



## Request for Proposals

### Conducting Social Network Analysis (SNA)

This Request for Proposals (RFP) is a part of the USAID/ENGAGE Activity to Enhance Non-Governmental Actors and Grassroots Engagement. The **purpose of USAID/ENGAGE is to increase citizen awareness of and engagement in civic activities at the national, subnational and local level.**

#### Overview

One of Pact's objectives within ENGAGE is to foster effective national, regional and local civic coalitions and initiatives to promote democratic reform. In order to achieve this objective, Pact capitalizes on Ukrainian citizens' increased awareness of civic engagement. ENGAGE aims to connect newly empowered citizens with formal CSOs engaged in civic advocacy and oversight. In order to assist Ukrainian CSOs to network and build coalitions with citizens in partnerships across various levels, and to assist them to develop the broadest constituencies necessary to bring sustainable change, Pact aims to contract a vendor to conduct a network analysis of Ukrainian online political behavior. As the result of the analysis, Pact's partners should receive valuable insights to assist in strengthening their networks, improve constituency outreach efforts and communication strategies to run targeted campaigns, and better represent and advocate for citizens' interests.

The **objectives** of this analysis are:

- 1) to strengthen Ukrainian civil society understanding of issues and actors at the national, regional and local levels;
- 2) to assist ENGAGE partners to expand coalitions and networks in order to support democratic reforms;
- 3) to assist successful implementation of ENGAGE partners' information and oversight campaigns.

Pact seeks to procure the following services:

- Social Network Analysis, to be conducted in **July and November, 2017**, throughout the Ukrainian segment of social networks (Facebook, Twitter, Vkontakte and Odnoklassniki);
- Map online networks around democratic reforms, political and social topics;
- Analyze online behavior and preferences of target audience;
- Map opinion leaders around key reform-oriented topics (anti-corruption, transparency and accountability of government, public services, social mobilization, ecology and environment).

The final design and timeline for all tasks will be agreed upon after final selection of the Contractor.

#### Tasks

**Task 1:** To conduct an analysis of opinion leaders and influencers throughout the Ukrainian segment of social networks (Facebook, Twitter, Vkontakte and Odnoklassniki).

- Design, finalize and obtain Pact's approval of the monitoring and analysis methodology.
- Organize and conduct monitoring of social media posts of opinion leaders and influencers.
- Analyze the understanding of issues and actors involved in reform-oriented topics (anti-corruption, transparency and accountability of government, public services, social mobilization, ecology and environment).
- Write a report summarizing the results of the monitoring and analysis.
- Prepare a presentation monitoring and analysis results in English.

**Task 2:** To map online networks around hot political and social topics, behaviors and preferences of target audience (anti-corruption, transparency and accountability of government, public services, social mobilization, ecology and environment). The mapping should cover the Ukrainian segment of social networks (Facebook, Twitter, Vkontakte and Odnoklassniki).

- Design, finalize and obtain Pact's approval of the mapping methodology.
- Conduct the mapping of online networks.
- Identify monthly issues-of-interest and prepare an analysis about the trending topics from May 2017 to September 2017;
- Develop a report and visualization materials (infographics) based on the mapping results. The report template should be approved by Pact in advance.

**Task 3:** To prepare and present to Pact a comprehensive analytic report on SNA results and recommendations.

The report should include:

- Overview of the understanding of issues and actors involved in reform-oriented topics (anti-corruption, transparency and accountability of government, public services, ecology and environment);
- Identification of issues and motivations that drive engagement at micro-levels and might mobilize active citizens to participate in reforms;
- Analysis of the patterns of information flow and impact, and how they shape behaviors;
- Recommendations for a communication strategy for Pact's partners, based on the findings of the analysis.

## **Deliverables**

### **Task 1:**

- Methodology for monitoring and analysis of opinion leaders and influencers finalized and approved by Pact (in English and Ukrainian).
- Analysis of active and influential people by their support around key reform-oriented topics prepared (in English and Ukrainian).
- Monthly issues-of-interest and analysis of trending topics prepared (in English and Ukrainian).
- A visualized report based on results of the monitoring and analysis submitted to Pact (in English and Ukrainian) and approved.

### **Task 2:**

- Mapping methodology of online networks around political and social topics, behaviors and preferences of target audience finalized and approved by Pact (in English and Ukrainian).
- A visualized report based on results of the mapping submitted to Pact (in English and Ukrainian) and approved.

### **Task 3:**

- Comprehensive analytic report on SNA results and recommendations submitted to Pact (in English) and approved.
- Presentation of the analytic report to Pact and ENGAGE partners conducted.

**Deadline** for proposal submission is **May 22, 2017, 18:00**. Submit proposals by e-mail to [grants.engage@pact.org.ua](mailto:grants.engage@pact.org.ua) with the subject: "RFP for SNA".

## **Proposal must include:**

- Technical overview with proposed methodology, expected timeline, and previous experience of organization.
- Cost proposal:
  - Budget should provide detailed figures.

## **Important notices:**

- Applications must be submitted in English.
- Applicants will be notified of the status of their application in writing by e-mail.
- Decisions are final and cannot be subject to reconsideration.
- Submitted applications cannot be returned or reviewed.

**Questions**

Questions regarding this RFP may be sent to [grants.engage@pact.org.ua](mailto:grants.engage@pact.org.ua) no later May 10, 18:00, with the subject: "Questions re: RFP for SNA". Pact has no obligation to provide clarifications to questions received after this date. Replies will be provided by May 15, 18:00. To ensure fairness and transparency of the selection process, Pact cannot give a prior opinion on proposals. No individual replies will be given to questions. All questions and answers as well as other important notices during the selection process will be sent to all who submitted questions, as appropriate, and announced on USAID/ENGAGE Facebook page <https://www.facebook.com/usaidengage/>.