



The Internet Society (ISOC) Consultancy Briefing Paper

Request for Proposals – Creating a Public Policy Road Map March 2008

1. Introduction

The Internet Society (ISOC) is an independent, international, non-profit organization dedicated to the stability, continuity and growth of the Internet for the benefit of all people. We accomplish this by advancing the development of Internet standards, technologies and best practices, providing information and training programs, and promoting sound national and international policies that support the expansion and improvement of the Internet throughout the world.

The Internet Society has more than 80 organisational and more than 28,000 individual members in over 90 chapters around the world. One of ISOC's most recent initiatives is the creation of regional bureaus to serve the regional Internet community (the Latin American and Caribbean bureau, the African bureau, the South and Southeast Asian bureau).

Further information on ISOC can be found at www.isoc.org and on ISOC strategic Initiatives at www.isoc.org/isoc/mission/initiative

ISOC is seeking agency support to help it map the current position of key influencers and decision-makers at international, regional, and local level on a number of key issues for the future of the Internet.

The appointed agency would report to the Director of Public Policy, Frédéric Donck and be expected to liaise closely with the public policy team.

The tender process will be open and transparent and presentations will be heard by a panel of ISOC members.

2. Project Objectives

- Create a map of key stakeholders internationally and their positions and agenda on critical Internet development issues, in particular but not limited to :
 - i. Technical capacity building
 - ii. Access (“the next billion users”) and impediments to access
 - iii. Competition and regulation policies
 - iv. IPv6 deployment
 - v. User-centricity and network neutrality
 - vi. Security
 - vii. Standards development
 - viii. Benchmark on internet development
- Understand how ISOC is viewed by Internet stakeholders
- Provide the roadmap and recommendations for future policy dialogue and positioning on a range of issues

- Better understanding perception of stakeholders on key issues affecting internet future from a political perspective
- Obtaining intelligence on high-level political agenda on issues impacting the development and expansion of the Internet

3. Methodology and target audience

As ISOC operates globally, we would expect the stakeholders covered in the mapping project to be equally representative. The agency will need to advise on number, mix, geography and interests of stakeholders to be covered within the project. The agency would also be expected to set out how it recommends stakeholders are approached, what methodology would be applied to gathering information and more generally to the project.

4. Context

The challenges of improving Internet growth are multifaceted and interrelated: they include:

- access to technical skills and knowledge,
- the regulatory and policy environment for the Internet, information and telecommunications services,
- broader economic and market factors,
- the diffusion and reliability of basic communications infrastructures and services.

The Internet stands at a pivotal point in its development and choices made over the next years will impact all aspect of user life and society in many fundamental ways, in both developing and developed countries. ISOC promotes an open, collaborative Internet development model to address these challenges and needs to ensure that its expertise is made available to wider non-technical audiences in policy and political communities.

5. Budget

- An appropriate budget has been made available for this project.
- ISOC would like to see agency estimates and detailed breakdowns before giving further information.
- ISOC is a non-profit organisation and value for money is a key criteria.
- ISOC needs a sufficient breakdown against countries or regions which will be covered; whether they will all be covered directly by the agency or through partners; what are the phases-which must include a breakdown for a **European pilot**, deliverables and the associated costs of each.

6. The Proposal Process

- An open call for tenders is being published on the ISOC website and will remain open until ISOC has selected the agency
- Invited agencies will receive the present brief week commencing 31 March 2008.
- Deadline for (first set of) applications i.e. full written proposals is **5 May 2008**.
- Written contribution, i.e. a general outline of the project should be sent to Frederic Donck, Director Public Policy (donck@isoc.org).
- A short list will be made and agencies will be invited to pitch by **15 May**.
- Proposal meetings will take place week commencing **9 June** at a location to be defined (most likely Brussels, Geneva or Washington). If selected

for the pitch, please contact M.Donck by e-mail to confirm your interest in this brief and to arrange a one hour slot including questions for the pitch presentations (As the case may be, video meetings/remote participation might also be organised upon request) .

- Proposals will be made to a small ISOC evaluation panel.
- The intended account team must be present at the meeting and significant additional input from other parts of the agency or partners must be highlighted.
- Agencies will be notified of the outcome of the pitch within 7 days.

7. Written Proposals

- Written proposals are required by **5 May**
- Proposals should reflect the full requirement of this proposal, be detailed and specify deliverables, contain all practical and logistical elements including budget, potential partnerships, timing and phasing
- Proposals should outline a **European Pilot Phase** and discuss how this would relate to the ongoing study.

8. Proposal Documentation Requirements

On the day you present your proposal, you are requested to supply:

- i. A clear and concise written programme proposal – identifying deliverables and measurements
- ii. Programme budget, identifying the fee and cost elements and billing structure
- iii. A biography of each proposed team member
- iv. Details of how you will organise internally to address the needs of the project
- v. Background information on the agency outlining specific experience with projects of similar type, scope and scale
- vi. Details of other relevant clients and formal assurance that no conflict of interest exists
- vii. Client references

9. Proposal Evaluation Criteria

- In depth knowledge of the ICT sector and relevant Internet issues
- Experience working with senior policy makers and influencers
- A credible presentation of the proposed methodology
- Demonstration of a thorough understanding of the purpose of the project and its objectives
- Innovative ideas (Interview process; roadmap and end-results, etc.)
- Resources (the quality, experience and dedication of the agency resource offered)
- Demonstrated ability to ensure that plans will be implemented effectively and uniformly internationally