Market Consultation

Service provider for the collection of nationally representative survey responses for the Project: Public acceptability of climate change mitigation policies

**The deadline date for the receipt of proposals is 21 June 2021, 6pm Paris time**



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# Preamble

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| The OECD brings together the governments of [countries committed to democracy and the market economy](http://www.oecd.org/document/58/0,3343,en_2649_34483_1889402_1_1_1_1,00.html) from around the world to:  • Support sustainable economic growth • Boost employment • Raise living standards • Maintain financial stability • Assist other countries' economic development • Contribute to growth in world trade  The OECD also shares expertise and exchanges views with more than **100 other countries and economies**, from [Brazil](http://www.oecd.org/country/0,3377,en_33873108_36016449_1_1_1_1_1,00.html), [China](http://www.oecd.org/country/0,3377,en_33873108_36016481_1_1_1_1_1,00.html), and [India](http://www.oecd.org/india/)to the least developed countries in [Africa](http://www.oecd.org/africa/). | **Fast facts**  **Established:** 1961 **Location:** Paris, France **Membership:** 38 countries **Budget:** EUR 386 million (2019) **Secretariat staff:** 3 300 **Secretary-General:**  [Mathias](http://www.oecd.org/about/secretary-general/) Cormann **Publications:** 250 new titles/year **Official languages:** English/French |

**Monitoring, analysing and forecasting**

For over 60 years, the OECD has provided statistical, economic and social data comparable with the most important and most reliable in the world. In addition to its collection of data, the OECD monitors trends and analyses, and forecasts economic developments. The Organisation studies changes and developments in trade, environment, agriculture, technology, taxation and more.

**The Organisation provides a setting where governments can compare their experiences in developing public policies, seek answers to common problems, identify good practices and coordinate both domestic and international policies.**

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**TERMS OF REFERENCE**

# Background and introduction of the project

The Organisation for Economic Co-operation and Development (OECD) is launching this Market Consultation for sourcing a company to conduct nationally representative online surveys across several OECD and non-OECD member countries.

The OECD project seeks to understand key aspects around the public acceptability of the energy transition – with a focus on climate change mitigation – across a number of OECD and non-OECD countries with diverse economic structures, levels of income, electoral systems, etc.

Before constructing a policy framework for countries’ energy transition, it is important to identify the main challenges that a policy strategy may encounter and how to address these challenges. A key element for success is a good understanding of peoples’ knowledge, perceptions and attitudes vis-à-vis climate change impacts and the policy tools to address them, including the costs and benefits of such policies. The purpose of the proposed work is to fill this knowledge gap, which will also help designing appropriate policy packages.

The project aims to understand specific elements that affect public acceptability of the energy transition using a consistent methodology across countries:

1. **Understanding of climate change:**

* Assess the current level of understanding of factors driving climate change and of the expected environmental and socio-economic impacts of climate change.
* Assess the perceived responsibilities for causing climate change (across groups in society, economic sectors, geographic regions, etc.)

1. **Individual behaviour:**

* Assess to what extent respondents are willing to change their individual behaviour (e.g. drive less, fly less, reduce meet consumption, etc.) to help reduce carbon emissions.

1. **The impacts of climate policies:**

* Assess perceptions of the environmental impacts of climate policies (perceived effectiveness of policies).
* Assess perceptions of the economic impacts of climate policies (perceived effects on jobs, competitiveness, international burden sharing etc.).
* Assess to what extent respondents’ trust in governments translates into support for policy action.

1. **Policy preferences:**

* Assess preferences over specific climate policy options (e.g. carbon tax, subsidies for low-carbon goods and services, emissions standards etc.).
* Assess if respondents update their beliefs on climate policy options after receiving additional information, and evaluate to what extent respondents trust the additional information.

# Scope of the work

The successful bidder will be requested to collect nationally representative samples of responses to online surveys, which last approximately 25 minutes with the following conditions:

* The survey is to be conducted across several countries, specifically Spain, the United Kingdom, Germany, Italy, Poland, Japan, Indonesia, South Africa, China, Ukraine and potentially further OECD and non-OECD member countries. No translation of questionnaires or responses is required by the successful bidder. The surveys are translated to the national languages by the team at the OECD prior to launching the survey.
* The survey is prepared in the survey platform Qualtrics by the team at the OECD. The successful bidder will collect responses via a survey link that is generated by the OECD team in Qualtrics. The responses will be downloaded from Qualtrics into Excel by the team at the OECD.
* Within each country the sample needs to be nationally representative of the population aged 18+, based on gender, age, income/education, region, rural vs. urban, and potentially further country-specific socio-demographic criteria;
* The final sample needs to cover 2,000 respondents per country with an additional 200 responses for a pilot survey per country;

