

10th July 2013

**TERMS OF REFERENCE: MAKING THE CASE FOR PEACE**

The British Embassy Tel Aviv is looking to hire an experienced and qualified implementer to carry out a public opinion research project into Israeli attitudes to resolving the conflict with the Palestinians. The project will be funded through the Conflict Pool, and will deliver research, analysis and recommendations as to how best to leverage UK influence in support of the peace process.

Background:

Polling of Israeli public opinion consistently indicates that the majority of the population supports a two state solution. But that polling also shows a public currently deeply sceptical about the prospect or possibility of a resolution to the Israeli-Palestinian conflict.  The UK is keen to understand these attitudes, and in particular the drivers behind them.

Objectives:

This project would take existing polling as the baseline and conduct new research to identify and test, analyse and recommend key messages, messengers and strategies to allow the UK (and others) to communicate more effectively messages on the urgency and importance of peace to the Israeli public.

Criteria/Requirements:

* Experience in conducting large scale, sophisticated public opinion/market research in Israel.
* Proven ability to design and implement projects to deadlines and on budget.
* Understanding of Israeli political context, in particular Israeli parliamentary politics, sectors of Israeli society  and familiarity with the peace process and previous negotiations.
* Capacity to implement activities and deliver results as set out in this TOR

The Role/Project Outline: The successful candidate would design and deliver a project to include the following:

1. Review and analysis of:
2. key sources through which Israeli public receives its information/messages on the Peace Process (media outlets, opinion shapers, key personalities); and
3. existing polling data on Israeli motivations for/attitudes towards peace;
4. Original research phase, setting the research question; conducting polls and focus groups and harnessing new technologies; consulting key experts. Production of an interim report showing data and initial analysis and draft messages/scenarios which could be developed to shift opinion.
5. Developing, refining and retesting campaign strategies, public messages, scenarios etc. to include a second phase of polling/focus groups.

Outputs:

1. By end phase 1:
2. Written review and analysis of existing polling data on Israeli motivations for/attitudes towards peace.
3. key sources through which Israeli public receives its information/messages on the Peace Process (media outlets, opinion shapers, key personalities);
4. By end phase 2: An interim report showing data and initial analysis from phase 2, and indicative draft messages/scenarios to be further developed in phase 3.
5. A final report, summarising all the work done, and offering an Executive Summary to include recommendations.

Budget:

The total budget must not exceed £100,000.

When assessing bids, the British Embassy will pay particular attention to value for money.

Budget lines should be itemised and grouped by activity and costs transparent (see template and sample budget attached)

The budget can include up to 7% overhead as allowable costs.

The budget should be expressed in Pounds Sterling (GBP)

**NB: this budget will be indicative and not contractually binding.**

Timeline: 9 months from signature of contract.

Reporting: The implementer will be asked to submit narrative and financial progress reports to the Projects Officer at the British Embassy, in line with Conflict Pool guidance.

How to Apply: Applicants must send:

1. Cover letter, setting out motivation and highlighting any relevant experience which makes you a suitable candidate for this contract.
2. CV for you and any team members on your staff who will be key in implementing this project
3. A company profile (where relevant)
4. A proposed work plan including timeline for delivery of the outputs above
5. An indicative itemised budget in GBP.

Applications should be sent to [britishembassyprojects.telaviv@fco.gov.uk](mailto:britishembassyprojects.telaviv@fco.gov.uk)  with the subject line: CFP

**The deadline for submission is 5pm on 4th August 2013. The British Embassy is an equal opportunities employer.**