

**ANNEX A.1**

**TECHNICAL SPECIFICATIONS**

**D/SE/11/01**

**“European Union Survey of discrimination and victimisation  
of Lesbian, Gay, Bisexual and Transgender Persons”**

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# 1. Technical specifications

## 1.1. Objective

The objective of these Technical Specifications is to provide the tenderer(s) with all the necessary information that will allow them to implement the project.

## 1.2. Title of the contract

The title of the contract is **“European Union Survey of discrimination and victimisation of Lesbian, Gay, Bisexual and Transgender Persons” (LGBT Survey).**

## 1.3. Contracting Authority

The contracting authority is the European Union Agency for Fundamental Rights (hereinafter referred to as the FRA or the Agency).

# 2. Background information

## 2.1. FRA mandate and data collection

The objective of the Agency, according to Article 2 of Council Regulation 168/2007, is to provide the relevant institutions, bodies, offices and agencies of the EU and its countries with assistance and expertise relating to fundamental rights. To meet this objective, the regulation empowers the Agency to collect, analyse and disseminate relevant, objective, reliable and comparable information and data, and to carry out scientific research and surveys.

In order to fulfil its objectives the FRA conducts research collecting relevant primary and secondary data and contextual information from EU countries, and analyses them comparatively in order to develop policy relevant reports addressed primarily to its main stakeholders – EU institutions and countries. The Agency collects available secondary source data and material on the situation of fundamental rights in the EU and, where relevant, utilises its own contracted research networks for this. Where there is a lack of comprehensive and comparable EU-wide data from secondary sources (such as government statistics and existing survey research), the Agency can undertake its own primary data collection based on fieldwork – both quantitative and qualitative. The Agency’s research staff work closely with contractors in the development and implementation of various projects, and are responsible for the drafting of Agency reports relating to both primary and secondary source material.

### ***FRA work on discrimination against and victimisation of LGBT persons***

In 2007 the European Union Agency for Fundamental Rights (FRA) was requested by the European Parliament to collect data on discrimination against lesbian, gay, bisexual and transgender (LGBT) persons and the situation regarding homophobia in the EU. In 2008 the FRA published a first report on the legal situation with respect to the above, and in 2009 a second report looked at the social situation based on a review of secondary data, including the results of academic research. In 2010 the FRA updated its comparative legal analysis.

### ***Findings on discrimination and victimisation***

The FRA's reports showed that the current social situation for lesbian, gay, bisexual and transgender (LGBT) persons in the European Union remains difficult. According to the evidence provided in FRA reports, LGBT persons experience discrimination, bullying and harassment throughout the EU. This often takes the form of demeaning statements, name-calling and insults or the use of abusive language, but also verbal and physical attacks. Key issues addressed in the Agency's reports have included hate crime and hate speech, discrimination in the workplace, bullying and harassment in education. The reports also examined the areas of healthcare and religion, where reactions to LGBT persons vary considerably, and showed that homophobia is prevalent in sport, and also that LGBT persons face particular difficulties in the process of seeking asylum. Discrimination against transgender persons was also reported in all areas investigated. In sum, initial research by the Agency has revealed the widespread and varied nature of discriminatory practices against LGBT persons.

Specifically, incitement to hatred towards the LGBT population is currently prohibited in 13 of the 27 countries. Homophobic or transphobic intent is classified as, at least, an aggravating circumstance in criminal law in 11 countries. In 18 of the 27 EU countries, sexual orientation discrimination is prohibited in the context of employment, as well as in some or all of the areas covered by the Racial Equality Directive. However, different grounds of discrimination are still not equally protected within the EU.

As highlighted in the FRA's 2009 social report, the position of LGBT persons in the EU is still worrying. Even in more accepting countries, positive attitudes cannot be taken for granted. According to evidence collected by FRA, the most common type of homo- and transphobic incidents is verbal aggression, usually in public. It may consist of so called 'drive-by shoutings' towards people in the street, unwanted or intimidating comments, remarks or name calling. Hate speech happens in public discourse, the media, and through the internet. Young people are subject to assaults more than older people, and there are accounts of deadly assaults on transgender persons. Attacks against LGBT NGO premises have also been recorded, as well as violent protests against LGBT marches or gatherings. Perpetrators (primarily men, and often young men in groups) are usually unknown to the victim. Evidence from existing research indicates that lesbians are more likely to experience assaults in private settings.

### ***Data availability***

The FRA's reports highlighted the serious absence of robust and comparable data on discrimination against and victimisation of LGBT persons. Official data are mostly absent and academic research has only sporadically dealt with this issue and surveys routinely do not collect anonymous data on people's sexual orientation. On the other hand there is clearly a need for robust comparable data on discrimination, especially in employment, where EU legislation prohibits since 2000 (Equality in Employment Directive EC/79/2000) any discrimination on grounds of sexual orientation.

## **2.2. The EU perspective**

### ***Discrimination***

The principle of equal treatment constitutes a fundamental value of the European Union: Article 21 of the Charter of Fundamental Rights prohibits any discrimination based on any ground such as sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation.

The Treaty on the Functioning of the European Union makes it imperative for the EU to combat discrimination on grounds of sexual orientation in defining and implementing its policies and activities. Furthermore, it confers to the European Council the power to take specific action to combat it.

Specifically, Directive 2000/78/EC lays down “a general framework for combating discrimination [...] as regards employment and occupation, with a view to putting into effect in the countries the principle of equal treatment”. It conceives discrimination as a multi-faceted phenomenon and offers various definitions.

