



NOTIFICATION OF PROCUREMENT OPPORTUNITY (NPO)

Pre-Solicitation Notice

NATO Competitive Procurement

Information Environment Assessment Capability (IEAC) Audience Research

NCIA Reference #: IFB-424348-IEAC

Date of NPO Publication: 09/03/2026

Anticipated Solicitation Release Date: 30/04/2026

Anticipated Solicitation Closing Date: 15/06/2026

Anticipated Contract Award Date: 30/11/2026

Acquisition Office

Rough Order of Magnitude¹: EUR 3,500,000.00

Point of Contact: Tiago Brito, Senior Contracting Officer

ifb-424348-ieac@ncia.nato.int

¹ This Rough Order of Magnitude is informational only and reflects NCIA's estimate. Actual contract value may vary based on competitive submissions.

Introduction

The NATO Communications and Information Agency (NCIA) hereby notifies the following Procurement Opportunity in accordance with the Procedure for NATO Competitive Procurement ([link](#)). This notification is issued to foster open and fair competition among eligible vendors from participating nations. This notification does not constitute a commitment to award a contract.

Vendors are invited to review the requirements described herein and to submit their bids in accordance with the instructions provided in the subsequent solicitation documentation. All interested vendors are reminded that timely registration and compliance with eligibility requirements are essential, as deadlines for submission may not be extended. Vendors are advised to regularly check for updates to this notification.

This opportunity reflects NATO's commitment to transparency, equal treatment of suppliers, and the efficient delivery of goods, works, and services in support of NATO missions and participating nations.

All eligible and responsible sources may submit a quotation, bid, or proposal, which shall be considered by the NCIA.

1. Title of Procurement Opportunity

Information Environment Assessment Capability (IEAC) Audience Research.

2. Description of Requirement

NCIA is establishing for its Information Environment Assessment (IEA) community across the NATO Enterprise a Framework Agreement (FA) to facilitate the execution of Audience Research campaigns supporting the following domains:

- Quantitative Research, Qualitative Research, and Analysis and Reporting.
- Covering all NATO member nations.

Under the new FA (multi-award indefinite delivery / indefinite quantity (IDIQ) contract), NCIA expects to conduct several short tenders between the selected framework agreement holders for the provision of campaigns for one or many of the domains and regions.

The evaluation methodology for the selection of the FA holders will be the Best Value. The main selection criteria will be:

- Experience conducting robust research via appropriate methodologies across many or all nations of interest.
- Strength of proprietary network and/or network of local partners and subject matter experts providing the best fit for every domain and region.
- Ability to organise and coordinate all aspects of research delivery, from research

design to data collection and analysis.

3. Vendor Eligibility

- a. Participation in this Procurement Opportunity is restricted to vendors from participating NATO nations. Vendors from non-participating nations are not eligible to serve as prime contractors or sub-contractors.
- b. This restriction applies to the eligibility of the vendors only and does not require that the goods, works, or services themselves be manufactured or produced within participating nations.

4. Security

- a. National authorities are advised that the IFB package is anticipated to be NATO UNCLASSIFIED.
- b. For the implementation and performance of the contract, the security classification is NATO UNCLASSIFIED.

5. Access to Solicitation Documentation

- a. Interested vendors may participate to and access the solicitation documentation for this Procurement Opportunity as of the Anticipated Solicitation Release Date as follows:
 - Indicating your interest by emailing the Point of Contact listed above to request being added to the bidder's list and receive the solicitation (no Declaration of Eligibility (DoE) required).

6. Language of Solicitation and Bid Submission

- a. Solicitation Documentation and Proposal Submission Language(s): English

7. Additional Engagement Opportunities

- a. The NCIA may organize the following engagement activities:
 - i. **Industry Day:** N/A
 - ii. **Bidders Conference:** 12 May 2026, PM Europe / AM North America, online.

End of Notification