

**Annex II to the Invitation to Tender**

**Frontex/OP/534/2019/DT**

## **Terms of Reference**

**Service contract for the provision of social media analysis services concerning irregular migration trends and forecast (as part of pre-warning mechanism)**

## Contents

<b>1. Background</b>	<b>3</b>
<b>2. Description of services</b>	<b>3</b>
2.1. Global objective	3
2.2. Definitions	4
2.3. Scope of the service	4
<b>3. Contract management personnel</b>	<b>7</b>
<b>4. Minimum quality requirements</b>	<b>7</b>
4.1. Minimum Requirements for the experts	7
4.2. Minimum Requirements and monitoring	7
<b>5. Safety &amp; Security Requirements</b>	<b>8</b>
<b>6. Implementation of Framework Contract</b>	<b>8</b>
6.1. Indicative Implementation timeline	8
6.2. Location	8
<b>7. Intellectual property rights</b>	<b>8</b>
<b>8. Confidentiality and public access to documents</b>	<b>8</b>
<b>9. Indicative Budget</b>	Error! Bookmark not defined.
<b>10. Language</b>	<b>9</b>
<b>11. Other</b>	<b>9</b>
<b>12. List of Appendixes</b>	<b>9</b>

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## 1. Background

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Risk analysis is the starting point for all Frontex activities, from joint operations at the external borders of the EU through training or research studies.

In doing so, a vast volume of data and information need to be gathered and analysed. Frontex wants to embrace the opportunities that are arising from a rapid growth of social media platforms that allow users to interact with each other in ways unimaginable before.

This has profound implications for migratory movements of people as their social media interactions drastically change the way how people acquire information about the route or any other element important for their decision to migrate.

These social media interactions often occur prior to departure or during their transit and thus well before persons reach the external borders of the EU.

Common Pre-frontier Intelligence Picture (CPIP) monitoring service:

Social media analysis and monitoring for the purpose of strategic planning and improved situational and pre-frontier intelligence picture regarding illegal border crossings, volume of crossings (or planning to cross) into specific areas, routes and criminal activity focused on European Union external borders and areas beyond this borders.

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## 2. Description of services

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### 2.1. Global objective

Social media interactions, conversations and content generated using different platform should be analysed in ways that will allow for:

1. Improved risk analysis regarding likely future irregular migratory movements impacting external borders of the EU and SAC and
2. Support for planning, conduct and evaluation of joint operations coordinated by Frontex (at sea, land and air borders and including return operations);

The two goals require a range of different expertise and go beyond open source analysis as social media interactions are often closed or require authentication.

Social media landscape is also highly fluid and susceptible to rapid changes. A key challenge is to maintain the current knowledge and expertise as technology evolves and users of social media develop their handling of the medium.

This reinforces the necessity to study and maintain an understanding of how relevant actors in transit, source and regions adjacent to the external borders of the EU use social media for interactions linked to irregular migratory movements.

This insight should also allow Frontex to determine at a relatively early stage of joint operation planning the likely extent to which social media will contribute to predictive intelligence in order to allocate resources appropriately.

## 2.2. Definitions

Social media - Defined as both the use of technology and of a varied internet services inspired by “the participatory web”, enabling users to create and share digital content, whether textual, audio or video. The concept of social media refers to social network sites such as Facebook, forums, weblogs, MySpace, YouTube, Vimeo, Twitter, Telegram, Instagram, etc.

Sentiment analysis - What people, in the internet and social media, are saying and feeling and where they’re saying it, with relevance to irregular migration.

Irregular migration - The immigration of a person to a new place of residence using irregular or illegal means, without valid documents or carrying false documents. *(Source: EMN Glossary 2.0, 2012)*

Irregular migrant - In the EU context, a third-country national who does not fulfil, or no longer fulfils the conditions of entry as set out in Article 5 of the Schengen Borders Code or other conditions for entry, stay or residence in that Member State. In a global context, someone who, owing to illegal entry or the expiry of his or her legal basis for entering and residing, lacks legal status in a transit or host country. *(Source: EMN Glossary 2.0, 2012)*

Migration intent - Motivations, expectations and intentions behind migration decisions and the very nature of these decisions. The possibility of migration or wish to migrate.

Working days - week days which are working days in the territory of Poland

## 2.3. Scope of the service

The services required under this contract will be as follows:

### 2.3.1 Social Media Landscape report

#### 2.3.1.1 Specific objective

The report should be focused on analysing and understanding the current landscape regarding (inter alia) internet and social media use among demographics and in regions of the world most commonly associated with large and sustained irregular movements of persons towards the EU and SAC.

The report will thus need to include data and analysis of relevant actors using social media: migrants; traffickers/smugglers; civil society and diaspora communities in destinations (EU).

