

Request for Proposal (RFP)

For: Research on Albanian diaspora as potential source of revenues for media outlets

Deadline application: 22 June 2021

Contractor: Thomson Foundation

The [Thomson Foundation](#) is issuing this Request for Proposal for the services research services on Albanian diaspora as potential source of revenues for media outlets TF support under the 'Media for All' project.

The goal of research is to map the most dense spots in which Albanian nationals live worldwide, to identify their demographics, connection with Albania and certain cities within the country, their information habits and demands and potential factors that may lead them support professional media in Albania.

We are seeking to hire a vendor to provide us with the services of:

- Mapping Albanian diaspora using available research and data and propose research sample that reflects initial findings
- Developing methodology adapted to the remote working mode
- Mapping diaspora organizations, networks, associations, and other resource contacts
- Mapping leading media established by Albanian diaspora in sampled countries / cities
- Data collection
- Data analysis and compilation of report
- Consultation with TF team to present initial findings prior to finalization of report and drafting recommendations

Following baseline research within the 'Media for All project' and experiences learned throughout the mentoring phase of the project, Thomson Foundation team identified a knowledge-gap when it comes to Albanian diaspora and their information habits and preferences towards media sector in Albania. Therefore, we intend to use the findings to adapt our approach in work with media outlets in Albania, fine-tune our support and explore innovative opportunities to engage diaspora as an additional revenue source for their businesses.

Expected deadline for delivery: 3 months from the date of signing the contract.

Elements of the proposal

Interested applicants should send their proposal that include the following:

- Research proposal indicating above mentioned services
- Portfolio of applicant indicating relevant research activities in similar fields
- Short portfolio of the applicant including the list of key personnel that will be involved in research
- Financial offer for above listed services
- Contact details of the vendor

Proposal validity

We kindly expect that the proposal remains open for acceptance by the TF, for a minimum of fifteen days from the date when it is submitted.

Instructions for submitting

You are kindly asked to submit your proposal to Mr. Davor Marko via email: DavorM@thomsonfoundation.org by 22 June 2021 (by midnight).

Clarification Requests

Should you need any additional information or clarification, please write to Mr. Ilcho Cvetanoski via email: IlchoC@thomsonfoundation.org.

Award Criteria

Proposals submitted within the indicated deadline will be evaluated in line with the following criteria:

- Comprehensiveness of research
- Quality of research proposal including methodology, time line and indicated understanding of the primary goal of research
- At least five relevant research reports related to media sector in Albania
- At least free relevant projects / references related to business, digitalisation and innovation in Albania
- Qualifications and experiences of the key research staff
- A proven experience in conducting research and assessment for programming will be an added value
- Having research expertise that combines both media and diaspora would also be an added value
- Value for money – price will not be a determining criteria, but the entire proposal and its quality will be also assessed against the indicated financial offer.

The Thomson Foundation will organize online meetings and interviews with shortlisted parties in order to clarify proposals and seek additional information prior to finally selecting the vendor.

By issuing this RfP, the Thomson Foundation is not bound in any way to enter into any contractual or other arrangement with any potential vendor.

ABOUT THE 'MEDIA FOR ALL' PROJECT

The aim of this CSSF funded media freedom programme is to develop and strengthen the editorial independence of the media, enabling them to provide citizens with a more diverse range of media content, and thus to encourage open, informed and active discussion amongst target audiences in the 6 WB countries - Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, and Serbia.

The main beneficiaries of this programme are media outlets and those working within the media sphere (e.g. editors). Also, the programme will be focused on increasing citizens engagement with a wider range of media, and potentially (over the longer term) increase the levels of trust in the media that demonstrate more balanced editorial policies.

This project lasts until mid-2022 and operates across the six WB countries. Program is implemented by the British Council (lead partner), Balkan Investigative and Reporting Network (BIRN), Thomson Foundation and INTRAC.

The role of Thomson Foundation (TF), as implementing partner of this program, is to provide tailored and mentored support to business development of selected media outlets. More on TF activities [HERE](#).