



**International  
Republican Institute**  
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## REQUEST FOR PROPOSALS

<b>Procurement Number:</b>	EUROPE2019T06o
<b>Open Date:</b>	October 16, 2019
<b>Questions Deadline:</b>	October 22, 2019
<b>Closing Deadline:</b>	October 26, 2019
<b>Geographical Area Restrictions:</b>	N/A
<b>Point of Contact:</b>	Zeynel Ates ( <a href="mailto:zates@iri.org">zates@iri.org</a> )

### Background

The International Republican Institute (IRI) is a nonprofit, nonpartisan, organization dedicated to advancing freedom and democracy worldwide. Since 1983, IRI has worked to develop democratic institutions and ideals, carrying out a variety of international programs to promote freedom, self-government and the rule of law worldwide. IRI provides technical assistance in the areas of political party strengthening, developing civic institutions and open elections, promoting democratic governance and advancing the rule of law.

The International Republican Institute is an international non-governmental organization with an office in Turkey. IRI regularly conducts programming activities throughout Ankara and in surrounding areas. IRI is seeking public opinion research data related to its programming.

### Period of Performance

Date of signature – January 31, 2020

### Statement of Work

#### OBJECTIVES OF THE RESEARCH

Gather insights into how the population perceives the state of media in Turkey.

#### IRI'S INFORMATIONAL NEEDS

IRI needs to:

1. **Understand how the youth population (18-35 years old) views the state of the media in Turkey.** Among this group, how do participants describe the nature, causes, and effects of the current state of the media their lives and the country as a whole? How serious do they feel this issue is, and why? What do they think can be done to address the problems, by whom/what groups/institutions? How do they assess the efforts made to do so?
2. **Understand how older generations (36 years old and older) in Turkey view the state of media in Turkey.** Among this group, how do participants describe

the nature, causes, and effects of the current state of the media their lives and the country as a whole? How serious do they feel this issue is, and why? What do they think can be done to address the problems, by whom/what groups/institutions? How do they assess the efforts made to do so?

## **METHODOLOGY**

The questions above are best addressed by a focus group study. Four groups, each lasting approximately 90-120 minutes and attended by 8-10 participants, should take place, two in Istanbul, Turkey and two in Ankara, Turkey.

All participants should:

- Be recruited from different neighborhoods within the research location cities
- Have completed secondary education
- Express strong interest in seeking and sharing news about domestic, regional and global issues and events that they believe affect their lives and the future of their society
- Not know any other participants in the same focus group session.
- Not have participated in a focus group or in-depth interview study in the past 12 months.

Each focus group should be:

- Differentiated by age group (18-35 years old, 36 years old and older)
- Roughly balanced by gender

## **GENERAL RESPONSIBILITIES OF THE OFFEROR**

Offeror will be responsible for managing all logistical aspects of the project above and should engage local support staff as necessary to complete the following:

- **Screener.** IRI will provide a draft screening questionnaire within two weeks of contract award based on the specifications above. The Offeror will review offer edits within three working days of receipt. Following IRI approval, the Offeror will translate the screener into Turkish. IRI reserves the right to review the translation prior to recruitment launch.
- **Recruiting participants.** Offeror will recruit all participants according to the screening criteria listed above. At least one week prior to the start of the first focus group session, the Offeror will provide a brief description of the composition of the groups in terms of age, gender, occupation, etc. Offeror should recruit 8-10 participants for each group as well as 2-3 alternates in case any of the original participants are unable to participate. All participants will be required to give written informed consent to participate in this study. IRI will provide draft informed consent language which may be adjusted by the bidder in order to conform to any specific legal requirements in the research country.
- **Discussion guide.** IRI will provide the draft discussion within two and a half weeks of contract award. Offeror will be welcome to offer suggestions for improvement and is expected to format and translate the discussion guide into Turkish. IRI reserves the right to review the translation(s.) At least one week prior to the first planned session, the discussion guide will be piloted with a group of 8-10 pilot participants who fit the recruitment criteria. This pilot will be moderated by the same moderator who will moderate the actual groups. The

- pilot session(s) will be video (preferred) or audio recorded and the recording will be provided to IRI. The Offeror will prepare a 1-2 page pilot report, based on a template provided by IRI. Once IRI has reviewed the template, some modification of the discussion guide may be required.
- **Focus group moderator.** Offeror will provide a trained and experienced moderator for groups in each city. The moderators should familiarize him/herself with the topic of discussion prior to the groups. The moderator will participate in a training of up to 4 hours with IRI staff.
  - **Observation.** The Offeror will provide for all groups a facility from which Turkish-speaking IRI staff may unobtrusively observe.
  - **Recording of focus group discussions.** Audio and/or video record all aspects of research necessary for full and accurate data collection, transcript generation and inclusion of illustrative samples in the final analytical report. Offeror will film focus groups and film should be high quality with clear sound. If participants do not consent to videotaping, audio recordings are acceptable.
  - **Written summary of focus group discussions.** Offeror will provide a 2-3 page written summary of the focus group discussions in idiomatic English within one week after the final focus group session. A template will be provided by IRI.

