

# Invitation to Tender

## Summary

WFD seeks to engage a Supplier to conduct nationwide public opinion research in Georgia on environmental and climate issues knowledge, perception, attitudes, behavior and preferred policies.

## Overview

Westminster Foundation for Democracy (“**WFD**”) is the UK public body dedicated to supporting democracy around the world. Operating internationally, WFD works with parliaments, political parties, and civil society groups as well as on elections to help make political systems fairer, more inclusive and more accountable.

We are a problem-solving, practitioner-led organisation that offers:

- Specialist analysis, research, and advice to inform policy makers on a range of democratic governance issues;
- High quality and impactful programmes that directly support the full spectrum of institutions in political systems to develop inclusive political processes, more accountable political systems, protection of rights and freedoms, and more pluralistic societies; and
- International elections observation on behalf of the UK.

## Aim of this Invitation to Tender

WFD is issuing this Invitation to Tender (“**ITT**”) to a range of potential suppliers of goods and/or services and would welcome a **bid** from your organisation.

As part of the Advancing Environmental Protection, Climate Change and Democratic Resilience in Georgia programme, WFD seeks to engage a Supplier to conduct nationwide public opinion research through quantitative (national opinion polling face-to-face interviews) and qualitative (focus groups) research methods in Georgia on environmental and climate issues knowledge, perception, attitudes, behaviour and preferred policies. The result of this research will be used to measure changes in public perception, knowledge and behaviour compared to the previous years’ findings.

## Bid submission

All bids should be submitted by **August 5<sup>th</sup>, 2024**, in writing, must comply with the requirements of this ITT, and must include the information requested in the Bid Requirements below.

The bid should be sent electronically and addressed to Mariam Burjanadze at [mariam.burjanadze@wfd.org](mailto:mariam.burjanadze@wfd.org)

The same email address should be used for any questions related to this ITT.

WFD’s standard terms and conditions for tendering and key policies are found at [WFD, General Terms and Conditions for Tendering | Westminster Foundation for Democracy](#) and you can find a copy of WFD’s Code of Conduct at <https://www.wfd.org/policy/code-conduct>

# Detailed Specification

## Objective

As part of the Advancing Environmental Protection, Climate Change and Democratic Resilience in Georgia programme, WFD aims to enable the delivery of sustainable change in environmental protection, climate resilience and democratic governance in Georgia. It supports various national and local stakeholders in the delivery of the new climate change and other green-focused legislation and policies, enhances the enabling environment in favour of low-carbon development alternatives and supports advocacy and policy dialogue efforts in a positive, evidence-based (constructive) manner among key governance and civil society organisations in favour of these outcomes. WFD intends to commission a Supplier to conduct nationwide public opinion research through quantitative (national opinion polling face-to-face interviews) and qualitative (focus groups) research methods in Georgia on environmental and climate issues knowledge, perception, attitudes, behaviour and preferred policies.

## Scope of work and Deliverables

The Supplier should make sure that the sample is representative of the whole of Georgia (both geographically and demographically). Interestingly, previous national polls and surveys commissioned by WFD and other development organisations have revealed that respondents' attitudes towards the environment are (in general) positive, and concern about climate change is consistently high. However, these attitudes do not necessarily translate into meaningful behavioural changes. The assumption is that in addition to other possible factors contributing to this behaviour gap, such as lack of infrastructure, financial and social-economic challenges, the main factor might be the fact that attitudes people express in opinion polls may not well represent what they really think about climate change and environmental protection.

Thus, the survey and research design proposed by suppliers shall try to measure peoples' explicit and implicit attitudes. In addition to conventional survey-type questions measuring static cognition, the suppliers are required to include questions used in Situational Judgement Tests (SJT) which measure how thinking changes in situations (dynamic cognition). For illustration, one possible static cognition question might be '*do you support the adoption of a climate law in Georgia?*', while a dynamic cognition question might be '*do you support the adoption of a climate law in Georgia if it introduces higher taxes on fossil fuel vehicles without viable alternatives nor targeted compensation mechanisms?*'. Suppliers are also required to suggest and use questions based on the Implicit Association Test (IAT) approach.

The supplier will be expected to conduct a comprehensive analysis and summarise the results of the public opinion research geographically (rural and urban, by regions of Georgia, major Georgian cities), demographically (gender, age, level of education, level of income, ethnic minorities) in a user-friendly way. The supplier should work along with WFD London and Georgia staff to revise, update and amend the existing polling questionnaire used in previous years.

