

REQUEST FOR PROPOSALS

BBC Media Action Life in Lulu Endline survey

DEADLINE FOR PROPOSALS: 22nd July 2019

1. Background

1.1 BBC Media Action

BBC Media Action is the international development charity of the BBC. Established in 1999, the organisation seeks to reduce poverty and provide information to people around the world, through media programmes and campaigns that inspire and inform. Since its foundation, BBC Media Action has worked in developing and transitional countries in Africa, Asia, the Middle East and Eastern Europe on projects that deal with issues of health, resilience, governance, education, environment, livelihoods and emergency response.

The Norwegian Ministry of Foreign Affairs (NMFA) funded BBC Media Action to undertake a two-year project from December 2017 to November 2019. The funding includes support for the production and broadcast of the Life in Lulu radio drama seasons 5 and 6.

The project takes a bottom-up approach to peacebuilding, focusing on ensuring individuals and communities across South Sudan use non-violent strategies to prevent, contain and resolve interpersonal and inter-group conflicts within their communities. The project seeks to ensure that the voices of all members of the community are heard and that the whole community plays a role in peacebuilding, including women and young people. This leads to the overall intended impact of achieving stronger and more resilient communities who can make decisions to improve their own lives.

Global Affairs Canada (GAC) is also providing additional funding from January 2019 for storylines related to gender-based violence, power dynamics in relationships and household decision-making to be included in the drama. This is part of a project which aims to contribute to women and girls being empowered to make their own decisions regarding their sexual and reproductive health and rights in a more peaceful environment.

1.2 The Programme

Life in Lulu is a fifteen-minute radio drama set in the fictional village of Lulu and the nearby IDP camp. It is produced in three languages (Dinka, Nuer and Simple Arabic) and broadcast on 25 radio stations across all ten Former States.

The drama series is set in a fictional village environment with characters from diverse backgrounds who face daily challenges and issues that give rise to potential or actual conflict. Drivers of peace and conflict resolution are reinforced through including characters in the drama who role model peace and cooperation, providing people with the opportunity to think about their own role in creating peaceful communities and challenging them to engage with others in ways that build social cohesion rather than conflict.

The primary target audience is women, young people (aged 15-35) and community elders, with a secondary target audience of the wider adult (15+) population.

As part of the monitoring and evaluation activities for the programme, BBC Media Action would like to conduct a survey in October 2019 to assess media consumption, exposure to BBC Media

Action's programming and people's knowledge, attitudes and practices with respect to our indicators.

1.3 Research background

Questions about the reach and impact of the Life in Lulu radio drama were included in the Girls' Education South Sudan (GESS) Endline survey conducted in Spring 2018, which served as a baseline for the NMFA-funded Life in Lulu project.

The GESS Endline survey sample included 3,040 cases, collected using face to face interviews and a proportional purposive sampling approach. The survey aimed at collecting a nationally representative sample, and the sample was stratified by large-town payams and other accessible areas. The nine payams containing the six largest towns – Juba, Yei, Yambio, Aweil, Torit, and Wau- were selected purposively and the sample size for each was approximately proportional to the estimated population. The locations were chosen based on their safety and accessibility, taking into account the on-going conflict and general insecurity.

In addition, to capture the internally displaced population in South Sudan, protection of civilians (PoC) sites and internally displaced persons (IDP) camps were also included in the sampling frame. A quota of 600 for this population was set to ensure that this population would be representative of the population at large. 3 PoC sites (Juba, Bor and Bentiu) and 2 IDP camps (Wau Cathedral and Rimenze) were selected for inclusion in the survey mainly based on their safety and accessibility.

Households were selected randomly and enumerators used a Kish grid to select a respondent for interview.

1.4 The survey

The aim is to conduct a representative survey in 5 of the Former States, across all three Regions of South Sudan (Greater Equatoria, Greater Bahr el Ghazal and Greater Upper Nile). The Former States chosen should be as representative as possible of the diversity of ethnic groups, languages and geography within the country.

Within those states, the aim is to have a representative sample, using random sampling mechanisms and geographic controls to minimise the risk of bias in the sample. However, we recognise that the current security situation in South Sudan means this may not be feasible. **The agency is encouraged to include in their proposal their assessment of which Former States and locations it is feasible to plan to complete fieldwork in** (we accept that a final decision on which Former States / Payams might be included in the survey may need to be made over the course of the project).