**Questionnaire scripting and data hosting will be performed by the OECD, the successful bidder will only provide the panel of responses.**

## Minimum requirements for bidders

Interested bidders shall demonstrate the following minimum requirements:

* Experience in conducting large-scale nationally representative online surveys across OECD and non-OECD member countries.
* The ability to collect representative samples of 2,000 responses within one month in each of the countries listed above.

# Application process

Bidders should submit an offer demonstrating their ability to collect large-scale nationally representative samples through online surveys across OECD and non-OECD member countries (list of relevant projects and past experience). Proposals shall be entirely drafted in either English or French and shall be received by the Organisation before the deadline date. Bidders should submit a concept note explaining their proposed methodology to perform the requested services. This concept note should include information on how the bidder plans to:

* Collect the responses;
* Ensure a representative pool of respondents;
* Ensure a timely collection of the responses.

Bidders should also provide the following information:

* Company name;
* Legal nature of the company;
* Address;
* Registration number or equivalent.

## Prices

Prices quoted in the proposal must include all costs necessary for the complete execution of an eventual contract. Charges for items essential to the execution of the contract and not identified in the proposal will be borne by the bidder.

Bidders are requested to provide a cost breakdown in their financial offer. If prices vary depending on the country, in which the survey is to be conducted, bidders are requested to clearly specify this in their offer and to provide prices separately by country. For further countries that are not listed in Section 2, bidders can provide an upper-bound estimate of the prices, potentially listed by region (for example: countries in South-East Asia, Latin America etc.). All prices must be in Euros.

As the Organisation is not subject to VAT all prices should be indicated as before tax.

## Data protection

The successful bidder warrants that the processing of personal data will be carried out in accordance with the OECD Data Protection Rules. Personal data means any information relating to an identified or identifiable individual, processed under the contract. They are currently set out in the Decision of the Secretary-General on the protection of individuals with regard to the processing of their personal data, [Annex XII of the Staff Regulations, Rules and Instructions applicable to Officials of the Organisation](https://www.oecd.org/careers/Staff_Rules_EN.pdf).

The successful bidder shall take appropriate technical and organisational security measures in order to prevent any unauthorised person from gaining access to the Personal Data.

## Submission deadline

The deadline to submit proposals is 21 June 2021 (6:00pm Paris time). Queries regarding this market consultation can be submitted up to 5 days before the closing date (16 June 2021).

Offers and queries shall be sent via email to the following persons:

Antoine Dechezleprêtre ([Antoine.Dechezlepretre@oecd.org](mailto:Antoine.Dechezlepretre@oecd.org));

Tobias Kruse ([Tobias.Kruse@oecd.org](mailto:Tobias.Kruse@oecd.org));

Adrien Fabre ([Adrien.Fabre@oecd.org](mailto:Adrien.Fabre@oecd.org)).

# Evaluation criteria

Bidders will be evaluated upon the following criteria:

* *50% Relevant experience in collecting large-scale nationally representative survey responses across several OECD and non-OECD member countries.*
* *25% Proposed methodology to collect the responses.*
* *25% Financial proposal.*

The Organisation reserves the right to organise interviews and request the bidders to specify the content of their proposals.

The project is expected to start in Q3 2021, upon signature of the Contract. The anticipated duration of the Contract with the successful bidder is 7 months.

# Payment schedule

They payment shall be made after the survey responses have been collected.

## MINIMUM GENERAL CONDITIONS FOR OECD CONTRACTS

The following articles constitute of the minimum general conditions of the contract to be signed between the OECD and the Contractor to whom the Competitive process would have been awarded (the “Contract”). These minimum general conditions are not exclusive and could, as the case may be, be modified and/or complemented with additional conditions in the Contract.

***ARTICLE 1 – GOODS OR SERVICES***

The goods and/or services provided under the Contract (hereinafter “The Work”) shall strictly comply with the standards mentioned in the Terms of Reference. It is expressly agreed that the Contractor shall perform the Work in strict accordance with all standards or, where no such standards have yet been formulated, the authoritative standards of the profession will be the applicable norms.

