democracy in Moldova through inclusive and transparent elections" supports the Central Electoral Commission to enhance the transparency and inclusiveness of the electoral process in Moldova by ensuring a more independent and credible electoral administration and better informed and proactive citizens.

With the continuous UNDP assistance, the CEC demonstrated a high capacity of carrying out transparent, safe and "well-administered" elections (as attested by OSCE/ODIHR Observation Mission) throughout challenging electoral cycles, including the 2020 Presidential Elections, organized in the context of the COVID-19 pandemic.

Building on the sustainable results achieved during its first phase of implementation (2017 – 2020), the objectives of the current Project phase (2020 – 2023) are:

- Enhance the inclusiveness of the electoral process by increasing the functional and technical capacities of the State Automated Information System "Elections" (SAISE);
- Improve the legal and regulatory framework to respond to the EOM recommendations;
- Strengthen the capacity for effective and coherent oversight and monitoring on political party financing; and
- Enhance the political participation of citizens by setting up and implementing the voters' information and civic education programs;

The goal of the voter information and civic education programs 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 the context of the early 2021 Parliamentary Elections, the UNDP Project intends to conduct an independent public opinion survey to assess the public perceptions about elections, the CEC/CCET work and the overall quality of electoral processes. Moreover, the results and findings will be further used for adapting the civic education and voter information programs to the needs of different groups of voters, as well as the Project outreach strategy.

B. Scope of services and expected outputs

The UNDP Project intends to contract an experienced research company (hereinafter "the Company"), to conduct a public Opinion Survey (with at least 1,500 respondents) after the early 2021 Parliamentary Elections.

The Company will undertake the following tasks:

- Prepare the methodology, structure and timeframe of the survey, including specific questions (in Romanian and Russian languages) to be discussed and agreed in consultation with the UNDP Project and CEC;
- Conduct one public Opinion Survey according to the timeframe discussed and agreed with the UNDP Project and CEC;

- Prepare a detailed analysis of the Opinion Survey results, including summary, disaggregation and crosstabulation of responses to each question;
- Elaborate the Opinion Survey Report, which shall contain:
 - ✓ Executive Summary (including a detailed description of the applied methodology and main findings).
 - ✓ Overall results of the Opinion Survey, disaggregated per age, gender and location.
 - ✓ Assessment of the Opinion Survey results (including the comparison with the results of previous opinion surveys and identified issues and constraints).
 - ✓ Conclusion and recommendations.
 - ✓ Annexes with all transcripts and source data.
- Present the survey results to the CEC, CCET, UNDP Project and key stakeholders.
- Prepare a set of graphical representations of the Opinion Survey results in .EPS and .PNG formats in Romanian and English languages (each result accompanied with short findings) – to be used for social media distribution.

C. **Key deliverables and tentative timetable**

	Key deliverables	Tentative deadline
1.	Detailed inception report (<i>including the proposed survey methodology, and draft questionnaire for interviews in Romanian and Russian languages</i>) - submitted and approved by the UNDP Project and CEC.	by 18 June 2021
2.	Opinion Survey data – collected, processed, and submitted in a disaggregated manner to the UNDP Project and CEC.	by 13 August 2021
3.	Draft Opinion Survey Report (in Romanian) - submitted to the UNDP Project and CEC for review.	by 03 September 2021
4.	Presentation of the Opinion Survey results, main findings and conclusions (in Romanian and English) – delivered for the CEC, CCET, UNDP Project and key stakeholders	by 17 September 2021
5.	Graphical representation of the Opinion Survey results in .EPS and .PNG formats in Romanian and English languages (combined with short findings) – prepared for social media distribution and submitted to the UNDP Project and CEC.	by 04 October 2021
6.	Final Opinion Survey Report in Romanian and English languages – submitted to the UNDP Project and CEC.	by 04 October 2021

Note: Deliverables and the activity timeline can be amended or further specified for the purpose of the assignment.