Additionally, according to the latest available UNHCR data (31st May 2019), the neighbouring countries host 2.3 million refugees from South Sudan¹, while there are 1.8 million internally displaced persons (IDPs) in the country². **We invite the agency to suggest how we can ensure that we are capturing the views of the IDPs living inside South Sudan in the survey.**

2. Research Plan

2.1 Research Objectives

¹ <https://data2.unhcr.org/en/situations/southsudan>

² <https://reliefweb.int/report/south-sudan/south-sudan-unhcr-operational-update-16-31-may-2019>

The research aims to understand:

- How people's knowledge, beliefs, confidence and behaviour around non-violent conflict resolution strategies compares to data collected as part of the GESS Endline in 2018.
- The impact of Life in Lulu on knowledge, beliefs, confidence and behaviour around non-violent conflict resolution strategies.
- People's knowledge, attitudes and behaviour around gender-based violence and sexual and reproductive health and rights.
- Media consumption in South Sudan and how it has changed since 2018.

The survey will consist of a sample which is representative of 5 of the Former States, and possibly an extra sample of IDPs (depending on what the agency suggests – see above).

2.2 Permission to Conduct Research

The agency will be responsible for obtaining permission from the relevant government ministry to conduct the survey and will also be responsible for obtaining local authority and protection of civilian site (PoC) approval to conduct fieldwork in each region.

2.3 Instrument

BBC Media Action will provide a questionnaire and codebook that will allow us to measure indicators in relation to exposure to our programmes. The instrument will consist of mainly closed and up to 10 open-ended questions. The survey should be conducted in the languages that are locally appropriate. In our experience, previous surveys like this take **about an hour** to administer. We invite the agency to suggest the most appropriate method of data collection (CAPI, PAPI etc).

BBC Media Action will provide the selected agency with the final English-language version of the survey instrument. **The agency** will be responsible for translating and back-translating the instrument and all response options and open-ended responses. Please advise which languages are appropriate in the areas where the fieldwork is planned.

BBC Media Action will also provide fieldworker guidelines on the content of the questionnaire in the local language, which should be issued to all fieldworkers and their supervisors for reference.

2.4 Enumerators Training & Piloting

The agency will arrange a three to five day training session, supervised by **BBC Media Action**, to train enumerators on the aims of the research, the methodology, and following BBC Media Action policies and guidelines related to anti-bribery, respect at work, safeguarding and child protection. As part of the training **the agency** will be responsible for conducting pilot interviews with eligible respondents in one enumeration area using the pilot instrument and entering the data from the pilot survey into SPSS. This data will be sent to BBC Media Action for analysis and feedback will be given to BBC Media Action on the instrument.

Sufficient time should be allowed between the pilot and launch of full fieldwork to enable feedback discussions and any revisions to the survey instrument, or accompanying fieldworker guidelines.

2.5 Fieldwork

The agency will carry out fieldwork to a high standard within the agreed timeframe.

Fieldwork will consist of:

- Face to face interviews by trained staff. There should be a range of male and female enumerators. The agency should also advise on any cultural considerations they will be making with respect to the selection of enumerators for particular areas.

The agency will provide field reports twice a week, every Monday and Thursday, with a breakdown of interviews completed regionally.

The agency will record all unsuccessful visits in a non-response table, provided by BBC Media Action and enter non-response or failed recruitment into the final dataset so BBC Media Action is able to look at the characteristics of those who refuse to be analysed.

Throughout fieldwork, **the agency** will complete the context spreadsheet, provided by BBC Media Action, with any events, either national or local, such as power cuts, strikes etc. which could have an effect on the fieldwork.

In the proposal, **the agency** will provide a detailed timeline for fieldwork, including details on how many teams will be sent into the field, and how the process will be overseen and quality controlled.

2.6 Sampling

1. Sample Size:

BBC Media Action has calculated the sample size for this survey to be at least 3,000. The estimates and assumptions for this sample size is based on a precision calculation which gives us a confidence interval of + or – 1.64%. This assumption can, however, be reviewed and questioned by those submitting proposals.

Furthermore, the agency is invited to advise on the possibility of capturing the views of IDPs in South Sudan, either as part of this sample or as part of a separate booster sample among IDPs.

2. Target population:

The target population for this work is adults (aged 15 years and over) living in all areas of South Sudan, including IDPs. BBC Media Action will consider advice from the agency on how possible a representative survey is given the security challenges in the country, as well as how possible it will be to complete a survey of IDPs.

