

**NATO UNCLASSIFIED**

19 February 2020

FC(PROC)(2020)0025

To: NATO Delegations  
Attn. Secretaries of Delegations (as listed at annex 1)

Cc: As listed at annex 1

From: Procurement Officer

Subject: Request for Proposal (RFP) 2020-41408 - Enhanced audience research programme

Ref.: A. BC-D(2017)0114 - NATO IS Procurement Manual

**Purpose**

1. In accordance with the provisions of Article XXXII of the NATO Financial Regulations and Financial Rules and Procedures, we are pleased to inform you that the RFP stated above has been issued by the NATO IS Procurement Service.
2. The purpose of this Request For Proposal (RFP) is to award a contract for the provision of enhanced audience research programme. The main scope the contract covers the provision of:
  - a. One nationally representative research across the 29 Allies plus North Macedonia. It is foreseen the research results should be available to NATO in the month of December 2020.
  - b. Ad hoc polling and focus groups that are part of research programme. It will be commissioned as required, at short notice, either in response to international events, or to test communications content. Audiences of focus may be a single nation, several nations, or – for polling only - the 29 Allies. These services are considered as purchased options that may be purchased from time to time by the Organization, at its sole discretion, during the effective period of the agreement.
3. An electronic version of the RFP has been posted on the NATO IS Business Opportunities web-site <http://www.nato.int/structur/procurement>.

**Governing Rules and Eligibility**

4. This procurement action will follow the Formal Procurement procedure specified in Reference A.
5. To be eligible to participate in the bidding process, Bidders must:
  - a. Be from one of the NATO Member Nations, and be in sound legal and financial standing;
  - b. Have performed at least three (3) contracts within the last three (3) years substantially similar in scope to the requirements described in the solicitation;
  - c. Have sufficient capacity and resources to provide the services specified in the SOW;
  - d. Be otherwise qualified and eligible to receive an award under applicable regulations.



**Proposal content and closing date**

6. Detailed instructions regarding the preparation, submission, and evaluation of proposals are provided in Part I of the RFP (Instructions for the Preparation and Submission of Proposals).

7. Aside from proof of the eligibility requirements stated above, Bidders must also provide the following main documentation as part of their proposals (see Part I, Section 4, of the RFP for further details about the mandatory composition of proposals):

- a. Statements of legal and financial condition and other statements and certificates required to verify Bidder's financial and legal standing;
- b. Data on relevant past performance and subcontracting arrangements;
- c. Information about the proposed approach, services and capabilities;
- d. Elaboration of any deviations to the terms and conditions of the proposed contract;
- e. Price proposal.

8. Proposals are due on 14 April 2020, at 15h00 (Brussels time). Final selection and contract award is expected in June 2020 (tentative). The contract will be effective for a period of one year with the possibility of four one-year extension options.

**Evaluation Criteria and Contract Award**

9. Bidders will be evaluated on the documentation submitted, a proposal oral presentation, a service trial period and other information and documentation available to the Organization (e.g. verification of past performance references). Considerations include: understanding of requirements and proposed approach, proposed resources and capabilities, past performance; legal risks; and the proposed price.

10. The contract will be awarded to the responsible Bidder whose conforming proposal represents the best value after evaluation in accordance with the factors and sub-factors specified in the solicitation. The detailed proposal evaluation factors, their relative importance, and the phases of the source selection process are described in Part I, Section 8, of the RFP.

**Point of Contact and List of Prospective Bidders**

11. The Points of Contact for questions and information concerning this RFP are:

Mr. Marcin SZMIGIEL  
Email: [Szmigiel.marcin@hq.nato.int](mailto:Szmigiel.marcin@hq.nato.int)  
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Boulevard Leopold III, 1110 Brussels, Belgium

12. We would be grateful if you could invite any eligible national firms who might be interested in this solicitation of offers to contact the point of contact stated above in order to be included in the list of prospective Bidders or to register directly at the NATO Business Opportunities web-site thru the URL specified in paragraph 3 above.

(Signed) M. Szmigiel

Annexes:

Annex 1: Distribution List