### **Technical Proposals**

All proposals submitted to IRI must include:

1. Information addressing Bidder's experience in providing each of the services identified in the above Statement of Work and Bidder's proposed specific approach for providing those services to IRI under this contract, including sufficient information to determine a clear definition of services as it relates to other providers that may be involved.
2. The name, address, and telephone and facsimile numbers of the Bidder (and electronic address if available). If the Bidder is a firm, name(s) should be provided for individuals authorized to conduct business on behalf of the firm.
3. Offerors shall provide a list of at least three references. IRI may contact the firms/individuals as a reference check. References should ideally include international/nongovernmental clients, and should be relatively recent (ideally in the past 12 months, though less recent references are acceptable too).
4. If the Bidder is a U.S. organization/resident, or a foreign organization/resident which has income effectively connected with the conduct of activities in the U.S. or has an office or a place of business or a fiscal paying agent in the U.S., the information submitted must contain Bidder's Taxpayer Identification Number.
5. Name, title, and signature of person authorized to sign the proposal. Proposals signed by an agent shall be accompanied by evidence of that agent's authority, unless that evidence has been previously furnished to the issuing office.
6. Information addressing your firm's experience in providing each of the services identified in the above Statement of Work and your proposed specific approach for providing those services to IRI under this contract, including sufficient information to determine a clear definition of services as it relates to other providers that may be involved.
7. A statement confirming your firm's agreement with all terms, conditions, and provisions included in the solicitation and agreement to the services identified above,

specifically identifying any disagreement with or exceptions to the terms, conditions, and provisions.

8. Proposals will not exceed 10 pages (not including cover page).
9. All proposals must be submitted in English.

### **Price Proposals**

Bidders must propose a firm-fixed Unit Price for each of the deliverables identified below and in the format of the table below. The Bidder's pricing must be valid for at least 60 (sixty) calendar days after the due date for proposal submission. The proposed Unit Price should be fixed and inclusive of all costs to perform, including inspection services, transportation, taxes, import duties (if any), and other levies. To the extent that a Bidder proposed to include any pricing not reflected in the table below, such pricing must be fully described in the proposal. Proposals must be submitted in USD, payments under any resulting contract will be made in this currency. Bidders should include all costs, including VAT and other relevant taxes, in their proposal. No reimbursement allowed; vendors should build in prices relating to lodging etc. into their proposal.

Bidders should offer a flat rate for the two sets of focus groups. IRI recommends the following set of deliverables, but vendors may offer alternative sets of deliverables or amend the list.

- Finalized discussion guide (incl translation where applicable)
- Proposed Participant Profile
- Written summary as specified above.
- Full transcripts of all discussions, as described above.
- Video/Audio recordings of the discussions, with clear audio. Recording should be delivered to IRI electronically (for example via a file transfer service) or delivered to the local IRI office.

In the bidder's offer, each deliverable should be associated with a payment. The total amount of payments should equal the total amount of the price the vendor is offering. IRI recommends vendors describe the deliverables and their associated payments with a version of the table below:

<b>Deliverable</b>	<b>Unit Price (USD)</b>	<b>Number of Units</b>	<b>Total (USD)</b>

### **Evaluation and Award Process**

1. IRI may contact any Bidder for clarification or additional information, but Bidders are advised that IRI intends to evaluate the offers based on the written proposals, without discussions, and reserves the right to make decisions based solely on the information provided with the initial proposals. IRI may but is not obligated to conduct additional

negotiations with the most highly rated Bidders prior to award of a contract, and may at its sole discretion elect to issue contracts to one or more Bidders.

2. Mathematical errors will be corrected in the following manner: If a discrepancy exists between the total price proposed and the total price resulting from multiplying the unit price by the corresponding amounts, then the unit price will prevail and the total price will be corrected. If there is a discrepancy between the numbers written out in words and the amounts in numbers, then the amount expressed in words will prevail. If the Bidder does not accept the correction, the offer will be rejected.
3. IRI may determine that a proposal is unacceptable if the prices proposed are materially unbalanced between line items or sub-line items. Unbalanced pricing exists when, despite an acceptable total evaluated price, the price of one or more contract line items is significantly overstated or understated as indicated by the application of cost or price analysis techniques. A proposal may be rejected if IRI determines that the lack of balance poses an unacceptable risk.
4. IRI will conduct a source selection based as follows:

IRI intends to make an award to the responsible Bidder based on the following evaluation factors:

- a) Technical evaluation, (including technical capabilities, proposed technical approach, and personnel qualifications) – 45 percent
  - *Offeror has the technical capacity to perform all objectives as laid out in the SOW in a reasonable time period*
  - *Proposed technical approach and outlined technical capabilities*
- b) Past performance and experience in performing similar projects – 30 percent
  - *Three references of international/non-governmental clients*
  - *Detailed descriptions of successfully completed public opinion research in recent past*
- c) Price – 25 percent

IRI intends to evaluate Bidders' proposals in accordance with these factors and make an award to the responsible Bidder whose proposal is most advantageous to the program.

