

## **REQUEST FOR PROPOSAL**

### **BBC Media Action**

**Endline survey:** Life in Lulu Series IX, & X: Advancing Youth Civic Engagement, including against Sexual and Gender Based Violence (SGBV) In South Sudan.

**Project Period:** November 2023 to October 2025

**Agreement number:** SSD-23/0003

**Study period:** July - September 2025

## **1.0 Introduction**

### **1.1 Background**

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 gender equality, health, resilience, governance, education, environment, livelihoods, and emergency response.

### **1.2 About the project**

The Norwegian Ministry of Foreign Affairs (NMFA) funded BBC Media Action to undertake a two-year project from November 2023 to October 2025. The project provides funding for the production and broadcast of the Life in Lulu radio drama series for seasons IX and X. The project focuses on raising awareness and encouraging action against gender-based violence while empowering women and young people to actively participate in decision-making processes regarding civic issues that affect them and their communities. The drama series is produced in local 6 local languages and broadcast nationally and across community radio stations and shared on our digital platforms. BBC Media Action also partnered with 8<sup>1</sup> Civil Society Organisations to implement community outreach activities. The project's community mobilisation component is implemented in 13<sup>2</sup> counties across 5 states in South Sudan covering all the three regions within the country. This activity involved the creation of a total of 130 community groups composed of 15 members each comprising males and females aged 15-35years. Community leaders, members of the local government and representatives of PWDs, youth and women associations also attended these listening sessions. Community Mobilisation Volunteers (CMVs) from these communities organised weekly meetings for each group to listen to the episodes of the drama series through a solar powered radio. The CMV facilitated discussions around the issues covered in the episodes, lessons learnt and actions that each group planned to take after listening to each episode.

### **1.3 The purpose of the project**

The main objective of the 'Life in Lulu' series IX & X is to improve youth civic engagement and reduce sexual and gender-based violence using SBC approaches.

BBC Media Action is planning to conduct an endline survey to measure the project's reach and impact across the areas where it was implemented. The endline is meant to provide insights on the project's impact on Knowledge, Attitudes and Practices (KAP) disaggregated by gender and age in these locations. Audience media consumption patterns and their overall perception of the programme is also of interest to inform future programming.

BBC Media Action is committed to inclusive research that reflects the diversity of the South Sudanese population. This includes ensuring meaningful participation of women, men, youth, persons with disabilities

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<sup>1</sup> These are 4 women-led and 4 youth-led civil society organisations operating in the 13 counties.

<sup>2</sup> The counties are Bor, Fangak, Nyirol, Pochalla and Ayod (Jonglei State), Malakal (Upper Nile State), Tonj North, South and East (Warrap State), Torit and Kapoeta South (Eastern Equatoria State) and Yirol West and Rumbek (Lakes State).

(PWDs), and people from displaced and marginalised communities in this study. Our approach to data collection is grounded in cultural sensitivity and trauma-informed practices, particularly when addressing sensitive issues such as sexual and gender-based violence (SGBV). This means working with trusted researchers who are familiar with local norms, languages, and the broader context of the locations where this project was implemented.

## 2.0 Research Plan

### 2.1 Research objective

The purpose of the Life in Lulu Season IX and X endline survey is to measure the project reach and the impact on audiences' knowledge, attitudes, and behaviour in relation to project objectives.

### 2.2 Sampling

#### 2.2.1 Target population

Target population for this survey are individuals aged 15 years and above in the 5 states (13 counties) where the project was implemented. This includes the IDPs and People Living With Disabilities (PLWDs) who reside in the study areas. BBC Media Action is committed to inclusive research that reflects the diversity of the South Sudanese population. Agencies are requested to share how they will capture these populations of interest. Table 1 below shows the names and number of counties per state:

State	Counties	Total counties
Lakes	Rumbek Yirol	2
Eastern Equatoria	Torit, Kapoeta South	2
Jonglei	Nyirrol, Fangak, Bor, Ayod, Pochalla	5
Upper Nile	Malakal	1
Warrap	Tonj East, Tonj North and Tonj South	3

#### 2.2.2 Sample size

The tentative sample size for this study is 1000 participants aged 15-35years proportionally representative of the study areas' population.