The supplier is required to produce at least the following outputs / deliverables under this assignment:

1. **Focus Groups Guideline and Questionnaire.** Focus Group Guidelines should include the detailed methodology for conducting focus groups, focus group participants' recruitment plan, an outline of the focus group discussion including a moderator and participants' introduction and focus group discussion points and questions.
2. **Focus Groups.** The Supplier should conduct focus groups based on agreed questionnaire focussed on the environment and climate change issues. The Supplier

should source representative participants, arrange and facilitate discussions. Through these discussions, WFD, hopes to be able to obtain a better understanding of how climate change is perceived by Georgian citizens and what they regard to be the potential solutions to it.

3. **Focus Group Report.** The supplier is expected to provide (a) an analysis of the focus group discussions in a user-friendly in both English and Georgian languages and (b) provide a detailed transcript of the conversations.
4. **Quantitative Research Questionnaire.** Nationwide quantitative questionnaire shall include both the methodology for conducting the survey and the questions. Questionnaire shall be agreed with WFD in advance.
5. **Face-to-face interviews.** Conduct nationwide public opinion research through face-to-face interviews based on the agreed questionnaire. The survey sample must be representative of the whole of Georgian society including a mix of urban and rural population, gender, ethnic minorities and all other societal intersects. WFD is open to suggestions on the localities and the groups to be targeted by the research, including the size of the sample, in order to obtain the most robust and representative data possible. The Supplier should clearly stipulate differences in cost and preparation time per suggested sample size.
6. **Public Opinion Report and Presentation of quantitative and qualitative research findings.** The Supplier will analyse and summarise the results of the research at least geographically (rural and urban, by regions of Georgia, major Georgian cities), demographically (gender, age, level of education, level of income, ethnic minorities) in an agreed, user-friendly and user-experience format and submit them to WFD both in Georgian and English. Based on WFD's request the supplier shall prepare a PowerPoint presentation (or any other format) and present the findings of the quantitative and qualitative research on a national workshop.

**Note:** The Supplier will be expected to work closely with WFD local and international staff and external consultants when required. The Supplier will also make every effort to ensure that women are well represented in the research as well as, if possible, members of other under-represented groups such as ethnic minorities, people with disabilities, and LGBT+ people.

All written deliverables should be reviewed and agreed by WFD.

## Timeline

Timelines below list the tentative dates for submission of assignment related deliverables.

Activity / Deliverables	Date
Focus groups guideline	August 23 <sup>rd</sup> , 2024
Focus groups conducted	September 6 <sup>th</sup> , 2024
Focus group report submitted	September 20 <sup>th</sup> , 2024
Quantitative research questionnaire	August 30 <sup>th</sup> , 2024
Face-to-face interviews completed	September 23 <sup>rd</sup> , 2024
Public opinion report	October 15 <sup>th</sup> , 2024

## Reporting

- No additional reporting is needed other than the submission of deliverables as indicated in the timelines section above.

## Payments

The total amount of the proposal should not exceed £20,000 (including taxes). Payments will be aligned to the deliverables above. Please note that the financial proposal will be taken into account together with the technical proposal on deciding the best bidder, thus bidders are encouraged to submit competitive financial offers.

### Minimum experience and expertise

The service provider is required to demonstrate:

- At least 5 years of proven experience in conducting public opinion polling and research (quantitative and qualitative research such as focus groups, opinion surveys, semi-structured or structured interviews etc) of similar complexity, sample, geographical scope and size in Georgia **is required**
- Track record of at least 3 public opinion polling and research (quantitative and qualitative research focus groups, opinion surveys, semi-structured or structured interviews) of similar complexity, sample, geographical scope and size in Georgia **is required**
- Conducting public opinion polling (quantitative and qualitative) on environmental and climate issues **will be an advantage**
- Proven experience in conducting studies and/or research related to climate, energy and/or environment will be **an advantage**

The Supplier is expected to fulfill this assignment through engaging relevant thematic experts. Potential suppliers are free to propose a team of experts based on the proposed methodology taking into account these terms of reference and the overall budget for this assignment. However, it is expected that at minimum the team of experts will include the following roles: *(Please note that the same team member can undertake several roles if the relevant experience for each role can be clearly demonstrated.)*

- Team Leader / Lead researcher
- Social research expert
- Climate change expert

## Bid process

### Timescale

Below is the proposed timescale for the tendering process. Please note the dates are indicative and subject to change.

