Co-funded by
the European Union

HELPING
ORGANIZATIONS
PREPARE
EMPLOYEES
FOR AI

CALL FOR OFFERS

Research & Report Drafting: Technology Providers' Insights on Enabling Effective AI Integration by Companies

Project: Hope4AI – Helping Organizations Prepare Employees for AI

The Hope4AI project, coordinated by Confederația Patronală Concordia and co-funded by the European Union (SOCPL-2023-SOC-DIALOG), aims to strengthen social dialogue on the implications of digitalisation and Artificial Intelligence (AI) in the workplace, with a specific focus on Romania and Hungary. One of the core work packages involves equipping employers with tools and insights to better prepare employees for the transformations brought by AI.

In this context, Concordia is launching a call for offers to select a provider to carry out a targeted research activity and deliver the associated report named **"Helping Organizations Prepare Employees for AI"**.

We are launching this call to select a service provider (research institute, consultancy, or qualified team of experts) to conduct a **targeted survey with technology service providers/developers in Romania and Hungary**.

The objective of this assignment is to gather insights from technology providers — including developers, consultants, and implementation specialists — on their experience supporting companies in the integration of AI and digital technologies. The focus will be on understanding not only the **barriers** encountered during implementation, but also the **conditions, practices, and strategies** that have enabled successful adoption. Particular attention should be paid to their interactions with C-level executives and designated business experts on the client side, as well as the role of employee preparedness, trust, and internal communication in shaping outcomes. The findings will contribute to a forward-looking analytical report of **practical recommendations for companies, social partners, and policymakers** on how to better prepare the workforce and organizational structures for AI-driven transitions.

The survey must take into consideration the findings of the Skillscape researches performed in Romania and Hungary previously (the reports will be provided by Concordia), to highlight gaps and perceptions of AI adoption at the workplace.

The resulting insights will be consistently disseminated at national level and will feed into the common policy recommendations of the national social partners.

SCOPE OF WORK

The selected contractor will be responsible for the following activities:

Research Design & Planning

Develop a **survey instrument** targeting technology service providers/developers (focus: Romania and Hungary).

Design a methodology ensuring relevant segmentation by sector, size, or product type. The methodology must consider the results and findings of the Skillscape researches performed previously. The project consortium will facilitate access to the researches after the selection of the survey provider.

Include key areas: AI adoption, client readiness, skill gaps in client organizations, barriers to implementation, perceived resistance, trust issues, training needs, and successful models.

Data Collection, Analysis and Interpretation

Identify and reach out to a relevant sample of at least 20 technology providers (with the aim of securing at least 10 complete responses per country).

Conduct 5–10 interviews with company representatives (product owners, sales managers, project managers, etc.).

Analyse the survey results and summarize the main trends.

Use the interviews to deepen understanding of identified patterns.

Report Writing and Design.

Draft the final report in English (max. 25 pages) including:

- o Executive summary
- o Methodology
- o Key findings with visuals (graphs/tables)
- o Quotes and insights from interviews
- o Recommendations for action

Design the report in a professional layout compliant with EU co-funded project branding requirements (logos, disclaimers, fonts, etc.).

The project consortium members in Romania and Hungary will support the selected provider by facilitating access to relevant contacts for data collection, particularly relevant for the project key sectors: retail/trade and energy in Romania, manufacturing of electrical equipment and machinery in Hungary. However, the full responsibility for securing the minimum required number of valid survey responses and interviews remains with the provider.

Expected Deliverables

- o Final survey questionnaire (.docx and online format)
- o Interview guide
- o Clean dataset (.xls/.csv) and interview notes
- o Draft and final version of the report (English)
- o Designed and print-ready PDF version of the report
- o Editable design files (InDesign, Illustrator, etc.)

Co-funded by
the European Union

HELPING
ORGANIZATIONS
PREPARE
EMPLOYEES
FOR AI

Profile of the Provider

Eligible applicants may include research agencies, consultants, expert teams, or independent professionals with:

- Experience conducting surveys and interviews in the field of technology, labour market, or digitalisation;
- Understanding of the technology provider landscape in Romania and/or Hungary;
- Proven capacity to write clear, policy-relevant analytical reports;
- Previous experience designing professional publications for EU-funded or international projects;
- Fluency in English, working knowledge of Romanian or Hungarian.

Budget & Contract duration

The total budget available for this assignment is **EUR 12.000**, VAT included. Offers exceeding this amount will not be considered.

The assignment must be completed within 10 weeks of contract signing.

Submission of Offers

Interested candidates should submit the following documents by **17.09.2025** to **office@confederatia-concordia.ro**:

- Technical proposal (max. 5 pages): methodology, tools, timeline, team members
- Financial proposal (signed, in EUR, VAT included)
- Portfolio with examples of relevant research and designed reports
- CVs of all experts involved.