Council Directive 2000/78/EC “establishing a general framework for equal treatment in employment and occupation” defines in Article 2(a) as direct discrimination where “one person is treated less favourably than another is, has been or would be treated in a comparable situation, on any of the grounds referred to in Article 1 [religion or belief, disability, age or sexual orientation].” Article 2(b) defines as indirect discrimination, where “an apparently neutral provision, criterion or practice would put persons having a particular religion or belief, a particular disability, a particular age, or a particular sexual orientation at a particular disadvantage compared with other persons”. Article 3 defines harassment as a form of discrimination [...] when unwanted conduct related to any of the grounds [...] takes place with the purpose or effect of violating the dignity of a person and of creating an intimidating, hostile, degrading, humiliating, or offensive environment. [...]. Finally, Article 4 defines an “Instruction to discriminate”, as discrimination.

### ***Victimisation***

The **European Parliament resolution on homophobia in Europe of 18 January 2006** (P6\_TA(2006)0018) called on countries to ensure that lesbian, gay, bisexual and transgender persons are protected from homophobic hate speech and violence. The Parliament urged countries and the Commission to address homophobia through education – such as campaigns against homophobia in schools, in universities and in the media - as well as through administrative, judicial and legislative means.

In its **Resolution on the increase in racist and homophobic violence in Europe of 15 June 2006** (P6\_TA(2006)0273) the Parliament considered that direct and indirect forms of homophobia persist inside and outside the EU<sup>1</sup>, and that the media play an important and significant role in the public perception of hate motivated violence.

The **European Parliament resolution of 26 April 2007 on homophobia in Europe** (P6\_TA(2007)0167) has monitored a proliferation of hate speech targeting the LGBT community in a number of European countries. It condemned the discriminatory remarks by political and religious leaders targeting homosexuals, underlining that the European Union is a community of values, with respect for human rights and fundamental freedoms, democracy and the rule of law, equality and non-discrimination among its most cherished values.

The European Parliament resolution of 14 January 2009 on the situation of fundamental rights in the European Union 2004-2008 (2007/2145(INI)) called on the Commission to combat homophobia through legislation similar to Council framework Decision 2008/913/JHA of 28 November 2008 on combating certain forms and expressions of racism and xenophobia by means of criminal law.

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<sup>1</sup> P6\_TA(2006)0273 *European Parliament resolution on the increase in racist and homophobic violence in Europe*, (B)

### 2.3. The work of the Council of Europe

The **Parliamentary Assembly of the Council of Europe** (PACE) adopted Recommendation 1915(2010) in which it strongly condemns discrimination against LGBT persons in Europe.<sup>2</sup> The Recommendation is accompanied by Resolution 1728(2010), which recognises all major forms of discrimination on grounds of sexual orientation and gender identity including hate crimes.<sup>3</sup> The Committee on Legal Affairs and Human Rights of PACE also prepared a report on “Discrimination on the basis of sexual orientation and gender identity”, released on 23 March 2010.<sup>4</sup>

**Recommendation CM/Rec(2010)5 of the Committee of Ministers** to countries on measures to combat discrimination on grounds of sexual orientation or gender identity (adopted by the Committee of Ministers on 31 March 2010) is the first intergovernmental commitment in the field of LGBT rights. It places particular emphasis on “hate crimes”, hate speech and other hate-motivated incidents. Both the right to life, to liberty, to protection from violence, and the right to freedom of association must be effectively enjoyed without discrimination on grounds of sexual orientation or gender identity.<sup>5</sup>

**Recommendation No. R (97)20 of the Committee of Ministers** to countries on “hate speech” refers to “all forms of expression which incite to racial hatred, xenophobia, anti-Semitism and all forms of intolerance” and stigmatises them as undermining “democratic security, cultural cohesion and pluralism”.<sup>6</sup>

Recommendation No. R (97)21 of the Committee of Ministers to countries on the media and the promotion of a culture of tolerance recalls that the principle of tolerance is the guarantee of the maintenance in Europe of an open society respecting cultural diversity. The Commissioner for Human Rights has also addressed the issue of homophobic and transphobic hate crime on several occasions and has advocated that “[h]ate crimes against LGBT persons should also be seen as serious crimes.”

### 2.4. The work of OSCE/ODIHR

Hate speech and hate crime have been a central concern for the **Organisation for Security and Cooperation in Europe (OSCE)** for a number of years. The OSCE understands discrimination based on sexual orientation as falling under “other forms of intolerance”.

Within this framework, OSCE/ODIHR has published several reports and documents on hate crimes and intolerance: the 2006 and 2007 Annual Reports of the OSCE/ODIHR on “Hate crimes in the OSCE region: incidents and responses” contain sections on intolerance towards lesbian, gay, bisexual and transgender persons. Concerning specifically crimes against LGBT persons, the annual report for 2008 on *Hate crimes in the OSCE region - incidents and responses* reported several examples of discrimination and violence, drawing attention to the lack of data on this important issue. The same goes for the annual report for 2009 on *Hate crimes in the OSCE region - incidents and responses*,<sup>7</sup> which holds that 19 participating countries collect data on bias-based crimes against lesbian, gay, bisexual or transgender (LGBT) persons.

<sup>2</sup> Recommendation 1915 (2010) Discrimination on the basis of sexual orientation and gender identity, available at <http://assembly.coe.int/Mainf.asp?link=/Documents/AdoptedText/ta10/EREC1915.htm>

<sup>3</sup> Resolution 1728 (2010) Discrimination on the basis of sexual orientation and gender identity, Art. 3 available at <http://assembly.coe.int/Mainf.asp?link=/Documents/AdoptedText/ta10/ERES1728.htm>

<sup>4</sup> Doc. 12185, 23 March 2010, Discrimination on the basis of sexual orientation and gender identity, Report, Committee on Legal Affairs and Human Rights, Rapporteur: Mr Andreas GROSS, available at <http://assembly.coe.int/Main.asp?link=/Documents/WorkingDocs/Doc10/EDOC12185.htm>

<sup>5</sup> Recommendation CM/Rec(2010)5 of the Committee of Ministers to countries on measures to combat discrimination on grounds of sexual orientation or gender identity

<sup>6</sup> Recommendation No R (97)20 of the Committee of Ministers to countries on ‘hate speech’, “Scope”

<sup>7</sup> See [http://www.osce.org/publications/odihhr/2010/11/47692\\_1563\\_en.pdf](http://www.osce.org/publications/odihhr/2010/11/47692_1563_en.pdf)

## 3. Objectives and expected results

### 3.1. Overall objective

The objective of this tender is to identify a contractor who will carry out a quantitative on-line survey of self-identified lesbian, gay, bisexual and transgender (LGBT) persons' experiences of discrimination, hate crime and hate speech in different contexts. The survey will cover the 27 EU countries and the candidate country of Croatia. The survey will also cover awareness of rights and the extent to which respondents report discrimination and victimisation, the reasons for non-reporting, and how they were treated when they did report incidents of abuse. Respondents will be asked about recent and lifetime experiences.

