

National Alliance for Local Economic Development

**Request for Proposals for
Professional Opinion Surveying Services**

Project:

Public Private Dialogue for Growth (PPDG)

January 15, 2017

KEY INFORMATION

National Alliance for Local Economic Development, an implementer of the Public Private Dialogue for Growth (PPDG) project funded by United States Agency for International Development, is soliciting offers for providing professional services for obtaining qualitative and quantitative data on the PPDG stakeholders opinions through the interviewing and surveying techniques. NALED intends to procure three more services of this kind in the course of the implementation of the PPDG project (approximately four years); however, subject of this procurement is only the 2018 interviews and the survey.

Deadline for submission of the offers is January 22 2018 at 12:00 hours.

The pre-bid conference will be organized on January 17, 2018, at 15.00 hours at 30 Makedonska St, Floor 6.

Offerors should submit any questions concerning this RFP in writing via email to naled@naled.rs. The deadline for receipt of requests for clarifications/explanations is January 18, 2018 by 12:00 hours.

Note: Date of contracting depends on the date of obtaining the approval of the working plan.

BACKGROUND

NALED is an independent, non-partisan and non-profit association of companies, local governments and civil society organizations working together to create better conditions for doing business in Serbia. NALED is the only membership organization in Serbia that gathers all three sectors of society – private, public and civil.

NALED is the leader in promoting dialogue between the private and public sectors, and one of the leading authorities in the field of monitoring regulatory activity and measuring the performance of the public administration. Thanks to the support provided by its members and international partners, NALED has grown into one of the key partners to the Government and Parliament in defining the regulatory priorities and legislative solutions governing the business environment. NALED enables Public Private Dialogue by participating in law making, analyses of regulatory reform effects, monitoring of law implementation, involving media and the general public in advocating for reforms.

With the United States Agency for International Development (USAID) funding, NALED will be implementing the Public Private Dialogue for Growth (PPDG) project for the approximately four years. In 2016, through USAID's Regional support, NALED completed a preliminary diagnostic related to the capacities of the public and private sector and the public-private dialogue (PPD) instruments that were in use in Serbia. The results showed that both public and private sector lack capacities and trust to further employ PPD for sustainable development. Nearly 70% of surveyed businesses indicate „Lack of openness among institutions“ as the key obstacle to efficient public- private dialogue. The public sector, however, sees challenge for PPD differently: 60% of public sector interviewees stated „Lack of interest among businesses/associations“, and „Inadequate regulations governing this field“ as the main impediments to engages in the dialogue. Fortunately, the study also revealed that all stakeholders

demonstrated interest to open up and explore the benefits of cooperation. These findings confirm that the Project should help build trust between key stakeholders, increase their capacities to engage in PPD and facilitate improvements in the legal framework that would allow both sectors to engage in this sensitive dialogue without a fear of being involved in an improper activity.

Overall objective of the project is to build sustainable, high-impact public-private dialogue mechanisms by improving the trust and capacity of key public and private stakeholders to engage in dialogue, thus contributing to sustainable development and implementation of business enabling reforms in Serbia. Our aim is to create more collaborative relationship between Government, private sector and civil society – the one that will help improve the business environment in Serbia and generate more dynamic and sustainable economic growth.

The Project will start off by developing an in-depth Baseline Assessment of PPD in Serbia, to set the basis against which to measure the trust level between the private and public-sector stakeholders and perceptions of PPD constrains and effectiveness of existing PPD mechanisms.

We will use the findings in fine-tuning our approach, including for tailoring the training programs to the stakeholders needs and for designing the methodologies for the Thematic Working Groups, but also to monitor progress towards achieving the Project goals (as a source for the PMP). The interviews part of this work will also provide enough information to be able to develop the indicators for the Performance Monitoring Plan; the concrete baseline values and targets for the Years 2-4 will be defined only after survey results have been collected, processed and analyzed.

This assessment will also be a source of information on priorities for PPD as seen by stakeholders and for determining the intervention areas for the Project. We expect that survey results will provide additional material that can be useful for outreach purposes.

DESCRIPTION OF WORK TO BE PERFORMED

There are two broadly defined segments of the work to be performed under this contract: in-depth interviews with selected stakeholders' representatives and a larger-scale survey of the stakeholders' community. Together, they are parts of the stakeholders' opinion surveying exercise.

Stakeholders' opinion surveying in the Year One of the Project serves two purposes: a) to provide input for selecting the reform topics to focus on, partners to work with and for the Projects planning purposes and b) to provide information to develop the Project's Performance Monitoring Plan and to establish the baselines for the indicators that will be monitored. The key outcome of this exercise of surveying the stakeholders will be the Baseline Assessment of the PPD in Serbia.

Three more annual surveys will follow by the end of the Project, so the methodology for the Year One survey should ensure comparability with the results of the subsequent surveys.

Before engaging in a larger-scale surveying, successful bidder will conduct in-depth interviews with selected representatives of the different stakeholders' groups. These interviews will help define the survey instrument in the most informed way.

Activities to be undertaken

Development of the draft survey questionnaires: Contract Commencement (CC) + 10 days.

Although the survey work will take place only after the in-depth interviews have been completed and results analyzed, these questionnaires should be ready to be tested during the course of in-depth interviews. There should be one questionnaire for the private and one for public sector stakeholders.

Development of the in-depth interviews instrument: CC + 10 days

The instrument should accommodate two interviewing techniques that will be applied, as described below, and testing the draft of the survey questionnaire.

