



Request for Proposals
Public Opinion Research in Bosnia and Herzegovina 2025 - 2026
ISSUED ON: October 29, 2024

PURPOSE

The National Democratic Institute (NDI or the Institute) requests proposals for public opinion and focus group research in Bosnia and Herzegovina. **Bids should be submitted to igrahic@ndi.org by November 22, 2024.** Submissions should be electronic. The research will focus on examining expectations among the electorate for political leadership and parties to better gauge citizens' satisfaction or frustration levels. As such, portions of the polling results may not be released publicly.

BACKGROUND

NDI has operated in Bosnia and Herzegovina since 1997, focusing on the democratic development. With a nonpartisan approach and a track record of working with civil society and political actors, the Institute provides technical assistance to local civil society organizations, governments and political parties across the ideological spectrum.

NDI's Bosnia and Herzegovina program addresses the interrelated issues of government and political parties' responsiveness and citizen engagement. NDI provides technical assistance and guidance for partner political parties, party leadership, elected officials, and civil society organizations to create space for citizen input and to foster greater accountability within the government. Armed with public opinion data and the effect it might have on election outcomes, political parties can tailor their messages to reflect voter preferences, thereby reinforcing civic participation.

SCOPE OF SERVICES

NDI seeks to contract a public opinion research firm to conduct multiple rounds of quantitative and qualitative research across the next two years for NDI program needs. To this end, the selected polling agency will conduct the following types of polling in 2025 and 2026:

Quantitative Research

- Three (3) semi-annual polls in Federation of Bosnia and Herzegovina (FBiH), likely in February 2025, September 2025, and spring 2026;
- Three (3) in semi-annual polls in Republika Srpska (RS), likely in February 2025, September 2025, and spring 2026; and
- Three (3) "tracking polls" in RS in summer of 2026 (following the third semi-annual poll).
- The polls will be with a sample size of 1,500 citizens over 18 with a boosted Croat sample in FBiH and 1,200 citizens over 18 in RS. NDI's polling will seek information on

expectations among the electorate for political leadership to improve parties' coordination on policymaking and to inform their campaign strategies, platforms, and messages.

Qualitative Research

- One (1) set of eight (8) focus groups in FBiH in summer 2026; and
- One (1) set of eight (8) focus groups in RS in summer 2026.
- The focus groups will cover geographic zones of each entity with an appropriate variety of demographic groups. NDI's focus groups will seek information on differences and similarities in opinion about candidates' image, campaign message and policy choices.

The selected vendor(s) would provide the following:

- Public Opinion Surveys: The selected vendor will be responsible for conducting and supervising all research. Specifically, the vendor will be responsible for the following:
 - Producing survey questionnaires in English and local language based on an English-language draft questionnaire developed by NDI. Questionnaires for the entity-level semi-annual polls will contain up to 30 questions; while questionnaires for RS tracking polls will contain up to 20 questions;
 - Select the sample and demographic conditions with approval from NDI;
 - Produce the interviewee guide;
 - Field the surveys according to the agreed methodology (CAWI, Mixed-mode or Push2web);
 - Provide NDI with survey analysis in local language and English and electronic files of the raw data, methodological report, top-line results, crosstabs, and key charts based on instructions received by NDI;
 - Participate at events as necessary and agreed upon in advance to release polling results to key political figures.
- Focus Groups: The selected vendor will be responsible for conducting and supervising all research in collaboration with NDI. Specifically, NDI would expect the vendor to be responsible for the following tasks:
 - Recruit focus group participants based on demographic characteristics approved by NDI;
 - Design focus group moderator guide with final approval from NDI;
 - Moderate the focus group proceedings;
 - Provide transcripts in local language or audio/video recording of focus group proceedings;
 - Produce up to four (4) reports on focus group findings both in local language and English;
- Participate at events as necessary and agreed upon in advance to release focus group findings to key political figures.

In all activities, the vendor should ensure informed consent is received from participants in line with NDI standards, and that the data are kept confidential. NDI reserves the right to review and request modifications to informed consent language.

The selected vendor(s) will be expected to provide NDI with all datasets created or obtained

throughout the performance of this research. Datasets must be scrubbed of any personally identifiable information and submitted to NDI in a machine-readable, non-proprietary format.

The Institute will support data analysis, review the reports, and work with vendor(s) to make amendments and answer additional questions. NDI expects the vendor(s) to make its staff available to answer questions and provide additional information in a period agreed upon in advance.

PROPOSAL INFORMATION

Bids should indicate the firm's qualifications to oversee and conduct the work. Bids can be for both focus groups and public opinion surveys or just one component. Bids should include monetary information in BAM, including VAT, for completing such work and any additional pertinent information. The proposal should include the following:

- General information about your firm and its methodology, including the methods it plans to use to recruit, train and conduct quality control of moderators and field workers;
- Expected research plan or methodology for proposed work.
- Expected timeline;
- A list of previous clients;
- Statement of previous experience in conducting similar research, especially in region;
- A sample survey report; and/or
- A sample focus group report.

Proposals should include a detailed budget containing ALL COSTS, including staff time and projected communication and travel expenses.

Please submit proposals and any questions via email to Indira Imamović at igrahic@ndi.org by November 22, 2024.

NDI will evaluate bids based on the vendor's ability to meet description of product needed, experience and price.

NDI reserves the right to reject any and all bids. NDI reserves the right to consider bids for modification at any time before a contract is awarded. NDI shall not be liable for any costs associated with the preparation, transmittal, or presentation of any materials submitted in response to the RFP. NDI reserves the right before making an award to inspect the proposed bidders' facilities or equipment.

Please note that **NDI intends to use a Master Service Agreement (MSA) mechanism for this engagement**. Under this mechanism, the MSA itself does not authorize any work or guarantee any payment, but rather establishes agreed-upon rates for the work. The work itself is authorized and issued through Task Orders, which are subordinate agreements that outline a detailed scope, expected deliverables, and timeframe for a specific project. Payment under the MSA can only be made with a fully executed Task Order.

Bidders must provide disclosure of any known past, present or future relationships with any parties associated with NDI. For example, applicants should disclose if a member of their Board is also a member of NDI's Board currently or in the past. The bidder also certifies that the prices offered were arrived at independently and without purpose of restricting competition with other bidders including but not limited to subsidiaries and that prices have not been and will not be knowingly disclosed to any other bidder unless required by law. Failure to comply with these requirements may result in NDI having to re-evaluate the selection of a potential bid.

Proposals are expected to be binding for a period of one hundred and twenty (120) days from the published response date.

ABOUT NDI

NDI is a nonpartisan, nongovernmental organization that responds to the worldwide quest for popular civic participation, open and competitive political systems, and representative and accountable government. Since its founding in 1983, NDI and its local partners have worked to establish and strengthen democratic institutions and practices by building political and civic organizations, safeguarding elections and promoting citizen participation, openness and accountability in government. You can learn more about the Institute at our website, www.ndi.org.