***ARTICLE 2 - PRICES***

Prices charged by the Contractor for the Work shall not vary from the prices quoted by the Contractor in its Tender, with the exception of any price adjustment authorised in the Contract.

***ARTICLE 3 - PAYMENTS AND TAXES***

Payment will be made in Euros.

In case the Contractor is located outside of France, the Organisation may be exempted from taxation, including from sales tax and value added tax (V.A.T.). Therefore, the Contractor shall not charge any such tax to the Organisation. All other taxes of any nature whatsoever are the responsibility of the Contractor.

In other cases, the prices shall be indicated exclusive of tax. If the amounts payable to the Contractor for the Work are subject to value added tax (V.A.T.), the Contractor's invoice will show the applicable V.A.T. rate and corresponding amount on the invoices, as well as the total amount before and after such tax.

***ARTICLE 4 - DELAY IN EXECUTION***

The Contractor shall perform the Work in accordance with the time schedule and the terms specified in the Contract, this being an essential element of the Contract. Any delay will entitle the Organisation to claim the payment of penalties as negotiated between the Contractor and the Organisation.

***ARTICLE 5 - ACCESS TO THE PREMISES AND SYSTEMS***

If the Work requires at any time the presence of the Contractor and/or of the Contractor’s employees, agents or representatives (“Personnel”) on the premises of the Organisation and/or access to the OECD’s systems, they shall observe all applicable rules of the Organisation, in particular security rules, which the Organisation may enforce by taking any measures that it considers necessary.

***ARTICLE 6 - IMPLEMENTATION OF THE WORK***

The Contractor undertakes that the Work shall be performed by the individual(s) named in the Contract or otherwise agreed in writing by the Organisation. The Contractor may not replace said individual(s) by others, without the prior written consent of the Organisation.

***ARTICLE 7 - AUTHORITY***

The Contractor hereby declares having all rights and full authority to enter into the Contract and to be in possession of all licences, permits (including work permits for Contractor’s Personnel) and property rights, in particular intellectual property rights, necessary for the performance of the Contract.

***ARTICLE 8 - LIABILITY***

The Contractor shall indemnify the Organisation and its personnel against any and all claims, losses, damages, costs or liabilities of any nature whatsoever, including those of third parties, arising directly or indirectly out of or in connection with Contractor’s performance or breach of the Contract.

The Contractor shall, at its own cost, maintain throughout the duration of the Contract and as necessary thereafter adequate insurances to cover such risks, including any risks related to the execution of the Contract.

***ARTICLE 9 - REPRESENTATIVES***

Neither the Contractor nor any of its Personnel (including but not limited to its experts, employees, agents or representatives):

* shall in any capacity be considered as members of the staff, employees or representatives of the Organisation;
* shall have any power to commit the Organisation in respect of any obligation or expenditure whatsoever;
* shall have any claim to any advantage, payment, reimbursement, exemption or service not stipulated in the Contract. In particular and without limitation, it is understood that neither the Contractor, nor any of the Contractor’s Personnel may in any manner claim the benefit of the privileges and immunities enjoyed by the Organisation or by its personnel.

***ARTICLE 10 - INTELLECTUAL PROPERTY***

The results and products, both intermediate and final, of the Work carried out in performance of the Contract, including all intellectual property rights arising therefrom, shall belong exclusively to the Organisation. These rights shall vest in the Organisation as and when the Work is created, or if this is not legally possible, be assigned to the Organisation by the Contractor throughout the world, on a perpetual basis.

As exclusive owner of the Work, the OECD enjoys full rights over it, including (but not limited to) the right to license, publish, display, represent, reproduce, adapt, translate, modify, create derivative work, sell, exploit, administer, use and dispose of the Work and to retain any and all benefit, revenue and income accruing therefrom, without the prior written consent of the Contractor being required. In particular, the OECD may freely decide to publish or not the Work (and/or any adaptation thereof).

All right in the Contractor's pre-existing proprietary intellectual property included in the results and products of the Work shall remain with the Contractor. If the Work includes any pre-existing materials owned by the Contractor, the Contractor grants to the OECD a perpetual, irrevocable, non-exclusive, sub-licensable, worldwide and royalty-free licence to use such materials as part of the Work.

The Contractor warrants that the results and products of the Work do not infringe the intellectual property or other rights of any third parties.

The Contractor shall not use the OECD name and/or logo without the prior written consent of the OECD.

