

Call for Tender for quantitative research services

The Alliance of Liberals and Democrats for Europe Party (ALDE Party) brings together parties with common liberal, democrat and reform ideas from more than 40 European countries. The Brussels-based ALDE Party Secretariat supports the activities of the Party; organises its meetings; manages its external communication; and facilitates European policy development and networking amongst liberal parties.

4-year FWC for quantitative research services

1. Purpose of the contract

With a goal to provide the European liberal family long-term and regular insights on voter sentiments, the emotional socio-political context, voter priorities and motives for political change, ALDE Party runs frequent research.

To make the most of such research, ALDE Party seeks a provider for its regular public opinion surveys in selected European countries.

In order to facilitate the best possible service provider on each of the services required, the tender is divided in lots.

This tender comprises the following two (2) lots:

- Lot 1: panel and associated services (maximum total estimated value of the lot is 1.820.000€ based on an indicative annual expenditure of 455.000€ excl. VAT).
- Lot 2: self-service survey platform (maximum total estimated value of the lot is 180.000€ based on an indicative annual expenditure of 45.000€ excl. VAT).

The specific services required, as well as the nature and duration of the contract for each lot, are described in detail in the corresponding sections of the call for tender. The list is not exhaustive, however and may be adjusted at any point to conform to the Organisation's evolving needs. Tenderers may submit a tender for one or more lots. The lots are independent of each other.

2. Nature and duration of the contract

A framework contract (FWC) establishes a mechanism for future repetitive purchases by the contracting authority (ALDE Party) to be awarded in the form of order forms. The signature of a FWC does not impose an obligation on the contracting authority to conclude specific contracts with a framework contractor.

All framework contracts will be concluded for an initial duration of twelve (12) months, with an expected start date of mid-April 2026. The actual commencement of services may occur earlier or later than the expected start date, depending on operational requirements and the availability of the contractor.

Contracts may be renewed for up to three (3) additional years, on an annual basis, subject to satisfactory performance by the contractor and the availability of budgetary resources. The stated start date is indicative and does not guarantee the precise timing of service requests.

For Lot 1, this procedure will result in the award of 1 framework contract.

For Lot 2, this procedure will result in the award of 1 framework contract.

3. Maximum estimated value of the contract:

The total maximum estimated value of this procurement, covering all lots and the entire duration of the contracts, including any renewals and all potential assignments awarded under the framework agreements, is estimated at **EUR 2.000.000€ (exclusive of VAT)**.

- Lot 1 - panel and associated services: The total maximum estimated value for the framework agreements is 1.820.000€ excluding VAT, covering all potential assignments under the framework, regardless of the number of suppliers receiving work.
- Lot 2- self-service survey platform: The total maximum estimated value for the framework agreements is 180.000€ excluding VAT.

The total contract ceilings indicated above represent an absolute budgetary limit and not the expected contract value. Offers will be evaluated based on the principle of 'Most Economically Advantageous Tender' (MEAT), where the competitiveness of the price remains a primary factor in the final ranking.

These values are provided for reference purposes only and do not constitute any obligation for the contracting authority to commit to these amounts. No minimum volume of services or supplies is guaranteed.

4. Price revision

The fees stipulated in the offers submitted to this tender are subject to potential review and adjustment to account for inflationary factors as of year 2 following the signature of the agreement. Such adjustments, if necessary, will be determined based on changes in the Consumer Price Index (CPI) with the application of the following formula:

$$Pr = Po \times (Ir / Io)$$

where:

Pr = revised price

Po = price in the tender

Io = index for the month in which the framework contract enters into force

Ir = index for the month in which the request to revise prices is received

Price adjustments shall be indexed to the official Consumer Price Index (CPI) of the Contractor's country of domicile, as published by the relevant national statistical authority

Requests by the contractor to indexate the prices must be made before the yearly anniversary of the contract since its entry into force.

5. Detailed description of the services to be provided

5.1 Lot 1 – panel and associated services

A description of the domains is given hereafter. It should be noted that the descriptions are indicative, and the definitions are non-exhaustive:

The contracting authority estimates approximately 50.000 annual survey completes. This estimate is not binding, and the number of completions may be adjusted according to the contracting authority's evolving needs.

The contracting authority seeks a service provider to carry out the fieldwork of the surveys, including the following services:

- ability to select or modify and individually set-up quotas in respective country
- ability to oversample based on pre-selection criteria (demographic or socio-political variables)
- recruiting participants to take part in the survey. The size of the samples should meet the selection criteria reflected below, and will be taken into account in the evaluation process of the call for tender.
- distribution of prepared surveys to respondents in their local language, following defined quotas and any pre-selection criteria; monitoring of quotas during fieldwork and adjusting as necessary
- continuous quality monitoring and automatic replacement of low-quality responses during fieldwork (bot detection, AI detection, attention check implementation, LOI exclusions etc.)
 - Preferable: capability to report non-response on respondent level and overall non-response rates.
 - mixed-mode interviewing with online + telephone, online + F2F or other combinations (use of third-party services is accepted)
- Panel providers should be able to incorporate non-native links (links from other self-service providers)
- Project management

5.2 Lot 2 – self-service survey platform services

A description of the domains is given hereafter. It should be noted that the descriptions are indicative, and the definitions are non-exhaustive.