The survey sets out to obtain reliable and comprehensive data on the situation of LGBT persons in the EU, and in this regard will pay particular attention to the specific situation of transgender persons – whose experiences are linked to their gender identity regardless of their sexual orientation.

The overall aim of the survey is to provide comparable data about the extent and nature of discrimination, violence and verbal abuse or hate speech on the grounds of sexual orientation and gender identity in the EU. In parallel, the survey aims to contribute to the development of innovative survey methodologies for 'hard to reach' populations.

### 3.2. General description of the project

There are several examples of research on LGBT persons conducted on-line<sup>8</sup>. They all show that the success of an online survey depends largely on how potential respondents are contacted and encouraged to participate. This requires extensive background research to identify the best means for contacting LGBT persons, such as websites, on-line forums, RSS feeds, chat rooms and e-mail lists, which may differ between countries and groups (L, G, B and T).

Based on the results of the background research, the contractor will design an effective on-line and off-line awareness-raising campaign aimed at attracting the largest number of participants possible with a socio-demographic background that should be as diverse as possible.

The background research is therefore an important stage of this project and tenderers should explain in detail in their proposal what it will encompass and how they plan to carry it out.

The awareness raising campaign will be implemented **on-line** by the contractor reaching out to the target population. The contractor will monitor closely the effectiveness of the campaign during survey implementation, and may be required by the FRA to engage in additional targeted off-line awareness raising efforts if the number of respondents for one or more countries and/or target groups is considered insufficient by the FRA. The benchmarks will be determined based on the results of the background research. In case these new services are considered necessary by the FRA, they will be the subject of a separate contract with the same contractor awarded through negotiated procedure.

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<sup>8</sup> See, for example <http://www.sigmaresearch.org.uk/go.php?/projects/gay/project46>; <http://www.visionip.tv/first-survey-of-gay-and-lesbian-on-line-media-consumption-and-associated-lifestyle-choices-launched-in-london.html>; [http://www.stonewall.org.uk/what\\_we\\_do/research\\_and\\_policy/health\\_and\\_healthcare/4922.asp](http://www.stonewall.org.uk/what_we_do/research_and_policy/health_and_healthcare/4922.asp); <http://www.wchm.org.au/AnnouncementRetrieve.aspx?ID=44426>

The FRA will provide the survey questions and the contractor must develop these into a state-of-art on-line questionnaire, which will be tested and translated by the contractor, as detailed below.

The on-line survey will be located on a website hosted in a secure environment. The on-line questionnaire will be open for a maximum period of **four consecutive months**. The characteristics of visitors to this website and of survey respondents will be monitored daily by assessing the number of responses and the possible reasons for a low response rate between countries and between LGBT groups. This will be used to adapt and/or reinforce awareness raising with respect to particular LGBT groups and/or those countries that have low response rates.

The contractor will analyse the results and present several deliverables, as outlined below.

### **3.3. Target population and geographical scope**

The survey will cover all 27 EU Member States and Croatia.

The **target population** are persons (aged 18 years and above) who identify as gay, lesbian or bisexual, and/or transgender.

### **3.4. Service requirements**

This call for tender refers to the design, development and implementation of an on-line survey in the 27 EU MSs and Croatia and to related activities, identified as the “**LGBT survey**”.

**The contract execution period will start as of contract signature and will end 13 months after contract signature.**

The contract execution is in **two PHASES**.

**Please note:** Initiation of **PHASE II** will start immediately after PHASE I after the Contracting Authority's (FRA) decision based on its approval of successful completion of **PHASE I** and budget availability.

**PHASE I:** Preparation of the survey is expected to last five (5) months and is composed of the following items:

1. Background research
2. Planning of the awareness raising campaign
3. Stakeholder consultation
4. Development of the on-line questionnaire and related documents
5. Translations
6. Technical setup and testing of the survey and the questionnaire

The Contractor must ensure the quality control of all stages, in particular 4, 5 and 6.

**After positive evaluation of PHASE I:**

**PHASE II:** The implementation of the survey and the on-line awareness raising campaign together with the analysis of the results is expected to last eight (8) months and is composed of:

7. Implementation of the awareness raising campaign
8. Launch and monitoring of the on-line survey
9. Data editing, analyse and reporting, including quality checks of the data

### 3.5. Scope of work and deliverables

#### 3.5.1. Scope of work

The scope of the work covered by the contract between the FRA and the contractor includes the following activities:

		Activity	Deliverable
PHASE I	1.	Developing and conducting the background research	D1 Interim background research report D2 Final background research report
	2.	Planning the awareness raising campaign	D3 Interim awareness raising plan D4 Final awareness raising plan
	3.	Stakeholder consultation	D5 Summary report on stakeholder consultation meeting
	4.	Developing the on-line questionnaire, visual identity, logo, and other research tools and texts	D6 On-line questionnaire, visual identity, logo, other tools and documents
	5.	Translations of D6	D7 Translations of D6
	6.	Technical setup and testing of the survey	D8 Technical setup report
PHASE II	7.	Implementation of awareness raising campaign	See monitoring reports below
	8.	Survey launch and monitoring	D9A Daily/Weekly monitoring reports
			D9B Interim monitoring report
			D9C Final technical report
	9.	Data editing, analysis and reporting	D10A Delivery of data set, codebook, basic frequency tables and short report
			D10B Final comparative report
			D10C Executive summary
D10D Syntax files related to the analysis			

