



European Center for
Not-for-Profit Law

info@ecnl.org



0031 639029805



www.ecnl.org



@enablingNGOLaw



TENDER DOSSIER

Bid reference:

FF2000

Request for Proposal

Professional Polling/Public Opinion Research Services

Issued by: European Center for Not-For-Profit Law Stichting

Publication Date: July 28, 2022

Deadline for Submission: August 20, 2022 at 12:00 AM

Via email: emily@ecnl.org





1. INTRODUCTION

1.1. OUTLINE

The European Center for Not-For-Profit Law Stichting (ECNL) is seeking proposals from qualified firms to research and conduct the public opinion poll of European Union (EU) citizens on the introduction of this national security exemption into the proposed AI Act. ECNL proposes to gain this understanding by polling a representative audience across a number of EU member states.

1.2. BACKGROUND

The EU commission has proposed a The European Union Artificial Intelligence Act (EU AI Act) in order to address ‘the risks of AI and positions Europe to play a leading role globally’. According to the European Commission website ‘It aims to address risks of specific uses of AI, categorizing them into 4 different levels: unacceptable risk, high risk, limited risk, and minimal risk’. ECNL has been tracking the development of the EU AI Act and has become aware of an addition to the Act which grants a full exemption for technology used for the purposes of national security. This addition will lead to a wide range of governmental bodies, such as border force and the police, being exempt from any regulation put forward by the Act. For ECNL and other partner organisations, this is a cause for concern due to the impact that these technologies can have on the enjoyment of fundamental rights and civic space across Europe.

1.3. PURPOSE OF THE DOCUMENT

The purpose of this Request is to invite EU- based service providers/consultancy firms and/or think tanks to submit a proposal and technical specifications for conducting public opinion research in between 10-12 EU Member States on at least 500 individuals (poll participants), subject to agreement. The main objective of the assignment is to conduct polling public opinion research people aged 18 years or older (including women, young adults, men, and People with Disabilities) to inform ECNL program and activities on ongoing advocacy campaign. The research will also attempt to capture trend data on important issues including views on several additional relevant issues. The provider will be required to provide technical and field-based services to carry out a public opinion poll including preparation and presentation of the methodology for sampling and data collection tools. This basic





infrastructure will comprise of a randomly representative list of respondents who will be invited to participate in the public opinion poll. The polling will be based on a stratified random sample representative of the entire Member State. The polling shall be done independently. The polling is expected to be carried out by interviews. The requested proposal of service providers/firms with the relevant operational and performance requirements. Qualified providers are requested to prepare inception proposals that address all tasks as outlined underneath.

2. PROPOSAL INSTRUCTIONS

2.1. SCOPE OF WORK

The Scope of Work will encompass working with ECNL staff, attending pre-survey agreement meetings, conducting a statistically valid survey, measuring survey results and assessing data, developing recommendations for next steps with ECNL staff, and preparing a final report.

The selected provider's proposed Work Plan and Schedule will form the basis for negotiations of a final Scope of Work for the Services Agreement. A draft inception report with an executive summary shall be issued to the ECNL Program Director.

The final public opinion research document shall include the summary of findings and recommendations as identified in the Scope of Work. A final report shall be issued following staff comments on the draft. In addition, ECNL may require a presentation to a Program Director and/or ECNL representatives.

The provider will be responsible for the duties listed below.

- Development of the survey instrument proposed for citizen opinion poll and the methodology to be employed for a statistically valid sampling of the citizens. The survey must be made available in English and local language of the Member State.
- Format, translate, and print the questionnaire approved by ECNL English version (original) and local version.
- Pre-test the formatted and translated questionnaire in local language.
- Identify the population database used to design the sample of the survey.
- Select a sampling approach for the survey, construct a sample, and identify a methodology for selecting respondents.





- Describe the methodology to be used to examine the representatives of the achieved sample.
- Conduct training of interviewers and enumerators.
- Manage all aspects of fieldwork.
- Code, enter and clean the data set.
- Prepare electronic data file, marginal results, tabulations, and a methodological report.
- A draft and final written report and presentation of results. The final report shall include at a minimum the framework and methodology used, key findings, and detailed findings; and conclusions and recommendations.
- Debriefing presentations to ECNL program team.

2.2. DURATION OF THE ASSIGNMENT

The overall duration of this assignment is estimated to cover the period between August 25 2022 and September 15 2022. In its proposal, the provider should propose the timeline for indicated deliverables within the given overall timeframe for this assignment.

2.3. QUALIFICATIONS/SELECTION CRITERIA

The selection of the provider will be made based on the submitted proposal as well as the following levels of experience and qualifications:

- Proven experience and knowledge in polling and public opinion research.
- Demonstrated organisational competence and experience with polling and an outstanding track record of working on complex multidisciplinary projects (list of reference projects shall be included).
- Demonstrated organisational capacity to produce and analyze high quality and accurate data and analysis / reports.
- Proven experience in working with national and/or local institutions, in a variety of EU Member States. Experience in working with international institutions is an asset.

2.4. FINANCIAL PROPOSAL





The financial proposal shall specify a total lump sum amount and amounts per deliverables. All envisaged costs should be included in the financial proposal. Any output and activities described in the offer but not priced in the Financial Proposal shall be assumed to be included in the prices of other activities or items, as well as in the final total price.

2.5. SUBMISSION PROCEDURE

Detailed bids/proposals should be submitted and delivered electronically to the below email address: emily@ecnl.org should be submitted not later than **August 20, 2022 at 12:00 am**. Please add Name and 'Proposal: Professional Polling/Public Opinion Research Services' to the email subject.

Proposals should include the following information:

- Provider history and core services;
- Client list, particularly any international or non-profit organisations;
- Detailed budget containing all costs, including staff time and projected communication and travel expenses;
- A portfolio of past work;
- If the execution of the work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal.

NOTE:

Early submissions are welcome and appreciated. ECNL will evaluate bids based on the provider's experience, costs and ability to satisfy the proposed tool requirements. ECNL may request meetings or calls to discuss proposals and reserves the right to reject any and all bids. ECNL also reserves the right to consider bids for modification at any time before an award is made. ECNL 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 provider(s) would be expected to use ECNL's standard contract template, a copy of which is available upon request.