The report should be forward-looking and go beyond the formal customer-driven requirements process in order to provide not only an understanding of the current landscape but also a strategic warning system on changes such as the socio-political, economic or human security environment that could pose challenges to Frontex policies. The strategic warning should be multidimensional and focused mainly on identifying the existence of a potential threat in terms of intention, interactions or capability of several types of entities (people, places and organizations).

Warnings should involve a more in-depth, cumulative compiling and analysis of trends and developments, which information sources raise migration aspirations, and which shape migrants’ decisions at departure, on the route and after reaching EU, rather than an excessive concentration on the latest or most current information, which can be misleading.

To make it forward-looking the report should develop specific key words (or combination of words) on social media platforms including, but not limited to, Twitter, Telegram, Facebook, Instagram and YouTube. Analysis of these should allow for creation of indicators and warnings for changes that will form the basis for the most suitable social media monitoring and analysis strategy for Frontex given the global objectives written above.

This social media monitoring and analysis strategy will be used for designing and drafting of regular reports.

#### **2.3.1.2 Description of requested services**

The contractor is required to provide Social Media Landscape report with all the elements from the specific objectives, broken down by region, demographics of users and types of uses. The report should include a proposal for the structure of the monthly social media analysis report and define specific key words (or combination of words) which will be used for the purpose of the monthly report, on social media platforms including, but not limited to, Twitter, Telegram, Facebook, Instagram and YouTube linked to two points from the global objectives.

The forward-looking perspective should be covering at least one year after the completion of the report.

#### **2.3.1.3 Deliverables**

1. Proposal for report structure - within 5 working days after contract signature
2. Draft report - within 25 working days after contract signature
3. Final report - within 10 working days after draft report is presented. The final report is to include, inter alia:
  - proposal for the design and required content of regular monthly social media analysis report
  - definition of specific key words (or combination of words) on social media platforms including, but not limited to, Twitter, Telegram, Facebook, Instagram and YouTube linked to two points from the global objectives.
4. Presentation of the report and the main findings to Frontex as requested in the specific objectives - at the same time as the final report is presented.

The contractor must provide all reports/deliverables in English and electronically using software compatible with MS Office Suite products or as directed by Frontex. Deliverable in report format (Ms Word, ppt and pdf, 3 hard copies) and data provided in .xls file:

#### **2.3.2 Monthly social media analysis report**

##### **2.3.2.1 Specific objective**

Regular monthly report should be delivered based on design and the required content agreed in the Social media landscape report. The report should in any case be divided into the two elements covering the two global objectives.

The monthly report will feed into/validate work ongoing in other areas of Frontex (situation centre, operational analysis) and also validate or disprove findings from Social media landscape report and previous monthly reports (or elements within).

This monthly report should draw inference from patterns or early warnings detected for emerging events, general topics or news that attract the attention of the public and thus contain predictive intelligence in terms of location, degree of social influence, size and composition of irregular flows affecting external borders of the EU. This should ensure a more informed decision-making regarding allocation of resources.

For an improved prediction the report should include external events combined with a sentiment measure with respect to the social roles and popularity of the involved entities.

The report should also focus on further research on deciding whether a written text expresses negative or positive opinions regarding a particular topic and must contain data visualizations in the most appropriate and agreed format. Specifications regarding the length, format, timing and visualisation are written under description of requested services and deliverable section.

#### **2.3.2.2 Description of requested services**

Monthly Social Media Analysis report is a regular product that will be produced for initial period of 12 months. The report should be approximately 4000 words. It should be prepared at the beginning of the initial term of the contract and updated 2 months in advance before each renewal period.

Regular video conference sessions (up to 60 minutes in duration) will be organised for the contractor to provide an oral brief as to the main findings from the monthly report and get immediate feedback by Frontex.

These sessions could also provide an opportunity for the contractor to advise Frontex on procurement of tools to analyse different platforms in-house and/or provide training and guidance to relevant Frontex staff on social media in general and monitoring services in particular.

#### **2.3.2.3 Deliverables**

1. First monthly report with content as specified under specific objectives above and within the proposal for design and required content - 10 working days after the month under observation is over but no later than 21 working days after Social media landscape report is final. Final schedule to be agreed with Frontex.
2. 11 subsequent monthly reports - 10 working days after the month under observation is over
3. Each Monthly report should be presented (and discussed) with Frontex, allowing for fine tuning of the services for the next monthly period.
4. Data for analysis and visualisations of data/main findings- should be delivered with every monthly report also as a separate stand-alone files for possible re-use in relevant Frontex reports
5. Product awareness sessions - in the same week as monthly report

The contractor must provide all reports/deliverables in English electronically using software compatible with MS Office Suite products or as directed by Frontex. Deliverable in report or presentation format (Ms Word, ppt and pdf) and data provided in .xls file:

#### **2.3.3 Ad hoc social media analysis report**

##### **2.3.3.1 Specific objective**

The ad hoc social media analysis report allows for requesting social media analysis on specific geographical areas or on focus issues, in situations of unprecedented and unexpected irregular migration situation affecting the external borders of the EU.