The contractor will assume complete legal responsibility for work undertaken for the FRA under the terms of the contract. The contractor will be the sole partner of the FRA with responsibility for ensuring the quality, consistency and timeliness of work carried out for each of the countries. The contractor is expected to organise a central management and coordination team in order to carry out effectively the background research, the awareness raising campaign and the survey covering all countries mentioned. The contractor will **report on a weekly basis** or more frequently, as detailed in the deliverables section 3.5.2., to the FRA about developments, challenges and proposed courses of action concerning the project.

### **3.5.2. Deliverables**

The working language of the FRA is English. The English language shall be used throughout the project duration for communication purposes. Deliverables must be submitted in English and copy-edited by an experienced native English editor. They must be written in a clear and unambiguous way, providing information and analysis that can be readily understood by a non-academic reader. The style should be balanced and must not contain unsubstantiated statements. The FRA Style Guide must be strictly followed.

The written documents must be delivered in PC-compatible MS-Office electronic files. They shall contain visual elements (for example graphs, boxes or pictures), as appropriate to enhance readability.

The size of deliverables is defined in terms of MS-Word A4 pages, Times New Roman font 11pt, single-spaced.

The data necessary for reproducing graphs in the report must be delivered in PC-compatible MS-Excel electronic files with one graph/table per spread sheet, and each spread sheet must be numbered using the same system as the one used in the (MS-Word) report file.

The contractor must respect the deadlines specified in the contract. All deliverables must be revised by the contractor according to the Agency's recommendations, as necessary, and returned within the deadlines mentioned in the contract.

The FRA will provide feedback on the content of deliverables and suggest any changes and amendments within the time specified in the contract. The content of final reports – and in particular, the final comparative report and executive summary – will be revised, as appropriate, by the FRA. All materials and reporting from the project, is owned by the FRA and cannot be used by the contractor(s) until it is in the public domain and with the expressed consent of the FRA.

### **3.5.3. Acceptance of deliverables**

The procedure for accepting the deliverables shall be the following:

The Agency receives the deliverables according to the Contract deadlines. The deliverable is evaluated based on the requirements of the tender specifications. Further actions which, in the opinion of the Agency, would be necessary for the acceptance of the deliverables will be implemented by the Contractor without delay. A new deliverable which takes into account comments or suggestions made by the Agency will have to be re-submitted within ten (10) calendar days. The deliverable is considered as a final deliverable only after final acceptance by the FRA.

### 3.5.4. Activities

The time plan below is indicative of how activities should be planned after contract signature, which is expected in September 2011, to complete the contract within the execution period of 13 months.

Month from contract signature	PHASE I					PHASE II							
	1	2	3	4	5	6	7	8	9	10	11	12	13
<b>Activities</b>													
1. Background research	X	X	X	X	X								
2. Planning of the awareness raising campaign	X	X	X	X	X								
3. Stakeholder consultation		X			X								
4. On-line questionnaire and other tools	X	X	X	X	X								
5. Translations	X	X	X	X	X								
6. Technical setup and testing			X	X	X								
7. Implementing the awareness raising campaign						X	X	X	X				
8. Launching of the survey and monitoring						X	X	X	X				
9. Data editing, analysis and reporting									X	X	X	X	X
<b>Deliverables</b>		D1 D3 D5	D6	D2 D7	D4 D8	D9A D9B	D9A	D9A	D9A	D9C		D10A D10B	D10C D10D

# PHASE I – 2011/2012

## 3.5.4.1. ACTIVITY 1: BACKGROUND RESEARCH

The objective of the background research is to identify where and how potential LGBT respondents could best be contacted and encouraged to participate in the survey. This will require **for each country** extensive contextual research (1) of the “**on-line universe**” (e.g. websites, social media, on-line fora, RSS feeds, chat rooms and e-mail lists), and (2) of the **off-line possibilities** to reach out to LGBT persons.

The background research shall point out differences between countries and between target groups in the use of and access to the internet. It will identify the most important websites in each country that are likely to attract LGBT persons. This will include portals, commercial websites, government websites, community websites, non-profit websites, dating websites, and significant personal websites, including blogs and social media, e.g. Facebook, Twitter, etc.

Furthermore, it shall identify the most important organisations, stakeholders and venues (e.g. trade unions, community organisations, LGBT organisations, health centres, sport clubs, cafés, bars, other social venues, etc.) through which LGBT persons can be reached. Information that is relevant for more than one group (or for more than one country) should be highlighted. For example, it may also be useful to identify places providing free Internet access, e.g. libraries, institutions, community centres, etc.

The background research could be extended to cover areas proposed at the stakeholder consultation meeting (after approval by the FRA).

Tenderers should explain in detail how they plan to conduct the background research.

The background research to be proposed by the tenderers may contain different elements. As an illustration, it could contain “**cyber-ethnographic**” elements to identify the so-called “on-line universe” of the different segments of the target population in each country.

### **Deliverable D1: Interim background research report**

Deliverable D1 shall present the first findings of the background research drawing an initial picture for each country and each target group.

This short report will be presented at a stakeholder meeting that will be convened approximately two months after contract signature (Activity 3).

**Size:** 10 pages and **additionally** 1-3 pages per country

**Language:** English

**Deadline:** (6 weeks) after contract signature

### **Deliverable D2: Final background research report**

Deliverable D2 shall draw a clear, full picture for each country and each target group, citing specific websites, social media, on-line fora, etc. with respect to their function and importance for LGBT persons, as well as the main actors that could be approached for the off-line campaign. It shall reflect input given during the stakeholder consultation. A summary table shall be provided for each country, and target group, with a selection of sites etc. Information that is relevant for more than one group (or for more than one country) shall be highlighted.