3. Sampling design:

Agencies are required to propose a sampling design which is as representative of the selected 5 Former States as possible, random and self-weighting:

- 5 Former States should be chosen which are as representative as possible of the ethnic, linguistic and geographic diversity of South Sudan, and include at least one Former State in each of the regions: Greater Equatoria, Greater Bahr el Ghazal and Greater Upper Nile. The agency should provide a clear justification of the 5 Former States chosen.
- The design should employ strata for states and urban/rural location.
- Random selection/self-weighting techniques should be used to sample clusters, preferably, at every level. Please specify exactly how clusters will be sampled at every level.
- The sampling frame should be based on data from Sudan's Fifth National Population and Housing Census (2008), and the sample frame developed by the South Sudan National

Bureau of Statistics (NBS). However, bidders are encouraged to suggest ways to incorporate verifiable and more recent data accounting for population movements into this sample frame or propose development of their own sample frame.

- Random selection techniques should be used to sample households within clusters - please outline the technique you intend to use to select households.
- Within each household, individuals should be sampled through a Kish grid. Only one person should be interviewed from each household.
- Stratification, for example by gender, should also be considered for selecting participants within the household. Please specify any stratification you intend to use at this level.
- Please also outline how you will ensure that people with disabilities are included in the sample as far as possible.

The agency should provide a description of if and how they will adapt their fieldwork plans should the situation in South Sudan become more unsafe.

The successful agency will be expected to provide the sampling frame to BBC Media Action for final checks ahead of data collection, if the sampling frame is available.

2.7 Ethical considerations and safeguarding

BBC Media Action is committed to undertaking research that is of the highest standard, and researchers within BBC Media Action adhere to a strict code of ethics and endeavour to address major concerns around consent, confidentiality, anonymity, the safeguarding of vulnerable people and the potential impact of the research on both researched and researchers. The commissioned agency is thus expected to describe how ethical considerations and safeguarding will be dealt with in all courses of actions of the study.

All proposals should include a section describing how the agency plans to meet and adhere to ethical protocols. This requires a full outline of how agencies will adhere to high quality research protocols with regards to the following stages of the survey:

- How informed consent will be gathered during piloting and fieldwork, including how informed consent will be gathered for respondents under the age of 18.
- How respondents will be assured of their confidentiality and the anonymity of data
- Procedures relating to how data will be transported securely during fieldwork and how it will be stored both in hard and soft copy in agency offices
- How the agency will ensure that ethical and safeguarding standards are met, particularly when surveying in areas severely affected by the crisis and in areas where displaced people live.

2.8 Quality Control

BBC Media Action researchers will attend and lead part of the training session with the local agents who will carry out fieldwork. They will also travel to the areas where data is collected to carry out regular spot checks and monitor the quality control of the data collection. This is standard practice for all surveys that BBC Media Action commissions and the agency and fieldwork staff should be aware of and comfortable with this degree of involvement.

BBC Media Action will also conduct a quality control check whereby 5% of the original questionnaires will be checked against the data-file. **The agency** will therefore be required to send a sample of the original questionnaires back to BBC Media Action to facilitate this process.

The agency will include its own plan for quality control in the proposal to ensure high quality of the data. **The agency** will also send the first 100 cases entered as an SPSS file to BBC Media Action for quality control no later than one week after fieldwork has commenced. **The agency** will be requested to halt fieldwork after the entry of these 100 cases and not resume fieldwork until BBC Media Action has checked these cases so any comments can be incorporated into the next phase of fieldwork. This should not normally take more than 2 days, provided there are no major issues with the questionnaire or the data.

2.9 Data Management

BBC Media Action will provide a data entry protocol / codebook to the agency to clarify expectations for set-up of the SPSS file and approach to data entry.

The agency will provide a clean and labelled (according to our specifications) dataset in Excel and SPSS format. We request that data entry occurs simultaneously to data collection.

The SPSS dataset will also contain labelled variables detailing all levels of cluster sampling, except the household level. If any variables are derived by the agency, **the agency** will provide the syntax file to BBC Media Action.

With the proposal, **the agency** will provide a data entry plan, outlining how many people will be allocated to this task, how quality control will be implemented and whether data will be processed locally or sent to an external data processor.

2.10 Project Management

The agency will provide one point of contact for BBC Media Action, as well as a detailed description of the proposed project management structure and team to include project manager, supervisors, translators, interviewers (clearly detailing gender and languages spoken) and data processing. Please provide CVs of key personnel (no more than one page per person).

