



**Global
Partnership**
for Sustainable
Development Data

Request for Proposals

Learning Audience Market Research Consultancy

Consultancy

Deadline: September 25th, 2022

Global Partnership for Sustainable Development Data

To : Offerors

From : Global Partnership for Sustainable Development Data (GPSDD)/
United Nations Foundation (UNF)

Subject : Learning Audience Market Research Consultancy

RFP Issue Date : 9 September 2022

RFP Closing Date : 25 September 2022

RFP Closing Time : 17:00 hours U.S. Eastern Time.

Performance Period : Approximately 1 October 2022 – 31 December 2022

The Global Partnership is seeking a consultant/consulting firm with considerable experience conducting market research with niche audiences and deep understanding of the development sector to inform the scope and direction of the development of a digital learning offer.

The Global Partnership invites qualified individuals, firms, and organizations (“Offerors”) to submit a proposal for the requested services. The Contract resulting from this award will be a Services Agreement.

Offerors are encouraged to read this RFP in its entirety, paying specific attention to the scope of services, instructions, and requirements. Issuance of this solicitation does not, in any way, obligate UNF to award a contract, nor will UNF pay for any costs incurred in the preparation and submission of a proposal. The agreement resulting from this RFP will be provided to the most responsive Offeror whose offer will be the most advantageous to the Global Partnership/UNF in terms of cost, functionality, and other factors as specified in this RFP.

The Global Partnership is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all.

Section 1: Background and purpose

Background: United Nations Foundation

The United Nations Foundation links the UN’s work with others around the world, mobilizing the energy and expertise of business and non-governmental organizations to help the UN tackle issues including climate change, data, global health, peace and security, women’s empowerment, poverty eradication, energy access, and U.S.-UN relations. The United Nations Foundation hosts and provides administrative, financial and contractual services for the Global Partnership. For more information, visit www.unfoundation.org.

Background: Global Partnership for Sustainable Development Data

The Global Partnership for Sustainable Development Data is a dynamic global network of governments, UN agencies, private companies and civil society organizations. The Global Partnership convenes, connects and catalyzes action to address the problems of poor data use, access, quality and production, and to work with stakeholders to fully harness the new opportunities of the data revolution in the service of sustainable development. For more information, visit www.data4sdgs.org.

Background: Learning Audience Market Research

The Global Partnership aims to leverage the expertise and resources of our diverse network of partners to increase data for development knowledge and skills for public sector stakeholders, and others, to more effectively address development challenges. To increase reach and scale learning impact, we aim to supplement our hands-on offers with easily accessible, engaging, self-serve content by curating and aggregating learning materials from across our partners.

Key to the success of the self-serve learning offer is ensuring that the materials are being made available in the most relevant way possible. To do this, we need to understand how our target audience wants to and will most sustainably access learning content. While there are many repositories of data learning content currently available, they are often segmented by sector or type of data and it is not clear to what degree the content is being accessed and used by target audiences. Some of the key questions this research will address are: To what extent does our target audience actively use digital learning resources? What types of digital spaces does our audience actively engage with that would be fit-for-purpose? What determines continued access and use of learning materials for our audience? Which learner personas exist within our target audience and what are their preferred formats, media and languages for learning experiences? What motivates content providers to open up their resources to be made available in aggregated spaces?

This piece of research will seek to understand how our target audience prefers to access digital or self-serve learning products, the existing landscape of data for development learning hubs and their payment/funding/sponsorship models, and options for digital spaces that are fit-for-purpose. The findings from this research will inform the scope and direction of the Global Partnership's digital learning offer.

Section 2: Scope of services

The consultant/firm will be required to work closely with the Global Partnership to define a set of research questions, conduct primary and secondary data collection, and produce a report detailing the findings.

Key tasks include:

- Work with the Global Partnership secretariat to define the key research questions to address;
- Develop primary and secondary data collection tools to address the questions;
- Work with the Global Partnership secretariat to identify list of potential interviewees and coordinate to conduct interviews;
- Maintain a clean analysis of data along with relevant data sources so that the Global Partnership can refer back to details as necessary beyond the scope of this consultancy;
- Produce document detailing existing landscape of data for development learning hubs
- Produce a draft report within agreed upon structure/outline;
- Produce final report incorporating revisions.

Desirable experience/qualifications

(If a consulting firm is bidding, the Global Partnership would look for these qualifications from the lead individual and others likely to be significantly engaged in the work.)

- Masters' degree in international development, public policy or related field or commensurate years of experience
- Accreditation or commensurate experience in conducting market research
- Experience analyzing or working with adult learning and digital learning services/products
- Knowledge of the data for development field or data-related learning topics
- Experience working with or demonstrated understanding of the development sector
- Excellent research and analytical skills
- Fluency in English and ability to work in an environment of diverse languages and cultures.

Section 3: Proposal Preparation Instructions

Proposals are expected to be comprehensive and include the information set forth below. Elaborate or unnecessarily voluminous proposals are not desired. Proposals must be submitted in English.

1. Proposal Narrative, no more than 5 pages
The proposal narrative will include:

A brief description of the Offeror's experience and expertise in the field that illustrates overall qualifications and capabilities to meet the terms of the RFP

A brief description of the Offeror's understanding of the scope of services and proposed methodology for the work

2. Resume or CV of individual or principals, in the case of consulting firm.

3. List of Past and Current Clients

4. Cost Requirements

The Offeror should include a detailed budget, which at a minimum includes the daily rate and level of effort for each person who will work on the services described above. All budgets must be in U.S. dollars.

Proposal submission: Proposals, including any attachments (limited to 6MB), should be sent electronically in PDF format to: proposals@data4sdgs.org. Be sure to include in the subject line: **Learning Audience Market Research Consultancy**. UNF will not accept proposals received by fax or mail.

All proposals are due by the date and time stated above. Any proposal received after the required time and date specified for receipt shall be considered late and non-responsive. Late proposals will not be evaluated.

Section 4: Selection

We will review candidates with the goal of selecting several consultants from a diverse range of geographies most advantageous to the Global Partnership, based on the qualifications listed above, as demonstrated by the resume or CV, cover letter, and additional material, if applicable. The Global Partnership will consider the Offeror's capability to deliver the scope of services, and the feasibility of the approach. The Global Partnership will also consider the overall costs to ensure that they are reasonable to deliver the services. The Global Partnership may meet with one or more Offerors prior to selection.

Section 5: RFP Conditions

UNF reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Offeror or other party.
- Accept other than the lowest price offered.
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.
- Award more than one contract.

Nothing in this RFP is, or should be relied on by Offeror as, a promise or representation by UNF. UNF does not make any representation or warranty as to the completeness of this RFP or have any liability for any representations (express or implied) contained in, or omissions from, this RFP. This RFP and any replies to any written notifications are transmitted to the Offeror

solely for the purposes of the Offeror preparing and submitting a Proposal. Each Offeror shall keep the RFP and its contents confidential.

Any information or materials submitted in response to this RFP and/or as a proposal (whether successful or unsuccessful) shall become the property of UNF and will not be returned. In submitting a proposal, the Offeror must agree that the offer shall remain firm for a period of no less than 120 days from the RFP closing date. Failure to follow the specifications and requirements provided in this RFP may result in disqualification.

Section 6: Terms of payment

Payment terms for the award shall be on a deliverables basis and will be made following the submission and approval of each deliverable. Payment is dependent upon receipt of valid invoice, and contingent upon successful completion of assignments, at the sole discretion of UNF. Payment shall be made in U.S. dollars by UNF via check or electronic funds transfer/bank wire. The final payment terms in the contract will control, not this RFP.