***ARTICLE 11 - TRANSFER OF RIGHTS OR OBLIGATIONS***

The Contractor shall not transfer to any third party any rights or obligations under this Contract, in whole or in part, or sub-contract any part of the Work, except with the prior written consent of the Organisation.

***ARTICLE 12 - TERMINATION***

Without prejudice to any other remedy for breach of Contract the Organisation may claim, the Organisation reserves the right to terminate the Contract without any prior notice or indemnity:

i) in the event of failure by the Contractor to comply with any of its obligations under the Contract; and/or

ii) if the Contractor, in the judgment of the Organisation, has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.

The Organisation may also, by written notice sent through registered mail with recorded delivery to the Contractor, terminate the Contract, in whole or in part, at any time for its convenience. The notice shall specify that termination is for the Organisation's convenience, the extent to which Work of the Contractor under the Contract has been completed, and the date upon which such termination becomes effective. The Work that is complete on receipt of notice by the Contractor shall be accepted by the Organisation, at the Contract terms and prices. For the remaining, the Organisation may elect:

i) To have any portion completed at the Contract terms and prices; and/or;

ii) To cancel the remainder and pay to the Contractor the amount corresponding to the completed work.

***ARTICLE 13 – FINANCIAL INFORMATION***

During the Contract and at least seven years after its termination, the Contractor shall :

1. keep financial accounting documents concerning the Contract and the Work ;
2. make available to the Organisation or any other entity designated by the Organisation, upon request, all relevant financial information, including statements of accounts concerning the Contract and the Work, whether they are executed by the Contractor or by its any of its subcontractors.

The Organisation or any other entity designated by the Organisation may undertake, including on the spot, checks related to the Contract and/or the Work.

***ARTICLE 14 – ETHICAL PRACTICES***

Having due regard to the nature and purposes of the OECD as an international organisation, the Contractor shall adhere to the highest ethical and business responsibility standards. In particular, the Contractor shall comply with (and shall ensure that its Personnel complies with) all applicable national and international rules relating to ethical and responsible standards of behaviour, including, without limitation, those dealing with human rights, environmental protection, sustainable development, anti-bribery and anti-corruption.

OECD staff may not accept, directly or indirectly, any gratuity, gift, favour, loan or anything of monetary value. In addition, we request our suppliers/providers to never put the Organisation or one of its staff members in an ethically unacceptable situation by offering gifts or hospitality of any kind.

***ARTICLE 15 - ARBITRATION CLAUSE***

Given the status of the Organisation as an international organisation, the Parties specifically agree that their rights and obligations shall be governed exclusively by the terms and conditions of the Contract.

Any dispute, controversy or claim arising out of or relating to the Contract, or the breach, termination or invalidity thereof, shall be settled by arbitration in accordance with the PCA Arbitration Rules 2012. The number of arbitrators shall be one. The language to be used in the arbitral proceedings shall be English. The place of arbitration shall be Paris (France). The Parties expressly renounce their right to seek the annulment or setting-aside of any award rendered by the arbitral tribunal, or if this renunciation is not legally possible, the Parties expressly agree that if an award rendered by the arbitral tribunal is annulled, the jurisdiction ruling on the annulment proceedings cannot rule on the merits of the case. The dispute will therefore be settled by new arbitral proceedings in accordance with this clause.

Nothing in the Contract shall be construed as a waiver of the privileges and immunities that the OECD enjoys as an international organisation.

***ARTICLE 16 – CONFIDENTIALITY***

Any information, on any medium whatsoever, sent to the Contractor to which the Contractor obtains access on account of the Contract, shall be held confidential. In consequence, the Contractor shall not disclose such information without the written prior consent of the Organisation. The Contractor shall ensure that the Contractor’s Personnel is expressly bound by and respect the provisions of the present clause.

***ARTICLE 17 - DATABASES***

The Contractor is informed that the OECD compiles an Organisation wide database of suppliers and that information relating to the Contractor will be included in this database. Subject to compliance with the OECD’s policies on protection of personal information, the database will contain any relevant information with respect to the Contractor and the Contractor’s contracts with the Organisation, including, without limitation, the financial terms, the contract deliverables and evaluations of the Contractor’s work. It is the Organisation’s policy to allow access to the database to certain management and administrative staff.

Notwithstanding anything expressed or implied by the present Contract or at law, and in particular any obligations of confidentiality undertaken by the Organisation, the Contractor understands and accepts that the OECD will collect, process and disclose the information related to the Contractor in the manner described above and hereby waives all claims against the Organisation and its personnel in this respect.