Issue ITT	July 22 <sup>nd</sup> , 2024
Closing date for receipt of completed tender proposals	August 5 <sup>th</sup> , 2024
WFD announces preferred supplier	August 12 <sup>th</sup> , 2024
Contract finalised and signed	August 19 <sup>th</sup> , 2024

## **Bid requirements**

In general, the bid should include the following:

1. Organisational profile;
2. Proposed solution / methodology and how it meets the specification;
3. Financial proposal;
4. References;
5. Confirmation of compliance with General Terms and Conditions of Tendering.

### *Organisational profile:*

- Company profile, including brief history and financial overview;
- Case studies/credentials demonstrating relevant experience and skills profile;
- Names and brief biographies of key staff / experts.

WFD is particularly keen to receive bids from organisations which are – or are working towards becoming – living wage employers and that have a broadly representative and balanced Board from gender and ethnicity perspectives.

### *Proposed solution:*

- Clear explanation as to the proposed approach to meeting the specification set out in this ITT.
- Detailed project plan, including timelines, assumptions and dependencies, resourcing and risks.

### *Financial proposal:*

- Full breakdown costings for the proposed solution in GBP sterling
- Separate accounting of VAT and/or any other applicable tax, duty, or charge.
- Detailing of any discount applied in view of WFD's not-for-profit status.

### *References:*

- The bid should include details of two references relating to similar goods/services provided in the last three years. Please note – referees will only be contacted once Preferred Bidder status is assigned.

### *Confirmation of acceptance of General Terms and Conditions of Tendering:*

- All bids should include a signed copy of the Confirmation of Compliance form as annexed to this ITT.

All bidders should also note the following:

- all bids should be submitted in English;
- all bids should be submitted in electronic form only;
- this ITT and the response may be incorporated in whole or in part into the final contract;
- only information provided in response to questions set out in this documentation will be taken into consideration for the purposes of evaluating the ITT;

- bids which are poorly organised or poorly written, such that evaluation and comparison with other submissions is notably difficult, may exclude the bidder from further consideration; and
- any bids which do not fully comply with the requirements of this ITT may be disregarded at the absolute discretion of WFD.

### Evaluation criteria

WFD intends to shortlist providers based on their response to the RFP and will use the following scoring criteria.

- Quality of bid document;
- Service offer and solution fit to specification;
- Quality, capacity, and track-record of bidders based on references;
- Value for money and pricing factors;
- Professional profile, track record, and references;
- Relevant experience, including case studies;

WFD will score each criterion using the following table:

0	The proposal submitted omits and fundamentally fails to meet WFD's scope and specifications. Insufficient evidence to support the proposal to allow WFD to evaluate. <b>Not Answered</b>
1	The information submitted has a severe lack of evidence to demonstrate that WFD's scope and specifications can be met. Significant omissions, serious and/or many concerns. <b>Poor</b>
2	The information submitted has some minor omissions in respect of WFD's scope and specifications. The tender satisfies the basic requirements in some respects but is unsatisfactory in other respects and raises some concerns. <b>Satisfactory.</b>
3	The information submitted provides some good evidence to meet the WFD's scope and specifications and is satisfactory in most respects and there are few concerns. <b>Good.</b>
4	The information submitted provides good evidence that all of WFD's scope and specification can be met. Full and robust response, any concerns are addressed so that the proposal gives confidence. <b>Very Good.</b>
5	The information submitted provides strong evidence that all of WFD's scope and specification can be met and the proposal exceeds expectation i.e. exemplary in the industry. Provides full confidence and no concerns. <b>Outstanding</b>

### Tender Queries

Any questions related to this tender should be addressed to Mariam Burjanadze at [mariam.burjanadze@wfd.org](mailto:mariam.burjanadze@wfd.org)

### **Equal Information**

Should any supplier raise a question that is of general interest, WFD reserves the right to circulate both question and answer to other respondents, either via WFD's website or by email. In this event, anonymity will be maintained.

### **Annual reports**

Please provide a link or copy of your company's latest audited annual accounts with the bid.

### **Other information**

If the potential supplier believes that there is additional information that has not been requested in the ITT but is relevant to your bid, please include that information as a separate attachment and explain its relevance to this ITT.