

QUESTION: PART F – CONTRACTOR SPECIFICATIONS

Albany Associates has assembled this consortium to offer a high quality response to the requirements set out in the ITT. All three companies are well familiar to one another, and have collaborated many times over the past five years, during which time we have developed an effective modus operandi.

Albany will be prime, with ORB conducting the substance of the target audience analysis, from questionnaire design and revision, through data collection and final analysis of the findings using both bivariate and multivariate statistical techniques. ORB will also be responsible for managing the qualitative and quantitative fieldwork training, and for travelling to each of the target countries to monitor qualitative data collection. M&C Saatchi will provide digital analysis using its Human Digital capability, providing high quality social media and influencer analysis which blends best-in-class technology platforms with human-led verification and analysis. The results of which will be combined with the fieldwork to shape opportunities for appropriate communications.

In the Baltics, our consortium team has carried out more than 10 quantitative projects on media usage, international relations, domestic issues, and human rights with members of national minorities. Between 2013 and 2015 alone our teams have also carried out **27 quantitative studies across the Former Soviet Union** on media usage and international attitudes among Russian minority speakers.

As a consortium, we have a huge range of experience in conducting projects of this type of scope for the EU, HMG, the US Government and a range of other organisations.

Some individual projects of relevance for this tender include;

- Russian Language Strategic Communication in the Baltic States (People to People) – Client: FCO
- Combined Joint Task Force – Horn of Africa (CJTF-HOA) Dissemination – Client: US Government
- Russian TAA – Client: UK MoD (MSE Framework)
 - (see figure 2 & 3 in Annex for examples of insights gathered in October 2016).
- EU Naval Force Influence Campaign (Somalia) - Client: EU
- Research on vulnerable youths of Sudan to target communications activities - Client: FCO
- Civil society mapping and research in Sudan - Client: EU
- One Last Push – Eradication of Polio – Client: Bill & Melinda Gates Foundation

The Team

The collaboration between Albany Associates, ORB International and M&C Saatchi World Services brings together best in class research, strategic and creative communications experience. The individuals highlighted below will be the key team members.

Guy Gabriel – Associate Director, Albany Associates

With a background in journalism and media analysis, Guy works on communications, public information and peace building projects in transitional and post-conflict societies as Associate Director at Albany. This has recently included producing radio drama for reconciliation and peace building in Darfur, providing technical support at the 2014 UN-sponsored Syria peace talks in Geneva, and working on the CSSF funded project on people to people engagement in the Baltic States.

Yuliya Dudaronak – Senior Research Executive, ORB International

Yuliya is fully fluent in English and Russian and will manage all the day-to-day aspects of the project from ORB International, including working with local teams to finalize research instruments, draw the sample, and prepare training materials. She will train the local team, observe focus groups and give regular fieldwork updates. During the fieldwork, Yuliya will monitor the progress and quality of interviewing and address any issues that present themselves. Yuliya obtained her PhD in Sociology from the University of

Virginia in 2014 and joined ORB in 2015 after two years as a project coordinator and research analyst at the Centre for Survey Research at the University of Virginia.

Gerry Osborne – Director, M&C Saatchi World Services

Gerry joined the M&C Saatchi World Services Team almost 2 years ago, having completed 26 years commissioned service in the Army Air Corps. As the UK representative to the formation of the NATO StratCom Centre of Excellence in 2014 he leveraged a wide network of contacts across Eastern Europe to deliver StratCom capacity building to the Ukrainian, Georgian and Moldovan Governments and was one half of a UK joint mission (MOD/FCO) to increase communications capacity in NATO HQ. Since leaving military service he has completed a COE project to map the StratCom capacity and capability of NATO member nations.

John Montell – Finance Associate Director, Albany Associates

John joined Albany in 2011, initially as a consultant providing business and financial management before becoming a member of the team full time as the company's financial manager. John is a trained Chartered Accountant and has extensive experience working on projects for international donors.

Valeriya Chaschyna Lindholt – Associate, Albany Associates

Valeriya Chaschyna Lindholt is an Associate with Albany and has been working on the daily project management of the People to People CSSF funded project in the Baltic States.

Prior to joining Albany full time, Valeriya was a trainee with the European Union Delegation to Ukraine working with the Sector Manager for European Integration and the Communication Manager of the Delegation. She holds an MSc, with Distinction, in European Politics from the LSE and a BA in Business Administration from the Hong Kong University of Science and Technology. She speaks Danish and Russian, and was born in Ukraine.

Johnny Heald – Managing Director, ORB International

Johnny became Managing Director in 2006 after eight years as Research Director at ORB in the UK. He has worked in research since graduating in 1992 and specializes in issue-based, international, consumer and socio-political research. He has been responsible for ORB's work in Iraq since 2004, including training local researchers in focus group techniques and sampling methodologies. He has worked for both the UK and US governments for a number of years throughout the Middle East and Africa. Johnny holds a Degree in International Politics from the University of Liverpool and is a Founding Member of the British Polling Council.

Oliver Carden – Senior Analyst, ORB International

Oliver joined ORB in 2013 and has over six years' experience delivering full-service research and evaluation throughout Europe, Africa, The Middle East, Asia and Latin America. He has played a key role in ORB's current Syria research, making regular trips to Istanbul and Gaziantep to oversee focus groups, train field staff and present findings. Oliver has also project managed a nine-country study as part of a UK Department for International Development project across sub Saharan Africa focusing with a focus on evaluating girls' education.

Sarah Ward – CEO of Human Digital, M&C Saatchi World Services

Sarah founded the UK's first ever human-led social media intelligence company Entertainment Intelligence in 2004 which serviced global entertainment brands such as Fox, Sony Pictures and Paramount. In 2007 Sarah co-founded Human Digital, a human powered social media intelligence agency. Clients of M&C Saatchi Human Digital include the UK Home Office, US DoD, USAID, Google, Facebook, Amazon, the 2012 Olympic Games, RBS, Levis, Audi, John Lewis and Transport for London.