5. If a cost realism analysis is performed, cost realism may be considered in evaluating performance or price.
6. Bidders must have experience in public opinion research in Turkey and has demonstrated ability to run focus groups specifically in Ankara and Istanbul.

### **Submission Instructions**

Bids must be submitted via email to Zeynel Ates, at [zates@iri.org](mailto:zates@iri.org) with the subject line "EUROPE2019T06o RFP" by the deadline listed above.

### **RFP Terms and Conditions**

1. Prospective Bidders are requested to review clauses incorporated by reference in the section "Notice Listing Contract Clauses Incorporated by Reference".
2. IRI may reject any or all proposals if such is within IRI's interest.

3. Proof of costs incurred, such as but not limited to receipts, pictures and financial documents, may be requested during and for up to three years after the end of the contract period.
4. The Bidder's initial proposal should contain the Bidder's best offer.
5. Payment will be made upon receipt of invoices and deliverables/services.
6. Discussions with Bidders following the receipt of a proposal do not constitute a rejection or counteroffer by IRI.
7. IRI will hold all submissions as confidential and submissions shall not be disclosed to third parties. IRI reserves the right to share proposals internally, across divisions, for the purposes of evaluating the proposals.
8. For any currency conversion, the exchange rate to US Dollars listed on oanda.com on the closing date of this solicitation shall be used.
9. Every contract will contain provisions governing termination for cause and termination for convenience.
10. By submitting a proposal, offeror agrees to comply with all terms, conditions, and provisions included in the solicitation and agreement to the services identified above, and will specifically identify any disagreement with or exceptions to the terms, conditions, and provisions.
11. Offerors confirm that the prices in the proposal/proposal/application/quote have been arrived at independently, without any consultation, communication, or agreement with any other Bidder or competitor for the purpose of restricting competition.
12. Bidders agree to disclose as part of the proposal submission:
  - Any close, familial, or financial relationships with IRI staff and agents. For example, the Bidder must disclose if a Bidder's mother conducts volunteer trainings for IRI.
  - Any family or financial relationship with other Bidders submitting proposals. For example, if the Bidder's father owns a company that is submitting another proposal, the Bidder must state this.
  - Any other action that might be interpreted as potential conflict of interest.

### **Notice Listing Contract Clauses Incorporated by Reference**

IRI is required to make the contractor subject to certain flowdown clauses of the prime award. This awarded contract will incorporate one or more clauses by reference, with the same force and effect as if they were given in full text. Where "flow-down" to the contractor is applicable, references to "USAID/Department of State" shall be interpreted to mean "IRI", "Recipient" to mean "Contractor", and "Subrecipient" to mean "lower-tier subcontractor." Included by reference are the applicable provisions contained in Appendix II to 2 CFR Part 200 and USAID Standard Provisions for Non-US Non-governmental Organizations/US Department of State Standard Terms and Conditions.

### **IRI Obligations**

Issuance of this RFP does not constitute an award commitment on the part of IRI, nor does it commit IRI to pay for costs incurred in the preparation and submission of a proposal or quotation.

### **Required Certifications**

The following certificates need to be signed by all Bidders. These certifications are an integral part of the quotation/proposal. Please print them off and send back to us with your proposal after signature on each certificate. They are:

- Certification regarding debarment, suspension, ineligibility and voluntary exclusion lower tier covered transactions
- Authorized Individuals

## **CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION LOWER TIER COVERED TRANSACTIONS**

This certification implements Executive Order 12549, Debarment and Suspension and the requirements set forth in 2.C.F.R. 180, Subpart C.”

Copies of the regulations may be obtained by contacting the person to which this proposal is submitted.

1. By signing and submitting this proposal/application/quote, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal/application/quote is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of the rules implementing Executive Order 12549.
5. The prospective lower tier participant agrees by submitting this proposal/application/quote that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the IRI.
6. The prospective lower tier participant further agrees by submitting this proposal/application/quote that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion--Lower Tier Covered Transactions," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 above, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a

person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for disbarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

Signature: \_\_\_\_\_  
Date: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title/Position: \_\_\_\_\_  
Entity Name: \_\_\_\_\_  
Address: \_\_\_\_\_

## Authorized Individuals

The offeror/bidder/applicant represents that the following persons are authorized to negotiate on its behalf with IRI and to bind the recipient in connection with this procurement:

Name	Title	Telephone	Email

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Entity Name: \_\_\_\_\_