



Request for Proposal (RFP) Qualitative Research Services in Ukraine

National Democratic Institute (NDI)
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BACKGROUND

NDI has actively supported Ukrainian efforts to strengthen democratic institutions and advance democratic reforms since 1992. NDI's program provides high quality analysis to a wide range of program partners and expects to conduct multiple waves of qualitative research over the next year.

SUMMARY

The National Democratic Institute (NDI) is planning to conduct qualitative research to provide NDI's partners with information about the thoughts, beliefs, and attitudes of the public towards specific aspects of the political system. Research objectives for each activity will vary, but in general, NDI wants to explore citizen priorities, vulnerability to disinformation, attitude towards a variety of topics including elections, reforms, leaders, parties and policies as well as motivators and barriers to civic participation.

For each qualitative research project, responsibilities are split between NDI, a local vendor, and an external facilitator (solicited under this request for proposals).

Local vendor responsibilities are as follows:

- recruit participants,
- provide experienced moderators,
- organize and conduct qualitative research in specific locations,
- provide transcripts in Ukrainian/Russian and English.

External contractor responsibilities are detailed below:

NDI Responsibilities	Contractor Responsibilities
<ul style="list-style-type: none"> ● Approve and translate all necessary research materials; ● Organize and implement fieldwork through a local vendor; ● Provide logistics and accommodation during fieldwork, including international travel arrangements for the vendor (if necessary); ● Approve preliminary conclusions following the completion of the fieldwork; ● Approve final report; ● Ensure that NDI Ukraine staff has dedicated time to attending training sessions. 	<ul style="list-style-type: none"> ● Prepare drafts of necessary research materials (moderator guides and selection matrices for focus group discussions, guides for in-depth interviews, information session materials and questionnaires for deliberative polling); ● Brief the moderators and observe fieldwork in person; ● Prepare preliminary conclusions following the completion of the fieldwork; ● Following receipt of transcripts, analyze findings and draft a final report for NDI Ukraine staff in Kyiv; ● Train NDI staff in Kyiv and Washington, DC on best practices relevant to conducting qualitative research.

This request for proposals indicates the National Democratic Institute's (NDI) intention to contract with a research firm/consultant to conduct up to 3 different types of qualitative research activities:

1. Focus group discussions
2. In-depth Interviews
3. Deliberative Polling

Interested organizations or consultants are invited to apply for all elements **together or any of these separately**. NDI reserves the right to contract these elements out separately. If the daily price of the services

is different for each element of this proposal, please include prices for each element separately. Pricing should be valid for the 12-month duration of the contract.

GENERAL SCOPE OF WORK

NDI seeks to carry out multiple rounds of various qualitative research projects throughout Ukraine:

- Focus group discussions;
- In-depth interviews;
- Deliberative polling.

Focus group discussions (FGDs)

- On average, fieldwork takes from 8 to 14 days and can be conducted in-country or remotely, depending on the security environment.
- Average duration of focus group discussion varies from 1 hour 30 minutes to 2 hours.
- For most projects, the number of groups per round varies between 16 and 21 groups. However, the number of groups will depend on specific research goals and will be communicated prior with successful bidder(s).
- NDI is planning to carry out up to 8 rounds of FGDs.

In-depth interviews

- No travel is required for in-depth interviews
- On average, fieldwork takes from 8 to 14 days.
- Average duration of in-depth interviews varies from 1 to 2 hours.
- Number of interviews will depend on specific research goals.
- NDI Ukraine is planning to carry out up to 3 rounds of in-depth interviews.

Deliberative polling

- On average, fieldwork takes from 10 to 16 days and can be conducted in-country or remotely, dependent upon the security environment.
- Average duration of the session is 4 to 8 hours.
- Number of sessions and locations will vary. However, NDI has done 4 sessions during the previous rounds.
- NDI Ukraine is planning to carry out up to 2 rounds of deliberative polling.

Training on qualitative research best practices

- As a part of supporting the qualitative research projects described above, the consultant would be expected to train and support NDI staff on best practices.
- Training could be conducted in-person or remotely, depending on the security environment.
- Training can take the form of guided practice, or a “learning by doing approach,” where the consultant observes and guides NDI staff completing tasks relevant to the research products, as well as dedicated sessions on specific topics.

TIMELINE

The exact timeline will be discussed and finalized with the successful bidder. Rounds of research will be scheduled according to programmatic needs and funding availability.

REQUIRED QUALIFICATIONS AND EXPERIENCE

All proposals should indicate research firm’s/consultant’s qualifications to conduct the component or components of their bidding proposals.

The proposal should include:

- General information about the bidder. Consultants should provide a CV; firms should provide the CV of key personnel proposed.
- A list of previous clients.

- Description of previous experience in conducting the types of research NDI is seeking to contract.
 - Understanding of the political environment, political players, historical context, media landscape in Ukraine is required.
 - Details of previous experience in conflict-affected countries/regions, and with conflict-impacted communities.
 - Details of vendor's Do No Harm strategy, trauma-responsive approaches, and ethical research standards
- A sample of analytical report prepared as a result of focus group discussions / in-depth interview / deliberative poll.
- 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.
- meline (number of days) for each activity required from a bidder (design of guides, preliminary conclusions following the fieldwork, analysis and final report). Timeline should be detailed and include points at which vendor would solicit input from NDI.

CONTACT DETAILS AND SUBMISSION DEADLINE

Please submit proposals in English via email to Samantha Nibali at snibali@ndi.org with a copy to Jerrel Gilliam at jgilliam@ndi.org. The deadline for submitting proposals is March 26, 2024. For further information, please contact Jerrel Gilliam via e-mail jgilliam@ndi.org.

NDI will evaluate bids based on vendor's ability to meet description of product needed, experience and price. NDI reserves the rights to reject any and all bids. NDI reserves the right to consider bids for modification at any time before a contract is awarded. NDI should not be liable for any costs associated with the preparation, transmittal, or presentation materials submitted in response to the RFP. Proposals are expected to be binding for a period of two years from the published response date.

Bidders must provide disclosure of any known past, present or future relationships with any parties associated with NDI. For example, applicant should disclose if a member of their Board is also a member of NDI's Board currently or in the past. The bidder also certifies that the prices offered were arrived at independently and without purpose of restricting competition with other offerers including but not limited to subsidiaries and that prices have not been and will not be knowingly disclosed to any other offerer unless required by law. Failure to comply with these requirements may result in NDI having to re-evaluate the selection of a potential bid.

Selected vendor will be required to submit a research guide approximately three weeks after selection, subject to NDI approval.

Please note that NDI intends to use a master services agreement (MSA) mechanism for this engagement. Under this mechanism, the MSA contract itself does not authorize any work or guarantee any payment but rather establishes agreed-upon rates for the work. The work itself is authorized and issued through task orders, which are subordinate agreements that outline a detailed scope, expected deliverables, timeframe for a specific project and a cost ceiling for the project, in accordance with the rates listed in the MSA. Payment under the MSA can only be made with a fully executed task order. A draft template is available upon request.

INFORMATION ABOUT NDI

The National Democratic Institute is a nonprofit, nonpartisan organization working to support and strengthen democratic institutions worldwide through citizen participation, openness and accountability in government. NDI has been supporting local democratization efforts in Ukraine since 1992.

For more information about NDI, please visit: www.ndi.org.