The contracting authority seeks a service provider that can provide a self-service survey platform that guarantees the following minimum technical requirements:

- Ability to independently create surveys with advanced question types (rankings, max diff and similar) and setup options (randomization, piping and similar).
- Ability to process and implement translations from English into European languages.
- Ability to work with templates and libraries of questions (copy or move questions across survey projects etc.).
- Ability to setup, monitor and update quotas for fieldwork.
- Ability to setup up exit links and integrate with a survey panel
- Ability to export structured (e.g. xml, csv) codebook.
- Ability to export data, both complete after the finalisation of fieldwork and provisional data during fieldwork.
- Mobile-friendly interface for survey respondents.
 - Preferable: Capability to run conjoint experiments and other advanced designs; ability to run adaptive surveys; ability to integrate LLMs for guided chat conversations
 - Ability to generate a full set of test response data.
 - API access to respondent data.
- Translation services

Optional services

The Contracting Authority may, during the contract period, request additional services such as:

- Programming
- Scripting

However, the prices for optional services will not be considered in the evaluation of tenders and do not form part of the minimum technical requirements for participation. The Contracting Authority reserves the right not to request any of these services.

6. Subcontracting

A contractor may subcontract part of the services. Tenderers must state what part of the work, if any, they intend to subcontract and to what extent (i.e. what percentage of the total contract value). Tenderers shall also state the country or countries in which the subcontracted services are to be performed and, where possible, identify the proposed subcontractors. The overall responsibility of the work remains with the contractor.

7. Exclusion and selection criteria

7.1 Exclusion criteria

Participation in this tender procedure is only open to tenderers (all entities involved, including subcontractors and consortium members) that are not in a situation of exclusion as specified in Annex II, which includes:

- Bankruptcy and insolvency situations
- Non-payment of taxes or social security contributions
- Grave professional misconduct
- Fraud, corruption, participation in a criminal organization, etc.
- Serious breach of contract

7.2 Selection criteria

7.2.1 Lot 1 – panel and associated services

1. Proven experience of similar projects in nature and scope. Evidence requested: the tenderer must provide references of 2 projects delivered in these fields in the past 3 years with details of the value, delivery date and the type of service.
2. Survey panel minimum technical conditions. Evidence requested: self-declaration form contained in Annex II of this tender.
 - a. Capability to run representative online surveys in all EU countries.
 - i. A minimum required “representative” quota-based sample is 1.000 completes per country, preferred is at least 1.500 sample per country. Quota defined by age, gender (interlocking) and region; preferable also education. Target universe is voting age population (16+ or 18+, depending on country).
 - ii. Ensure exclusion of previously polled respondents.
 - b. Preferable: Capability for mixed-mode surveys (use of third-party services is accepted).
3. Adequately staffed and technically equipped for a smooth and efficient performance of the tasks required for the purpose of the contract. Evidence requested: professional profiles (e.g LinkedIn, CVs).
4. Compliance and GDPR rules: the tenderer must ensure that all aspects of the fieldwork comply with ethical standards and legal requirements, including informed consent and confidentiality protocols. Evidence requested: self-declaration form contained in Annex II of this tender.
5. Compliance with maximum estimated value of the lot. Any financial offer above the estimated indicative threshold will not be evaluated.

6. Ability to ensure data quality and minimise AI- and bot-generated responses. Evidence requested: description of tested and implemented processes and mechanisms that address at least the following:
 - A. Ongoing Panelist Validation: The frequency and nature of checks to reverify identity and engagement over time.
 - B. Throttling Mechanisms: The limits imposed on respondent participation (e.g., surveys per day or week) to prevent the professionalization that incentivizes bot usage.
 - C. Panelist Professionalism: How many surveys has an average panelist per market completed in the last 1, 7, and 30 d?
 - D. Panelist Quality Checks: What kind and how many response quality and attention checks are implemented? How many on average are being failed / passed by panelists?
 - E. Location Checks: VPN prevention policies and similar
 - F. In-survey evaluation of: response consistency across the full survey, open-ended answer quality, behavioral typing patterns, completion timing anomalies, device verification

7.2.2 Lot 2 - self-service survey platform services

1. Platform's language must be available in English. Evidence requested: print-screens of platform.
2. Provider must be able to create a survey link that can be used by external panel providers. Evidence requested: self-declaration form contained in Annex II of this tender.
3. The tenderer must be a legal entity with a minimum of three (3) years of experience in conducting European-wide surveys of a similar nature and scale. Evidence requested: the tenderer must provide a description of two (2) relevant projects completed within the last three years, detailing the scope, geographical coverage, and methodology used.
4. Compliance with minimum technical requirements as listed in section 5.2. Evidence requested: self-declaration form contained in Annex II of this tender.
5. Compliance with maximum estimated value of the lot. Any financial offer above the estimated indicative threshold will not be evaluated.
6. Compliance with the GDPR rules. Evidence requested: self-declaration form contained in Annex II of this tender.