Conduct in-depth interviews with selected stakeholders' representatives: CC + four weeks

At least 10 public and 15 private-sector partners should be interviewed. Indicative lists of public sector interviewees include public agencies, ministries, the National Parliament and local governments; the indicative list of private sector stakeholders include national level business associations, sector-based business associations, local business associations and a combination of small and big businesses. Around ten of these interviewees might be from outside of Belgrade. The interviews will be organized in the form of two focus groups (one with public sector and one with the private sector participants) and at least four *One on One* interviews with public sector representatives and at least five with the private sector ones – possibly with selected respondents who could not attend the scheduled focus groups. A NALED staff might be accompanying the Contractor while conducting these interviews. Expected length of a focus group is 90 minutes, and expected length of an One-on-One interview is 40 minutes. The Contractor will be responsible for the focus group and the in-depth interview discussion guide, recruitment of focus groups and in-depth interview participants, field work, and for conducting the discussions and interviews.

Prepare the report on in-depth interviews: CC + six weeks

The report should cover all relevant findings from the focus groups and One-on-One interviews and provide feedback on the draft of the survey questionnaire. An integral part of the report will be the revised survey questionnaire. The report should be prepared in Serbian and English.

One presentation of findings: CC + nine weeks

For the client (NALED) and selected partners.

Conduct two larger-scale surveys of the stakeholders' community: CC + ten weeks

a) survey one -The respondents should include at least 50 representatives of the public sector (state level) and

b) survey two - The respondents should include at least 250 representatives of the private sector, and at least 30 business associations.

Surveying technique should be Face-to-Face interviews with the public-sector representatives; bidders are to propose method for private sector respondents. Expected length of a survey interview is 20 minutes. The Contractor will recruit, train, and monitor a group of surveyors that

are qualified and motivated to carry out a rigorous survey. NALED will assist the Contractor in developing the written guidance for surveyors.

Prepare the report on the survey: CC + twelve weeks

The report should cover all relevant findings from the survey, including appropriate graphics, segmentation etc. The final report of the survey that will be published shall be prepared by the Contractor. The Contractor will provide further results and analysis at the request of NALED, including correlations and segmented results. The report should be prepared in Serbian and English.

Two presentations of the survey results: CC + 15 weeks

One presentation will be for the client (NALED) and selected partners. The Contractor will also participate in an event to publicize the survey results, and media outreach and other dissemination of the survey results.

Drafts of all written deliverables must be provided to NALED reasonably in advance, so that NALED can provide feed back to be acted upon in the final version of the deliverable.

APPLICATION INFORMATION

Eligibility

Offerors shall be able to comply with and achieve the proposed Program Description, Tasks, and Results and have a satisfactory performance record and record of integrity and business ethics. Eligible Offerors include legally registered non-for-profit and for-profit organizations.

Staffing Plan

The Offeror should propose a staffing plan that should include at least:

- Project Manager. Experienced manager of research programs, with over five years' experience in managing surveys.
- Data entry and processing manager. Expert with three to five years of experience in data entering and processing.
- Data collection manager. Manager with three to five years of experience in coordinating face-to-face data collection.
- Focus group moderator. Expert with over 3 years' experience in moderation and preparation of focus group discussions and interviews.

Evaluation Criteria

Elements for evaluation of the bids include:

- Survey sample size;
- Surveying technique (for surveying the private sector respondents);
- Sampling method;
- Organizational experience;

- Qualifications of the key personnel;
- Staffing and management plan;
- Cost realism.

Offers should be sent via email naled@naled.rs, quoting in the subject following: “An Offer for Professional Opinion Surveying Services”. Offers should be submitted in English.

All Offers in response to this RFP shall consist of a technical proposal and a cost proposal. The technical proposal must not be longer than 10 pages in length. CVs of the proposed key staff members will not be counted toward the page limit. The cost proposal shall be submitted as a separate file from the technical proposal.

The Offerors must submit the proposal electronically with attachments (10 MB limit per email) compatible with MX Word, MS Excel, readable format, or Adobe Portable Document (PDF) format in a Microsoft XP environment. All pages, except pre-printed technical inserts, should be sequentially numbered.

The Technical Proposal shall comprise the following parts: Technical Approach, Methodology, Draft Detailed Work Plan and Staffing Plan. The Offeror is required to propose a detailed timeline for proposed activities. The Offeror should indicate how it will recruit, train, and manage surveyors. The Corporate Capabilities should also be described in the technical proposal part of the Offer, focusing on services related to the proposal. In this section, the Offeror should demonstrate that it has the ability to comply with the agreement conditions, taking into account all existing and currently prospective commitments of the Offeror, has a satisfactory record of performance, and is otherwise qualified and eligible to contract an agreement of this kind.

Additionally, Offeror must include 3 past performance references of similar work, as well as contact information for the entities for which such work was completed.

The Cost Proposal must include proposed costs to complete the tasks described. The price of the Contract to be awarded will be an all-inclusive fixed price. No profit, fees, taxes, or additional costs can be added after award.

In addition, for the purpose of the proposal, Offerors must provide a budget showing major line items, e.g. salaries, allowances, travel costs, other direct costs, indirect rates, etc., as well as individual line items, e.g. salaries or rates for individuals, different types of allowances, rent, utilities, insurance, etc. Bidders must show unit prices, quantities, and total price. All cost information must be expressed in US Dollars.

The cost proposal can also include a budget narrative. NALED reserves the right to request additional cost information that reflect concerns of the reasonableness, realism, or completeness of an Offeror’s proposed cost.