##### **2.3.3.2 Description of requested services**

Upon request and specific order, the contractor will provide an ad hoc report covering a specific issue and/or geographical area beyond the regular reporting but still drawing on regular monitoring work.

The report should approximately be 1500 words.

The ad hoc request will be issued up to three times per year.

### 2.3.3.3 Deliverables

Ad hoc social media analysis report - draft delivered 10 working days after the official communication of the request. Frontex comments provided within 2 working days and final report provided within the next two working days. Deliverable in report format (Ms Word, ppt and pdf) and data provided in .xls file:

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## 3. Contract management personnel

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The contractor shall appoint a Project Manager who will be the person responsible for this contract and will act as contact point on all matters regarding its implementation.

The Contractor's Project Manager shall organise and submit a report from the kick off meeting. He/ She shall also arrange the delivery of the required deliverables in the requested forms and formats and keep the timetable and record of the deliverables produced.

All reports shall be forwarded for the attention of Frontex Project Manager and contact persons.

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## 4. Minimum quality requirements

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### 4.1. Minimum Requirements for the experts

The experts assigned for the implementation of this contract shall possess a relevant professional experience of minimum 3 years in social media research and analysis or/and relevant professional experience of minimum 3 years in social media and internet information analysis.

Replacement of the assigned experts requested by the Contractor will be accepted by Frontex only in exceptional situations, based on written explanation providing reasons for the replacement and will be subject to Frontex prior approval.

Frontex reserves the right to request replacement of the proposed expert if the quality of his/her services is unsatisfactory.

In both cases the substitute experts shall meet Frontex requirements and prove the relevant professional experience as required herein.

Each proposed expert must sign the Statement of Intent (Appendix 4).

### 4.2. Minimum Requirements and monitoring

Upon contract signature, within 5 working days there shall be a kick off meeting for the first assignment: Social Media Landscape report to discuss implementation details and agree on the report structure. This meeting shall take place either in person or remotely and result in a detailed approved report structure.

Within 5 working days of the kick off meeting, the Contractor's Project Manager shall present the detailed report structure to Frontex for approval. Within 5 working days, Frontex Project Manager approves or comments the detailed report structure. Services are commenced within 5 working days within receiving comments from Frontex.

Following the agreement on the detailed report structure, the contractor prepares the draft report.

Upon receiving the draft social media analysis landscape report (or its updates) and the draft structure of the monthly social media analysis report, Frontex will provide comments within 5 working days to be taken onboard by the contractor. The contractor will amend the deliverables accordingly and present amended versions within 5 working days.

The Acceptance sheet for the deliverables (Appendix 1) should be presented together with the invoices for payment.

The draft and final report should include a proposal for structure of and key search terms for the Monthly social media analysis report.

The monthly social media analysis reports are submitted in line with the agreed structure and timetable listed in the Deliverables section.

Any agreed improvements shall be taken onboard in the next and final reports and analysis. Any comments/questions to the final report should be provided by Frontex within 5 working days and responded within next 5 working days.

The ad hoc social media analysis report is provided in line with the requirements listed in the Deliverables section.

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## **5. Safety & Security Requirements**

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The Contractor must ensure, prior to signature of the contract proposed expert is not under any conflict of interest. Frontex shall require that every expert providing services to Frontex signs a Declaration of confidentiality, independence and absence of conflict of interests (Appendix 2).

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## **6. Implementation of Framework Contract**

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### **6.1. Indicative Implementation timeline**

The timelines of the deliverables during the initial contract term:

- Social media landscape report 40 working days (ca 2 calendar months)
- Regular Social Media Analysis - 12 months
- Ad hoc social media analysis - ad hoc - estimated production time and format- same as monthly social media analysis report

The contractor may modify the outlined timeframe but the modifications need to be justified.

### **6.2. Location**

All services are to be provided with the resources of the contractor in contractor's location.

Meetings with Frontex, if not arranged remotely, will take place in the premises of Frontex.

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## **7. Intellectual property rights**

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The owner of all documentations and publications will be Frontex.

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## **8. Confidentiality and public access to documents**

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In the general implementation of its activities and for the processing of tendering procedures in particular, Frontex observes the following EU regulations:

Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions,



bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC;- Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation);

- Regulation (EC) No. 1049/2001 of the European Parliament and of the Council of 30 May 2001 regarding public access to European Parliament, Council and Commission documents.

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## 9. Language

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All deliverables will be made in English language.

All correspondence and documents related to the Contract implementation must be made in English.

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## 10. Other

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Exemplary analytical reports (Annual Risk Analysis, Quarterlies, etc) are available on Frontex website and constitute a good starting point to understand the material available and the analytical products delivered by Frontex.

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## 11. List of Appendixes

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Appendix 1 - Acceptance sheet

Appendix 2 - Declaration of confidentiality, independence and absence of conflict of interests

Appendix 3 - Template of the CV in EU format in English language

Appendix 4 - Statement of Intent