**Size:** 40-50 pages and **additionally** 2-5 pages per country

**Language:** English

**Deadline:** 4 months after contract signature

**Linked to:** Activity 1 and 3

### 3.5.4.2. ACTIVITY 2: PLANNING THE AWARENESS RAISING CAMPAIGN

In order to achieve maximum participation in the survey an awareness raising campaign regarding the survey needs to be carried out during the survey implementation period involving key stakeholders and others in order to reach a large and diverse group of LGBT persons. A key objective will be to reach out to groups of people that are traditionally underrepresented in on-line surveys: e.g. older, less educated and poorer persons.

Under this activity, the contractor will develop a plan for the awareness raising campaign with (1) an on-line and (2) an off-line dimension. The design of both dimensions of this campaign will be based on the background research. The first dimension concerns the identification of websites, fora, chat rooms, e-mail lists, etc. The second dimension concerns possible actions for the active engagement of relevant actors, e.g. NGOs, community organisations, media, etc.

#### **Deliverable D3: Interim awareness raising plan**

This plan for the awareness raising campaign will be presented at a stakeholder consultation meeting scheduled approximately 2 months after contract signature (Activity 3). It will outline the steps to be taken and it will assess their effectiveness for each target group and for each country. The proposal shall describe the planned activities and their timing in each country and for each target group, with fall-back solutions in case of problems.

**Size:** 2-3 pages and **additionally** 1-2 pages per country

**Language:** English

**Deadline:** (6 weeks) after contract signature

#### **Deliverable D4: Final awareness raising plan**

Following the stakeholder consultation and based on the input provided, the background research and any additional information, as necessary, the contractor will develop a final awareness raising plan that will guide the implementation of the awareness raising campaign, which aims to attract to the on-line survey as many and as diverse participants from the target population as possible.

**Size:** 10-20 pages and **additionally** 2-3 pages per country

**Language:** English

**Deadline:** 4.5 months after contract signature

**Linked to:** Activity 1, 2 and 3

### 3.5.4.3. ACTIVITY 3: STAKEHOLDER CONSULTATION

The objective of the first stakeholder meeting is to discuss with relevant key actors at EU and national level **where and how** potential respondents could best be contacted and encouraged to participate. The meeting will be organised and hosted by the FRA at its premises.

The contractor will present the interim reports on the background research and the awareness raising planning in this meeting. The contractor shall also take minutes during this meeting. These notes shall be the basis for a short report that highlights the main topics and discussion

points, as well as important proposals which might, after discussion with the FRA, be included in their final awareness raising plan.

Following this consultation and based on its outcome and additional research, as necessary, the contractor will finalise (1) the background research report on which the planning of the awareness raising is based; and (2) the final awareness raising plan that will guide the implementation of the awareness raising campaign.

Based on the final background research and on the final awareness raising plan, a **second stakeholder** meeting will be organised by the FRA, if considered necessary. This stakeholder meeting would involve those countries where the on-line campaign may be insufficient, who will be actively involved in an off-line awareness raising campaign as designed by the Contractor. Only if required by the FRA, the off-line awareness raising campaign will be implemented by the contractor in Phase 2. This activity will be the subject of a separate contract with the Contractor awarded through negotiated procedure.

#### **Deliverable D5: Summary Report of the first stakeholder consultation meeting**

Based on the minutes taken during the stakeholder consultation meeting, the contractor will prepare a summary report presenting the main topics, discussions and proposals. The report shall also include the presentations of the contractor of the two interim reports.

**Size:** as necessary

**Language:** English

**Deadline:** 1 week after the stakeholder meeting

**Linked to:** Activity 1, 2 and 3

#### **3.5.4.4. ACTIVITY 4: ON-LINE QUESTIONNAIRE AND RELATED DOCUMENTS**

The **questionnaire** will be developed by the FRA. It will consist of closed questions and a small number of open questions to allow respondents to relate their experiences in more detail. The contractor shall transform the written questionnaire into a state-of-the-art on-line questionnaire with the necessary introduction and instructions for users. The introductory text will explain the aims of the survey, what is expected of the respondents, demonstrate the confidentiality standards applied and include a “disclaimer” and a personal data protection information note.

A similar text will be the basis for communication material to advertise the survey both on-line and off-line during the awareness raising campaign. It will also be available in Pdf format on the survey’s website.

The contractor shall develop at least three proposals for the survey’s “visual identity” and an easy to recognise logo which, as far as possible, should be in line with the FRA Corporate Visual Identity (CVI). The CVI guidelines of FRA will be provided to the Contractor after contract signature. The proposals will clearly indicate that the FRA is the responsible entity for the survey. The FRA will select the most appropriate proposal and the contractor will then ensure that the visual identity and logo are appropriately placed on the survey’s website, and in all relevant communication.

The contractor is expected to apply the most advanced techniques with respect to the layout and the construction of the on-line version questionnaire in order to attract potential users to respond and complete the survey in its entirety.

The contractor should also advise as to how to address problems of non-response due to the sensitivity of some questions or failure to understand them. The contractor should apply filters

extensively to address respondents' possible fatigue regarding survey completion; and ensure that information on the duration of the survey is consistently provided at each stage of completion.

The contractor shall use the best available methods to assure the highest data quality, and shall take into account country specific differences in access to the internet.

The questionnaire, visual identity and any other communication text or other material must be approved by the FRA in writing.

