

TERMS OF REFERENCE

Services: Public Opinion Polling on Civic Mobilisation trends in Egypt

Project: Supporting Team Europe Democracy

1. Purpose

The European Partnership for Democracy (EPD) is seeking to contract an organisation (hereafter referred to as the “Consultant”) to conduct public opinion polls in Egypt. The aim is to gather data and better understand public perspectives and civic mobilisation dynamics.

The consultant will be selected through a competitive process, taking into account the public opinion survey methodology and experience of conducting polls in closed environments in a secure and condensational manner, given the political sensitivities involved.

The **European Partnership for Democracy (EPD)** is a non-profit organisation supporting democracy globally. In 2008, several organisations came together to create EPD as a partnership to reinforce European democracy support by building a community that advocates and acts for democratic values around the world. EPD works inside and outside Europe because we recognise that democracy is a universal aspiration and that the contemporary challenges and opportunities for democracy are global in scope.

2. Background information about the project

The present procurement procedure occurs within the framework of Supporting Team Europe Democracy (STED), co-funded by the European Union and implemented by a consortium of organisations, of which the European Partnership for Democracy (EPD) is a partner. The results of the public opinion polls gathered under this procurement will be used to prepare a comprehensive research report, ‘Deep Dive,’ as part of EPD’s initiative, the European Democracy Hub.

The European Democracy Hub (EDH) - a joint initiative between the European Partnership for Democracy (EPD) and Carnegie Europe - acts as a permanent hub for expertise on European democracy support. It provides a platform for strategic engagement between different policy-makers and non-state actors for sharing expertise and experiences on European democracy support.

EDH conducts innovative research to better support European donors' democracy support efforts. EDH explores innovative research tools to better understand political contexts in which European donors operate and generate publicly available data to guide democracy support strategies in the MENA region.

3. Description of the assignment

The selected organisation will be responsible for the design and implementation of public opinion polls in Egypt. This will include:

- **Survey design and methodology:** the organisation should develop a robust survey instrument tailored to assess public opinion on civic activism, political frustrations, and potential for mobilisation and ensure the survey is representative of Egypt's population in terms of demographics, geography, and socio-economic status.
- **Data collection:** conduct surveys in a secure and confidential manner (depending on local context) with a representative sample of respondents across urban and rural areas.
- **Raw data sets in a readable format:** provide anonymised raw data sets to the project team for further analysis and integration into broader research efforts.

4. Expected outputs and deliverables

The research organisation will be expected to deliver the following:

- **Survey instrument:** A comprehensive questionnaire designed to capture public attitudes toward civic movements, political frustration, and the potential for mobilisation.
- **Data collection analysis:** A summary outlining the methodology used, sample size, geographic distribution, and data collection process, with attention to challenges faced in the field.
- **Final report:** A comprehensive analysis of the survey data, including statistical breakdowns of key findings and trends regarding public opinion on civic activism in Egypt.
- **Raw data:** Anonymised raw data sets provided in a format suitable for further analysis by the project team and external stakeholders.

In case unforeseen circumstances and delays may derail the timeline, consultants and EPD will agree on an alternative timeline. The consultant shall communicate any possible challenges that may cause delays in a timely manner.

5. Scope of service delivery

The assignment will be from 09 December 2024 to 31 August 2025.

Outlines for all deliverables should be submitted in draft format for review to EPD before further development of the deliverables. Final drafts must be submitted by email. A presentation of the findings and materials to EPD will be scheduled before finalising the work. All documents must be submitted in English. On behalf of EPD, the Research Coordinator will act as the EPD focal point for the coordination of the assignment.

6. Qualifications and criteria

This consultancy service should be carried out by an organisation, whose qualifications include the following competencies:

- **Proven experience in conducting polling services:** Proven expertise in conducting large-scale public opinion surveys, particularly in politically sensitive or repressive environments.
- **Data collection infrastructure and technology:** Demonstrable knowledge and experience working on topics related to democracy, civic activism and political engagement and a track record of implementing research in politically sensitive environments while maintaining the confidentiality and safety of respondents.
- **Operational capacity to implement the project:** Demonstrate the capacity to deliver the project in a timely manner.
- **Translation services:** Providing final report and results in English.

7. Budget and remuneration

The budget of the assignment is set at a maximum of EUR 32.000. The cost must include VAT and any other taxes and related costs.

8. Application package

If interested, the tenderer is invited to submit the application documents detailed below, which as a whole constitute the application package. **Incomplete applications will not be considered.**

A technical and financial offer, consisting of:

- The application form ([Annex I](#)) duly filled in and signed;
- A technical proposal (maximum 3 pages). The technical offer includes dividing the work of the assignment by the number of working days expected to complete each task described in **3. Description of Assignment**; and include details on the following:
 - **Survey methodology:** Detailed description of the proposed survey design, sampling approach, and data collection methods.
 - **Implementation plan:** Timeline and plan for executing the survey, including risk mitigation strategies for operating in a repressive environment.
 - **Team composition:** Overview of the team, including key personnel and their qualifications.
- Financial offer, with all taxes included , and include details on the following:
 - Budget breakdown covering all costs associated with survey design, fieldwork, data analysis, and reporting.

The application packages will be assessed by an Evaluation Committee against the criteria listed in [Annex II](#). Candidates scoring at least 75/100 with regard to the evaluation grid (Annex II) for their technical offer will have their financial offer considered. EPD reserves the right to interview applicants and enter into a negotiation with the candidates on the financial offer proposed by them, before finalising the evaluation process.

The technical offer will be weighted with 80%; the financial offer will be weighted with 20%. An Evaluation Committee will be established to coordinate the evaluation on behalf of the EPD. The evaluation procedure will be finalised after shortlisted candidates have been interviewed, if needed, by the Evaluation Committee and agreement on the financial offer has been found.

Complete applications with “**Public Opinion Polls**” in the subject line should be emailed by 28/11/2024, 11:59 pm Brussels time, to evelynmantoiu@epd.eu.

The expected start date for the assignment is 09 December 2024. Unsuccessful candidates will be informed of the final decision.

9. Questions

Potential bidders are invited to submit their questions about the tender, if any, before 07 November 2024 (to the same email address mentioned above). Answers to the questions will be published on EPD website under the call for tenders notices (under “Opportunities”). Applicants may be invited for an interview during the technical evaluation if deemed necessary by the evaluation committee. The evaluation committee will be set up to collectively agree on winning the tender.

10. Data notice

EPD collects and treats your private data in compliance with the EU General Data Protection Regulation 2016/679 i.e. hereby requests personal data only for procurement purposes, pursuing a legitimate interest in a reasonable way, and will delete them after it is judged no longer necessary to archive. Applications may need to be provided to the Funding Agency to ensure compliance with procurement rules. By applying, you authorise EPD to treat your personal data accordingly.