D. **Confidentiality statement**

All data and information received from the UNDP Project and CEC for the purposes of this assignment are to be treated confidentially and 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 UNDP.

The survey shall be conducted in an ethical manner and in accordance with best research practices.

The Company will adhere to the two important ethical issues when conducting the survey: confidentiality and informed consent of each individual respondent. The respondents' right to confidentiality should always be respected and the legal requirements on personal data protection adhered to.

E. **Required qualifications of the Company**

Interested bidders should meet the following minimum requirements:

- Have at least 6 (six) 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 surveys).

- Have implemented at least 5 (five) public opinion surveys conducted at the national level (with at least 1,000 respondents) in the last 4 (four) years.
- Be a legal entity officially registered in the Republic of 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 6 (six) years of relevant experience in conducting qualitative and quantitative surveys (*6 years – 25 pts., each additional year – 5 pts., up to max 50 pts.*).
- At least 5 (five) public opinion surveys conducted at the national level (with at least 1,000 respondents) in the last 4 (four) years (*5 public opinion surveys – 25 pts., each additional project – 5 pts., up to max 50 pts.*).
- Demonstrated experience in conducting surveys at both local and national levels (*up to 20 points*).
- Demonstrated experience of working with Moldovan public institutions will be an advantage (*no – 0 pts., yes – 20 pts.*).
- Demonstrated experience of working with Central Electoral Commission will be an advantage (*no – 0 pts., yes – 20 pts.*).
- Working experience with UN Agencies and/or other international organizations will be an advantage (*no – 0 pts., yes – 20 pts.*).

Criteria for the evaluation of the management structure and key personnel:

Task Manager:

- University degree in Business Administration, Law, International relations or another related field (*University degree – 5 pts.; Master's degree – 10 pts.*).
- Experience as Task Manager in at least 4 (four) similar projects (*4 projects – 15 pts., each additional project – 5 pts., up to max 30 pts.*).
- At least 5 (five) years of experience in organizing, managing and conducting sociological surveys (*5 years – 15 pts., each additional year – 5 pts., up to max 35 pts.*).
- Proven experience in working with Moldovan state/governmental institutions is an asset (*no – 0 pts, yes – 15 pts.*).
- Proficiency in Romanian, Russian and English languages (*5 pts each*).

Lead Expert:

- University degree in Psychology, Journalism, International relations or another related field (*University degree – 5 pts.; Master's degree – 10 pts.*).
- Experience as Expert in at least 4 (four) similar projects (*4 projects – 10 pts., each additional project – 5 pts., up to max 25 pts.*).
- At least 5 (five) years of experience in organizing and conducting sociological surveys (*5 years – 10 pts., each additional year – 5 pts., up to max 25 pts.*).
- Proven experience in working with Moldovan state/governmental institutions is an asset (*no – 0 pts, yes – 15 pts.*).
- Proficiency in Romanian and English languages (*5 pts. each*).

Junior expert:

- University degree in Psychology, Journalism, International relations or another related field (*University degree – 5 pts.; Master's degree – 10 pts.*).
- At least 3 (three) years of experience in organizing and conducting sociological surveys (*3 years – 10 pts., each additional year – 5 pts., up to max 25 pts.*).
- Proven experience in working with Moldovan state/governmental institutions is an asset (*no – 0 pts, yes – 15 pts.*).
- Proficiency in Romanian and English languages (*5 pts. each*).

F. Institutional arrangements

The Company shall fulfil its contractual assignments under the guidance and direct coordination of the UNDP Project.

Deliverables shall be approved by the UNDP Project Manager.

All documentation related to deliverables shall be provided by the Company in the Romanian and English languages.

Payments shall be done in multiple tranches, upon approval of the corresponding deliverables.

All prices/ costs shall be **exclusive of VAT**.

G. Timeframe

Contractual assignments shall be initiated not later than the June 18th, 2021 and shall be fully completed not later than the October 4th, 2021.