#### **Deliverable D6: On-line questionnaire, visual identity, logo, other tools and documents**

**Size:** As required

**Language:** English

**Deadline:** 2.5 months after contract signature

**Linked to:** Activity 4

#### **3.5.4.5. ACTIVITY 5: TRANSLATIONS**

The contractor shall translate the questionnaire and any other text to be used for the survey or the awareness raising campaign into the following **27 languages**:

***Croatian, German, Dutch, French, Bulgarian, Greek, Turkish, Czech, Danish, Estonian, Russian, Finnish, Swedish, Hungarian, Italian, Latvian, Lithuanian, Luxembourgish, Maltese, English, Polish, Portuguese, Romanian, Slovak, Slovene, Spanish (Castilian), Catalan.***

All translations will be tested by stakeholders, selected by the FRA, for the choice of appropriate wording in sensitive formulations or expressions, and must be improved, accordingly, by the contractor. The final version must be approved by the FRA in writing.

#### **Deliverable D7: Translations of Deliverable D6**

The deliverable is the on-line version of the questionnaire in all translated versions including changes proposed by stakeholders, the visual identity and logo, other research tools and documents. The contractor shall demonstrate to the FRA that all on-line elements are fully functional. The visual identity as it will appear on paper and on-line shall be part of this deliverable.

The survey should be adapted accordingly for all 27 linguistic versions to ensure that the user interface is the same for each language version.

**Size:** As required

**Language:** As required (see above list of languages)

**Deadline:** 4 months after contract signature

**Linked to:** Activity 4 and 5

#### **3.5.4.6. ACTIVITY 6: TECHNICAL SETUP AND TESTING OF THE SURVEY**

The contractor will select one server to host a website for the survey that provides the highest data protection and security standards. Proof of this has to be provided to the FRA.

The contractor shall select, in agreement with the FRA, an appropriate domain name that is relevant to the survey title. The technical environment shall take into account differences among countries in the access to the internet and the need to provide separate linguistic versions, as mentioned under Activity 5.

The contractor shall create a specific e-mail address to which users can send inquiries or remarks. The technical questions and remarks shall be answered by the contractor and a summary report concerning these questions should be joined as a chapter to the final technical report. Content questions shall be forwarded to designated FRA staff. This e-mail address will only be in existence during the on-line phase of the survey, and users will be informed of this.

The survey questionnaire will be tested by the contractor in **10 interviews in 5 different countries** selected by the FRA following a proposal by the contractor according to accepted methodologies for cognitive understanding and piloting questions. At least one transgender person has to be interviewed in each country.

If necessary, the questionnaire will be changed to address problems identified during the testing, and the translations will be adapted accordingly.

The contractor will upload and setup the final and approved survey questionnaire to be fully functional on the dedicated website for all languages and countries.

The contractor will also arrange for links to the survey to be available on selected websites ensuring that statistics about the referral sites from which respondents reach the survey website can be established. The activation of these links at the start of the awareness raising campaign will be the responsibility of the contractor, who will monitor them and may apply additional on-line awareness raising techniques throughout the survey after approval by the FRA.

**Technical requirements for the on-line survey.**

The following provisions should be undertaken with regards to the online questionnaire:

**Server Availability**

**Definition:** The percentage of time that the server is available for normal business operations.

Requirement	24 hours per day, 7 days per week (365 days a year)
Measurement Range	Low = 98%; High = 99.95%
Compliance	Maintain server in good operating condition so standard/normal organizations activities can take place within defined time frames.
Frequency	Monthly

**Response Time**

**Definition:** Measures the time taken to refresh the screen with requested information after the request is entered.

Requirement	24 hours per day, 7 days per week (365 days a year)
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Measurement Range	Low = Page load target within 18 seconds; High = Page load target within 4 seconds;
Compliance	Maintain online questionnaire availability in good working order so that service recipient and client activities can take place within defined time frames.
Frequency	Weekly

### Backup and Recovery

**Definition:** Perform incremental backups on daily, weekly and monthly basis as required by the organization.

Requirement	24 hours per day, 7 days per week (365 days a year)
Measurement Range	Low = 99% of the time; High = 99.99% of the time.
Compliance	Perform daily/weekly/monthly backup for the survey duration

### Restore times

The service restore time is the time needed by the contractor to provide a solution to restore the service. During normal working hours (08:30 – 17:30) (Central European Time), the following reaction times are expected.

Item	Response times
Critical	90% within 1 hour, 10% within 2 hours
Urgent	95% within 2 hours, 5% within 4 hours
Normal	95% within 4 hours, 5% within 6 hours

### Usability

The online questionnaire should be accessible from the most popular browsers such as IE, Firefox, Opera, Safari etc., and including compatibility with their three latest versions of the above mentioned browsers. The usability aspects should be checked for each available linguistic version.

### Security and Data Protection

The online questionnaire should be hosted in a secure environment whose back-end will be accessible by the FRA staff and the contractor only. The collected data should only be used for the purposes defined by the tender and technical specifications. The provisions of data protection underlined under the contract should be respected. This applies in case the questionnaire is hosted using existing online questionnaire tools like “Limesurvey”, “Survey monkey” and the like etc. It is the contractor’s responsibility to ensure compliance with the data protection regulation provisions and that the collected data will be deleted once the exercise is completed and a copy of the results is submitted to the FRA.

### Miscellaneous

1. The application on which the questionnaire will be developed should be able to manage up to 100 concurrent users and should be scalable to increase this number, if participation rates are high.

2. The session timeout should be set at an acceptable level allowing the users to response to the questionnaire questions. This will depend on the size of the questionnaire.

<b>Deliverable D8: Technical setup report</b>
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The contractor shall submit a report documenting the technical setup and the results of the testing of the website as well as of the questionnaire. This should include changes that might be necessary to the questionnaire after the testing.

