



Request for Proposals

NDI Political Parties *Movement Based Parties and Partnerships for Change*

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Responses Due: May 12, 2023 by 5:00 pm ET

Applicants may email questions and responses to the following contact:

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I. About NDI

The National Democratic Institute (NDI) is a nonprofit, nonpartisan, nongovernmental organization that has supported democratic institutions and practices in every region of the world for more than three decades. NDI receives grants and cooperative agreements to pursue its mission from U.S. Federal agencies, including the U.S. Agency for International Development (USAID) and the Department of State (DOS), as well as grants and service contracts from private and international donors such as the United Nations Development Fund, the U.K. Department for International Development (DFID) and the World Bank, among others.

Since its founding in 1983, NDI and its local partners have worked to establish and strengthen political and civic organizations, safeguard elections and promote citizen participation, openness and accountability in government. NDI works on five continents with political parties, governments, parliaments and civic groups to establish and strengthen democratic institutions and practices. The Institute uses a multinational approach that reinforces the message that while there is no single democratic model, certain core principles are shared by all democracies. That philosophy has been applied in more than 132 countries since NDI's founding. NDI has been a pioneer in the use of technology as an integral component of democratic development. The Institute has helped citizens create and refine tools to advocate, organize and mobilize in ways that encourage governments to be more accountable and create opportunities for citizen-led social and political change.

II. NDI and Movement Based Parties

In countries as diverse as Armenia, Italy, Mexico, Spain and Ukraine, Movement-Based Parties (MBPs) are competing in elections, entering legislatures and leading governments. These groups represent a broad spectrum of political values and goals and respond to a myriad of local and transnational issues. MBPs express a profound desire for change, not just in the policies political leaders propose but how parties are organized and how they engage citizens. Many MBPs reject the label of "political party" even as they perform functions that are the sole preserve of political parties: they field candidates for public office and seek to control the reins of government. As such, they should be treated as parts of the political party system.

Often, MBPs owe their success to support from large numbers of citizens who are dissatisfied with the institutions that are supposed to represent them. As a result, MBPs

sometimes provide opportunities for more groups to participate in and identify with the political system. However, when they fail to translate initial momentum into better service delivery or other improvements in politics, they risk further accelerating disenchantment with democratic institutions. Regardless of their democratic credentials, all MBPs shed some light on unmet needs in the party system and potential threats to democracy. In addition, democratic MBPs offer innovations and lessons learned that could be helpful for similar organizations in other countries and for renewing traditional political parties and the party system as a whole. As MBPs become features of the political landscape in several countries, they are increasingly partners in democracy support initiatives, and democracy support programs need to be tailored to their needs and interests.

The NDI Political Parties Team has conducted the MBP Initiative to adapt democracy support tools for use with MBPs since 2020.

III. Partnerships for Change:

Movement-based parties arise out of dissatisfaction with the parties present in, and policy outputs of, a given party system. As such, MBPs rely on an initial base of voters who are dissatisfied with the status quo, and who support policies that drive democratization and reform. These voters expect MBPs to both implement their agenda and remain true to their democratic principles.

Given the expectations of these voters, MBPs are driven by two sometimes contradictory impulses: on the one hand, they want to change the system, and need to remain true to some aspects of the anti-establishment principles that gained them their initial base of support in order to retain that base. On the other hand, they need to collaborate with other actors that are already within that system to achieve results and satisfy their base. This second impulse creates a need to negotiate policy compromises and/or take on coalition partners that may alienate their base. This tension between challenging other actors and working with them has limited the effectiveness of many MBPs, who have struggled to build the coalitions necessary to realize their goals and may lose momentum and/or direction in the process, and may cease to have a positive impact on democratization in their country.

To help address this tension, NDI will develop a training module on “Partnerships for Change” that seeks to help MBPs deepen their skills in coalition-building and help them determine what compromises and coalition partners will best aid them in their goal of staying true to their democratic mission of reform while implementing their agenda and retaining their base

This module will have two distinct components. The first component will focus on **building electoral and civic coalitions outside of government** to help drive change at the ballot

box. This portion of the training will build upon NDI's existing landscape mapping tools by providing lessons on co-developing strategy, working within broader social/political movements, and building viable electoral coalitions.

The second component will focus on how to garner support for change within government, including by **deepening negotiation techniques and building cross-party coalitions**. Lessons within this portion of the training will cover topics including political negotiation, confidence building, and partnership best practices. These modules will complement NDI's existing resources on MBP strengthening and should be explicitly designed to complement them.

III. Scope of Work

NDI is soliciting proposals from qualified consultants / firms to provide technical assistance in the development of our training module "Partnerships for Change" for a period between June 1 to July 30, 2023 and containing approximately 10 to 20 consultant working days (please specify your proposed number of working days in your proposal).

The training module shall consist of materials for a single training (see list below) for reform-minded political party members on the module topic of building a coalition for democratic change in order to sustain electoral success and implement the party's agenda without compromising on democratic principles. The training module should be deliverable in separate versions for both one or two full days of training and should be sufficiently documented such that it can be delivered by NDI staff and/or other consultants selected by NDI.

The module will be designed with the potential for use together with the four training modules previously developed by NDI or as a stand alone module. This includes but it not limited to developing the following for the module:

- Workshop agendas
- PPT presentations adaptable for different regional contexts
- Participant handouts, worksheets, and exercises
- A trainer guidance document;
- Feedback questionnaires to be completed by training participants for use in MEL activities

During the material preparation period, the consultant / firm will prepare the materials and revise them with feedback from NDI staff as appropriate. The last two days of the consultancy will consist of the consultant training NDI staff virtually or in person in the use of the developed materials to train political parties.

IV. Criteria for Consultant Selection

Consultant(s)/firms who meet the following criteria will be given preference:

- Experience delivering trainings to political party members and/or leadership and/or other political figures
- Experience preparing training guides / manuals
- International experience, especially MENA experience, and more broadly, knowledge of, and political experience within, countries of the Global South
- An understanding of and/or experience within electoral authoritarian political party systems
- Experience with, and understanding of, movement-based political parties and their role in democratization
- Experience in the field of political inclusion of historically marginalized groups
- Competitiveness of the total cost of the consultant(s)/firm's proposal (number of days times daily rate).

V. Proposal Guidelines and Submission Process

Proposals should include the following information:

- Company/consultant history and core services
- CVs of consultant(s)/staff members to be involved in the project
- A sample list of previous clients, 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.
- A portfolio of past work including any work on/with MBPs
- If the execution of work to be performed by an applicant 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.

All final proposals should be submitted via email to gkuckes@ndi.org at the National Democratic Institute by **5:00 pm ET on May 19, 2023**.

Early submissions are welcome and appreciated. NDI will evaluate bids based on the applicant'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 applicant(s) would be expected to use NDI's standard contract template, a copy of which is available upon request.