2.11 Deliverables

The agency will provide the following:

- Design of the sampling approach according to our specifications.
- Recruitment, training, supervising and monitoring the field teams (interviewers and supervisors) to BBC Media Action standards during the course of the quantitative survey.
- Scripting, translating and pilot testing the research instruments provided by BBC Media Action.
- The sampling frame used for each level of clustered selection (where available).
- Preparing a research plan with field logistics and timelines for the fieldwork.
- Documented feedback from the pilot.
- Quality control and delivery of the first 100 cases after one week of fieldwork. The agency should pause fieldwork until BBC Media Action has checked these cases so any comments can be incorporated into the next phase of fieldwork.
- Field interviews with as representative a sample as possible with at least 3,000 respondents.
- Field reports twice a week with a breakdown of interviews completed regionally.
- Cleaned and labelled dataset in English in SPSS format – plus a syntax file to show any variables that have been derived.
- Topline frequencies, crosstabs and tables for variables of interest to be communicated at a later date.

2.12 Timings

Some dates below have already been fixed by Media Action (see below); please provide all other dates and narrative of how you will meet these deadlines and commit to this timeline.

Task	Date
Submission of tenders	22 nd July 2019
Contract Awarded	2 nd August 2019
Final amendments to sampling design if required	<i>Agency to provide proposed timings</i>
Finalise methodology and instruments (including translation)	
Training field team	
Piloting	
Check of sampling frame (where available)	
Data collection	
Data with first 100 cases given to BBC Media Action	
Data entry and cleaning	
Delivery of cleaned SPSS dataset	
Checks and sign off of data set following BBC Media Action checks	8 th November 2019
	22 nd November 2019

2.13 Costs

The proposal should include a budget breakdown for fieldwork and all related expenses including taxes and unit costs.

3. Expectations for the tender

We will award this contract competitively and will make our decision on the basis of the following information:

- Provision of a sampling strategy that addresses our specifications and is representative of the 5 Former States selected (or as representative as possible), random and self-weighting.
- Provision of a detailed timeline for fieldwork: This should include an explanation of how the project will be managed to deliver data to us on time and to a high standard. Please outline how long it will take to collect the data; how many teams you will send into the field and how this process will be overseen to ensure a quality deliverable.
- A data entry plan, outlining how and where the data will be entered into electronic format. Please specify how many people will be allocated to this task and how you will assure quality. We are particularly interested to find out whether your data will be processed locally or whether you intend to send it to an external data processor.
- Complete breakdown of costs including VAT, applicable taxes etc. and unit costs.

Overall assessment of proposals will be concerned with value for money, taking account of the cost and quality of each research proposal. In particular, assessment will focus on:

- Relevant skills and experience of the research agency.

- Proposed methods, including sampling, quality assurance, ethical considerations, safeguarding and project management.
- The acceptability of the proposed timetable.
- The proposed costs compared to the implementation plan.

Questions about this Request for Proposals should be addressed to the Research Manager at BBC Media Action South Sudan, Catharine Buckell (Catharine.Buckell@ss.bbcmmediaaction.org).

4. Proposals

Each proposal should include:

- ✓ A one page summary of the proposal;
- ✓ A detailed plan of how the research will be carried out, including:
 - The process of obtaining any permissions necessary to carry out the research;
 - The sampling strategy;
 - Examples of previous work in the field;
 - Data entry plan outlining how many people will be allocated to this task, how you will implement quality control and whether data will be processed locally or sent to an external data processor;
 - A description of deliverables.
- ✓ An outline of the agency's skills and capacity to undertake and manage the research, including quality assurance, organisational background and references;
- ✓ An outline of how the agency will ensure that ethical and safeguarding standards are met including informed consent, confidentiality and secure data management;
- ✓ A timetable for the study, a commitment to meeting the deadlines and a narrative of how these deadlines will be met;
- ✓ A financial proposal that describes in detail the costs to complete the work outlined in the specification, and unit costs;
- ✓ The names and contact details of two referees for whom your organisation has carried out similar work.

Formatting

The full proposal, including both technical and financial components, should be no more than 20 pages. **Please send the technical and financial proposals in separate files, clearly labeled.** The proposal should be written in a font no smaller than 11 point. Annexes may be included with the proposal, and will not count against the 20 page maximum limit. Proposals submitted in response to this RFP should address the research objectives set out in this brief and should be written in English. Please submit your proposal in PDF format and put “[Agency Name] proposal to BBC Media Action” as the title of the email.

The proposal should be emailed to:

Catharine.Buckell@ss.bbcmmediaaction.org – Research Manager

Kaushiki.Ghose@bbc.co.uk – Senior Research Manager

DEADLINE FOR PROPOSALS: 22nd July 2019, 17.00 EAT³.

³ EAT = East Africa Time, GMT+3.