

# TERMS OF REFERENCES FOR FIELD RESEARCH, ANALYTICS, AND REPORT PREPERATION SERVICES FOR IT BAROMETER 2018 (14/STIKK/2018)

## 1. Introduction

The importance of Information and Communication Technology (ICT) for European economies has been increasingly recognized over the last two decades (EC, 2014; van Ark, 2014a; EIB, 2011). The role of ICT is significant in the process of economic development as it acts as a vehicle to improve productivity and results in added value. Additional characteristic of ICT is that it represents an important driver for innovation and knowledge-based activities, which in turn further increases economic growth. As a direct result of current economic necessities and ongoing technological developments the ICT industry is undergoing a number of fundamental challenges. In order to remain relevant to their clients and customers, it is increasingly important for businesses to monitor developments closely, adapting essential products and services to meet new marketplace demands.

The IT Industry Barometer represents the annual project realized since 2014, and its main goals are to support the export capacity of ICT companies in Kosovo. The project aims to collect information from the ICT companies in terms of export value, export potential, HR status, issues of the sector and to develop a forecast for the next years which will provide an insight into the value of the national ICT market as well as their competitiveness.

The Kosovo ITIB 2018 will represent analysis based on the data that contain:

1. General state overview on the IT development in Kosovo;
2. Comparative analysis;
3. Recent export trends between targeted countries (export potential, export activities, international cooperation, export barriers);
4. Analysis of Human Resources;
5. Qualitative analysis on recent trends in IT industry.

The assignment includes the following tasks:

- Performing structured interview and collecting data (following the IT Barometer Questionnaire) with company representatives;
- Preparing draft versions to present to STIKK;
- Consult STIKK about ongoing matters regarding the IT Barometer;
- Prepare the final document in both English and Albanian.

## 2. Expected Outputs of the Consultancy

The expected outputs of the consultancy are as following:

- Work plan, projected time scheduling and a suggested outline of IT Barometer;
- Presentation of results;
- Draft document for STIKK to comment, including field research and analytics;
- Prepare the final document;
- Further consultations in different issues regarding the IT Barometer;
- Public presentation (if organized).

### 3. Ownership and intellectual property

On payment of the financial obligations, STIKK and the Service Provider agree that STIKK shall acquire ownership of all assignment deliverables in their tangible and intangible form (including code), both on hard and soft copies and the right to use them as deemed fit.

### 4. Deadline and Timeframe

Interested companies shall send their **technical and financial offer** until the **19th of June, 2018** at **info@stikk.org**.

The assignment shall be performed starting from **1st of July** until **31st of August, 2018**. The overall indicative amount must include **VAT**.

Please include prizes per day for:

- Field Research services (15 days planned)
- Analytics services (8 days planned)
- Report preparation services (5 days planned)

### 5. Selection Criteria

STIKK will use these selection criteria to select the best proposal:

- Technical proposal: 50%;
- Creative approach: 30%;
- Deliverable time: 20%.

### 6. Reporting

Consultant will report to the assigned Project Manager from STIKK, who will be in charge of consulting the consultant regarding the assignment. During the contract period a regular update of work progress shall be submitted to STIKK.