8. Award criteria

8.1 Lot 1 – Panel and associated services

The contracts will be awarded on the basis of the best value for money award criteria, taking into account both quantitative and qualitative criteria weighted as indicated in the table below.

| Award criterion | Weight | Evidence requested |
|---|-------------------|--|
| <p>1) Data quality safeguards: measures and policies in place to ensure the accuracy, reliability, and integrity of collected data. This includes procedures for data validation, participant management, and error handling.</p> | <p>20%</p> | <ul style="list-style-type: none"> • Detailed description of your data quality policies and procedures • Examples or documentation of tested data validation processes • Methods for monitoring participant behaviour and ensuring reliable responses |
| <p>2) Panel quality: policies and procedures to ensure that survey participants are genuine, engaged, and not using bots or AI tools to complete surveys. Includes participant verification, bot detection, and misuse prevention.</p> | <p>35%</p> | <ul style="list-style-type: none"> • Documentation of bot detection systems and AI misuse safeguards • Examples of past panel quality assurance measures • Metrics or reports showing effectiveness of these measures |
| <p>3) Panel availability in EU countries: ability to access representative participants in the requested EU countries.</p> | <p>5%</p> | <ul style="list-style-type: none"> • Annex 3 template filled out: <ul style="list-style-type: none"> ○ List of EU countries where panel is active ○ Sample sizes per country |

| | | |
|----------|-----|--|
| 4) Price | 40% | <ul style="list-style-type: none"> Annex 1 (pricing offer) template filled out, indicating prices per country and per time of panel |
|----------|-----|--|

The following formula will be used for the price evaluation and the attribution of points:

$$Score = \left(\frac{Price_{Lowest}}{Price_{Bid}} \right) \times MaxPoints$$

8.2 Lot 2 – research self-survey platform services

The contracts will be awarded on the basis of the best value for money award criteria, taking into account both quantitative and qualitative criteria weighted as indicated in the table below.

| Award criterion | Weight | Evidence requested |
|--|--------|---|
| 1) Survey platform usability and functionalities: overall usability, design, and functionalities of the survey platform. It assesses how intuitive the platform is for end-users and the range of features offered. | 30% | <ul style="list-style-type: none"> Demo of the platform (images, screenshots, or video walkthrough) Description of main functionalities and unique features |

| | | |
|--|-------------------|--|
| <p>2) Training plan for platform usage: quality and comprehensiveness of the training plan provided for the platform’s users. It includes training materials, methods (online sessions, manuals, videos), timelines, and support mechanisms. Please provide proof of documentation.</p> | <p>20%</p> | <ul style="list-style-type: none"> • Detailed training plan with content, methods and timelines • Description of support channels and follow-up assistance |
| <p>3) Price</p> | <p>50%</p> | <ul style="list-style-type: none"> • Annex 1 (pricing offer) template filled out, indicating prices per country and per time of panel |

The following formula will be used for the price evaluation and the attribution of points:

$$Score = \left(\frac{Price_{Lowest}}{Price_{Bid}} \right) \times MaxPoints$$

9. Legal effects of the invitation to tender and submission of a tender

This invitation to tender is in no way binding on the contracting authority. The contracting authority's contractual obligation commences only when the contract with the successful tenderer is signed by both parties. Up to the signature of the contract the contracting authority may cancel the procurement procedure without tenderers being entitled to claim any compensation. Any such decision must be substantiated and tenderers notified.

10. How to apply

For Lot 1:

Please apply by sending a detailed proposal in English, addressing the below elements:

1. Overview of your entity addressing among other elements its background, experience, outreach and expertise in providing the required services.
2. Financial form (Annex I) filled out and signed.
3. Selection and exclusion criteria (Annex II) filled out and signed.
4. Evidence requested for selection criterion 1.
5. Evidence requested for selection criterion 3.
6. Evidence requested for selection criterion 6.
7. Evidence requested for award criterion 1.
8. Evidence requested for award criterion 2.
9. Annex 3 filled out

For Lot 2:

1. Overview of your entity addressing among other elements its background, experience, outreach and expertise in providing the required services.
2. Financial form (Annex I) filled out and signed.
3. Selection and exclusion criteria (Annex II) filled out and signed.
4. Evidence requested for selection criterion 1.
5. Evidence requested for selection criterion 3.
6. Evidence requested for award criterion 1.
7. Evidence requested for award criterion 2.

Clearly indicate the lot(s) you are applying to, and structure your offer per lot, if you apply to both of them.

If you apply to both lots, please note that point 1 and Annex II only have to be submitted once.

Applications without all the requested information and documentation before the deadline of 27 March 2026 at 23:59 CET will not be considered.

11. Deadlines

Tenders must be submitted filled in and signed, by **17 April 2026** at 23:59 CET to Gisela Ducaille Sinués, Compliance and Finance Manager, at compliance@aldeparty.eu. The deadline for the selection of the tenderer is set by 30 April 2026.

For any questions regarding this call for tender, please contact Raphael Velez, Research and Campaigns Manager at rvelez@aldeparty.eu with the Compliance team in cc at compliance@aldeparty.eu. No questions will be replied after the 10 April 2026.