**The final questionnaire in all language versions shall be appended to this deliverable.**

**Size:** 10-15 pages (excluding the questionnaires in annex, tables, etc.)

**Language:** English

**Deadline:** 4.5 months after contract signature

**Linked to:** Activity 4.5 and 6

<b>PHASE II of the project will start after positive evaluation of PHASE I by the FRA.</b>
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## PHASE II - 2012

### 3.5.4.7. ACTIVITY 7: IMPLEMENTATION OF THE AWARENESS RAISING CAMPAIGN

The contractor will implement the on-line awareness raising campaign based on the **final awareness raising plan (Deliverable D4)** in close cooperation with the FRA and designated stakeholders.

Concurrently the contractor will activate the on-line survey simultaneously in all countries ensuring that all links leading to the questionnaire from other websites are fully functional.

The contractor shall verify the activation of the links and resolve any technical issues related to the survey **immediately**.

The contractor shall report **in detail** on the implementation of the awareness raising campaign in their monitoring reports (**Deliverables D9A and D9B**) and on its outcome in the final technical report (**Deliverable D9C**) for each country and each target group. In particular, the contractor should assess the efficiency of the awareness raising actions in connection to the survey response rates.

During the on-line phase of the survey and based on the monitoring reports (**Deliverables D9A and D9B**), the on-line awareness raising campaign **may be adapted**, to make-up for low response rates by target groups and/or countries.

Based on the findings of the background research and the first results of the survey, the FRA might find it necessary to implement, based on the off-line dimension of the awareness raising plan as designed by the Contractor, an off-line awareness raising campaign for specific countries and/or target groups in order to improve response rates. The implementation of this campaign will be done by the Contractor following a negotiated procedure that will be the subject of a separate contract (see pages 7 and 14).

### 3.5.4.8. ACTIVITY 8: SURVEY LAUNCH, MONITORING AND TECHNICAL SERVICING

After the launch of the survey and **throughout its on-line phase**, the contractor shall monitor the work **daily**, covering **each country and each target group**, and report to the FRA, especially on the following issues:

- How participants became aware of the survey (a question will be included in the questionnaire)
- Statistical breakdown of participants by sexual orientation and/or gender identity, and age
- Number of visitors to the site that did not participate in the survey
- Number of participants that completed the survey
- Number of participants that partly completed the survey
- Information on the stage at which the response to the survey was terminated
- Of particular interest is if any specific question is linked to non-completion indicating the need to modify the questionnaire in the earliest stages of the survey launch.

**Based on the daily, weekly and/or interim reports, the FRA may decide to take remedial action(s), for example regarding awareness raising actions.**

**Corrective actions should be taken immediately to resolve any areas that underperform e.g. response times.**

#### **Deliverable D9A: Daily/weekly monitoring reports**

The contractor will deliver a daily monitoring report with key statistical data and information related to the general performance of the set up.

**Size:** Approximately 10 pages

**Language:** English

**Deadline:** Daily for at least 2 weeks after survey launch – weekly thereafter

**Linked to:** Activities 7 and 8

#### **Deliverable D9B: Interim monitoring report**

The contractor will deliver an **interim report covering the first three weeks** of the survey with specific proposals regarding possible changes to the **on-line** or **off-line** awareness raising.

**Size:** 5-10 pages and **additionally** 1-2 pages per country

**Language:** English

**Deadline:** Week 3 after survey launch

**Linked to:** Activities 7 and 8

#### **Deliverable D9C: Final technical report**

The contractor shall submit a detailed final technical report on the setup, testing and servicing of the survey including the monitoring of the results. This report should assess the response rates with respect to the awareness raising efforts. It should highlight any problems or difficulties that might have had an influence on the results. All different aspects linked to this mode of data collection should be addressed. The technical report should highlight any

difficulties that arose in the course of implementing the survey (difficulties in translating concepts, contacting respondents, soliciting responses – in general and with respect to certain questions, etc.). The report should also make recommendations to assist the FRA in the design of future on-line surveys.

**Size:** As necessary

**Language:** English

**Deadline:** 10 months after contract signature

**Linked to:** Activities 2, 4, 5, 6 and 7

### **3.5.4.9. ACTIVITY 9: DATA EDITING, ANALYSIS AND REPORTING**

After the closure of the on-line survey the contractor will check and clean the data, and evaluate and analyse it following state-of-the art methodology. The contractor will provide the FRA with a final comparative report and executive summary analysing the results of the on-line survey. The data must be presented through descriptive statistics for each target group separately, and the results have to be presented in a way that allows direct comparison by countries.

#### **Deliverable D10A: Data set, codebook, basic frequency tables and short report**

The data set must be sent in SPSS format, the codebooks in paper and electronic version. Basic frequency tables have to be joined in electronic format. A short report on data quality, including reliability, consistency and item-non-response rates will be part of this deliverable.

**Size:** As required

**Language:** English

**Deadline:** 12 months after contract signature

**Linked to:** Activity 8

#### **Deliverable D10B: Final comparative report**

The final comparative report will be drafted by the contractor, based on a contents structure that must be approved by the FRA, presenting results by comparing findings between countries. The report will be based on a series of tables/graphs for each question/item reported in the questionnaire. These tables will inform the written textual summary of the results, which will describe the main research findings and will provide a commentary on and analysis of the results. A full set of frequency tables for all questionnaire items in annex.

In addition, the report shall also analyse the results by sexual orientation and/or gender identity, age group, and other relevant socio-economic variables. All information and tables/graphs in the final comparative report must be clearly referenced and labelled with respect to the question/item being reported and its reported frequencies.

All terms used in the final comparative report must be readily understandable to the non-expert user, and particularly to those with no knowledge of statistics.

**Size:** Approximately 200 pages (excluding tables, which can be included as annexes)

**Language:** English

**Deadline:** 12 months after contract signature

**Linked to:** All activities

**Deliverable 10C: Executive summary**

Based on information reported in the final technical report and the results report, the contractor will provide the FRA with an executive summary of the research, the mainstay of which should be in bullet point and tabular format.

The executive summary will highlight the main research findings. The FRA will provide feedback on the executive summary, and will suggest any necessary changes and amendments.

