



## **Appendix I**

### **TERMS OF REFERENCE**

#### **I. Introduction**

The purpose of this document is to define the roles and responsibilities for a contractor to coordinate the provision of the State of ICT in Bermuda Surveys for 2016 that will document the state of residential and corporate technology, communications and Internet-related activities in Bermuda.

#### **II. Background Opportunities and Challenges**

The core function of the Department of E-Commerce is to develop the right regulatory framework and to facilitate the adoption and advancement of ICT skills and innovation, so that Bermuda continues to be recognized as a prime jurisdiction that leverages and advances the digital economy. In general, the work of the Department of E-Commerce is intellectual in nature, with the output being legislative and policy programmes.

In order to ensure that the Department's efforts are in line with global best practices in an ever-changing marketplace, it is necessary for it to have up-to-date accurate information of the Bermuda e-commerce environment.

The Department of E-Commerce therefore undertakes biennial State of ICT in Bermuda surveys and produces a report, assessing both residential and business ICT use. The information collected is used for the internal work of the Department and within the business community and is reported to international organizations. This survey is an important tool for the Department of E-Commerce with respect to policy direction and development, and results in new programmes or in the refinement of existing ones.

#### **III. Objectives of this project:**

The original objectives of the surveys are to capture local ICT usage, adoption, skills and penetration and to obtain timely statistical proof of Bermuda's ongoing strength as a sophisticated technology jurisdiction.

1. Data to Support Policy Initiatives – as most organizations strive to use relevant data to drive policy, the Department of E-Commerce prides itself in assessing the needs and concerns of its stakeholders in the development of policy and legislative initiatives.
2. Meeting International Reporting Requirements – data that is collected and tabulated during this project will form the basis of reports to be submitted to international organizations such as the International Telecommunications Union (ITU).
3. Identification of relevant trends – while the Department uses surveys to address issues of which it is already aware, the surveys also provide data relative to information that may be of interest in the future.

#### **IV. Scope of the Study**

The survey will consist of 140 questions, some of which consist of matrices of several rows. It will be developed in agreement between the Department of E-Commerce and the successful Bidder.

#### **V. Contractor Roles and Responsibilities:**

The successful Bidder who will be selected for this project shall be fully experienced and qualified in market research, will provide the Department of E-Commerce with associated costs for the State of ICT Surveys, and can demonstrate a comprehensive benchmarking program as outlined within this RFP.



The successful Bidder shall submit a detailed proposal and quotation strictly as per the format provided.

The successful Bidder shall:

1. Liaise with the Department of E-Commerce to identify and document the business requirements.
2. Advise the Department of E-Commerce regarding the potential benefits, risks and effects of using particular survey instruments.
3. Identify and recommend (based on the agreed-upon project scope) the administrative resources required to sustain the operation, i.e. both content creation and management.
4. Define requirements for personalization of the surveys, so that participants provide the desired information.
5. Demonstrate relevant experience in the development of quantitative and qualitative surveying instruments.
6. Understand and have access to the established statistical sources of data within the Bermuda market.
7. Possess the resources to perform surveys and focus groups, both locally and internationally.

**VI. Overriding Considerations:**

1. The successful Bidder will be responsible for developing the survey instrument with direction from the Department of E-Commerce.
2. The successful Bidder will provide their own equipment, staff, and other resources as necessary.

**VII. Expected Outcome**

1. The report should provide:
  - 1.1. Findings
  - 1.2. Comparisons with prior years as requested by the Department of E-Commerce
  - 1.3. Cross tabulations as requested by the Department of E-Commerce
  - 1.4. Other analysis as requested by the Department of E-Commerce
2. Final study report will be submitted by e-mail to [mbstarling@gov.bm](mailto:mbstarling@gov.bm), all field data back-up to be submitted along with the analytical tables.
3. The successful Bidder will provide progress report as it reaches the different milestones (including but not limited to finalized question sets, going out to field, finishing the survey administration, and compiling the data)
4. The successful Bidder will deliver a final presentation to the Department of E-Commerce explaining the finding of the study.

**END OF THE TERMS OF REFERENCE**