**Size:** Approximately 20 pages

**Language:** English

**Deadline:** 12.5 months after contract signature

**Linked to:** All activities

**Deliverable 10D: Syntax files related to the analysis**

The contractor will submit to the FRA in electronic format the code (SPSS syntax or compatible) used to produce the tables/analysis which is presented and discussed in the final comparative report.

**Deadline:** 12.5 months after contract signature

**Linked to:** Activity 8

## 4. Project management

### 4.1. Responsible body

The overall responsibility for executing the contract, including the implementation of all measures necessary to provide the Agency with deliverables of the highest quality on time, lies with the contractor.

### 4.2. Management structure

The project team must include a Project Manager, who is responsible for the project's overall coordination and a Senior Research Expert, who is responsible for the scientific quality of the research. The Project Manager is responsible for coordination and administrative tasks, as well as for contacting and informing the Agency about all aspects relating to the execution of the contract and the quality of the deliverables, including the periodic progress updates as described in section 6 below (Project implementation monitoring).

### 4.3. Commencement date & Period of execution

The period of contract execution will be thirteen (13) months, divided in two phases. Phase I shall have an execution period of five (5) months and Phase II of eight (8) months. The intended commencement date is September 2011.

### 4.4. Communication

Communication between the contractor and the Agency shall be possible by phone during the Agency's working days and hours and through electronic and postal mail.

Any written communication sent by the Agency shall be answered within five (5) working days.

### 4.5. Meetings

Following the contract signature, the Agency will convene an **inception meeting** with the contractor in Vienna at the Agency's headquarters to discuss various aspects of the project's work. The aim of the inception meeting is to clarify outstanding issues as may be necessary for carrying out the contract and for the good implementation of the project.

Within 5 working days after the inception meeting, the contractor will submit a brief Inception Report to the Agency. The report must list the decisions made in the inception meeting concerning the work that is to be carried out.

During the course of the contract period, four meetings in total (including the inception meeting and the first stakeholder consultation meeting) are envisaged between the Agency and the contractor. The meetings will take place in Vienna at the Agency's headquarters. Meeting costs on the contractor's side must be covered by the contractor and be included in the tenderer's final price. During the execution of the project there might be a need for further meetings between the Project Manager and the FRA at the contractor's premises. In this case FRA will cover the costs related to the travel and meeting participation of its own staff. The

contractor will cover its own costs. The use of video conferencing is highly recommended allowing better communication and minimising related travel costs.

## 5. Project team

The project team should consist of, at least, one Project Manager, one IT and Usability specialist for the on-line survey, one Statistician for the data analysis, a Senior Research Expert, Research Experts for the 27 MSs and Croatia and the necessary support staff for the management of the project.

The contractor is expected to organise its own project management and coordination team – the Project Team – lead by the Project Manager, to oversee all aspects of work relating to the survey.

The Research Experts (one expert cannot cover more than maximum three countries) are responsible for the background research and the planning, implementation and coordination of the on-line and off-line awareness raising campaigns at national level.

The team should consist of staff with the relevant qualifications and skills to manage and implement the survey. The composition of the team should ensure that the assignment of roles and contributions reflects an ability to effectively and sensibly liaise with the LGBT community and organisations in each country and in the overall coordination.

### 5.1. Project Manager

*Qualifications and professional experience*

- University degree
- Proven experience in coordinating at least **two (2)** survey based projects
- Proven experience in research management, as manager or coordinator of at least **two (2)** transnational research projects
- Excellent knowledge of English

### 5.2. IT and Usability specialist

*Qualifications and professional experience*

- University degree, relevant IT studies or equivalent professional experience
- Proven experience of having participated in the development of at least **two (2)** on-line surveys (including usability and accessibility aspects) and in the development of on-line questionnaires
- Excellent knowledge of English

### 5.3. Statistician

*Qualifications and professional experience*

- University degree
- A minimum of **three (3)** years of proven professional experience in statistical analysis of social data

- Excellent knowledge of English

#### **5.4. Senior Research Expert**

##### *Qualifications and professional experience*

- University degree
- A minimum of **five (5)** years of proven professional experience having conducted social science-based quantitative research
- Proven experience of having participated in at least **one (1)** transnational research surveys in the social-science field
- Proven experience of having participated in at least **one (1)** research project related to sexual orientation.
- Excellent knowledge of English

#### **5.5. Research Experts**

##### *Qualifications and professional experience*

- University degree
- A minimum of **three (3)** years of proven professional experience having conducted social science research
- Excellent knowledge of English

## **6. Project implementation monitoring**

The Agency will monitor the project in technical and administrative terms. The contractor should report immediately to the Agency in writing any problems they encounter during the implementation of the contract. The weekly and monthly reports mentioned below are in addition to specific deliverables, such as the survey monitoring reports mentioned under

The contractor's Project Manager will provide the FRA with short weekly progress reports in e-mail form on all aspects of the work and for all countries. These should be provided every Friday throughout the contract period as e-mail. They have an important function as an 'early warning' system to identify and resolve a variety of issues concerning, for example sampling, questionnaire application and response rates. These weekly reports will be supplemented through additional e-mail and telephone contact, whenever necessary.

The contractor's Project Manager will also provide the FRA with short monthly progress reports in Word document form on all aspects of the work and for all countries. These will begin one month after the starting date of the research contract, and will finish upon submission of the final reports. Monthly updates should include a record of decisions made, for the period covered by the update, in consultation with the FRA.

In addition, in the course of the contract the FRA intends to send a member or members of its staff to oversee aspects of the research. This can involve observations of anything from translation of research tools, through to observation of awareness raising activities during the fieldwork period. One or more countries may be visited. The FRA reserves the right to attend any stage of the+ research without prior notice being given to the contractor. The FRA will cover the costs related to the travel and accommodation of its staff in connection to such visits.