#### 2.2.3 Sampling design

Agencies are requested to share a detailed sampling design that is representative of the 5 states. It should be random, self-weighted and be reflective of the following:

- The design should employ multi-stage clustered sampling for states and urban/rural locations.
- 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). However, agencies are encouraged to suggest ways to incorporate verifiable and more recent data accounting for population movements into this sample frame.

- Random selection techniques should be used to sample households within clusters - please outline the technique you intend to use to select households.
- Only one person should be interviewed from each household. Please state what methods you will use to select respondents within the household without any bias.
- 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 PLWDs and IDPs are included in the sample and strategies for a booster sample should this be required.
- The agency should provide a description of how they will adapt their fieldwork plans should the situation in South Sudan become more unsafe and in cases of negative climatic changes such as floods and heatwaves.
- The successful agency will be expected to provide the sampling frame to BBC Media Action for final checks ahead of data collection.

The qualitative sample will be drawn from the 130 listening groups (10 per county) under this project. A total of 20 FGDs and 25 KIIs representative of gender and age will be sufficient for this study. The agency is tasked to develop a detailed plan on the sampling procedure for this clearly showing how these FGDs and KIIs will be distributed across the 13 counties representative of the five states.

### 2.3 Instruments

BBC Media Action will provide the survey instrument (and a codebook) and discussion guides for FGDs and KIIs. The survey instrument will be semi-structured although mostly consisting of close-ended questions. The survey should be conducted in the languages that are locally appropriate and executed through the CAPI method. Qualitative data shall be conducted through face-to-face interviews with respondents using KIIs and FGDs techniques. The qualitative instruments will consist of predominantly open-ended questions that target the measurement of the knowledge, attitudes and practices of the people and the communities.

BBC Media Action will provide the selected agency with the final English-language version of the study instruments for scripting (survey instrument) and translation of the survey instrument and discussion guides into local languages guided by the study locations. The translations should be consistent with the original English version of the instruments; we therefore urge that the translators should possibly be native speakers.

### 2.4 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 selected state.

### 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 enumerators and these enumerators are expected to be gender representative (males and females). The agency should also advise on any cultural

considerations they will be making with respect to the selection of enumerators for study areas.

- The agency will provide field reports on a weekly basis, every Monday, with a breakdown of interviews completed regionally among other specifications to be decided by BBC Media Action. Where necessary, the agency and BBC Media Action shall schedule feedback calls as part of feedback meetings.
- 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 for BBC Media Action 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 influence 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 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 selected agency is expected to describe how ethical considerations, and safeguarding will be dealt with in all stages of the study and share any policies with BBC Media Action related to this. BBC Media Action will also share its safeguarding policies with the agency.

All proposals should include a section describing how the agency plans to meet and adhere to ethical protocols, including:

- How informed consent will be gathered during piloting and fieldwork, including 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 secured during fieldwork and how it will be stored both in soft copy in agency offices and shared in a secure manner to the BBC Media Action research team.
- 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. The agency will be required to clearly demonstrate how it will ensure the safeguarding of minors.
- How the agency will ensure that data collection methods are inclusive of PLWDs and how their needs will be catered for.

Familiarity with the BBC's Values and Editorial Policy is highly regarded. As this study involves working with groups of vulnerable children and adults, mandatory training will be provided on BBC Media Action's safeguarding policy and code of conduct. BBC Media Action operates a zero-tolerance policy concerning all forms of abuse and exploitation of vulnerable people.

## 2.7 Quality control

BBC Media Action researchers will attend and lead part of the training session with the local agency who will carry out the 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 involvement.

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. This is done before the full data collection can commence. The agency will be requested to halt fieldwork after the entry of these 100 cases and will not resume fieldwork until the 100 cases are checked and feedback given by BBC Media Action so that any comments can be incorporated into the next phase of fieldwork. This should not normally take more than 2 working days, provided there are no major issues with the questionnaire or the data.

## **2.8 Data management & analysis**

BBC Media Action will provide a data entry codebook to the agency to clarify expectations for the set-up of the SPSS file and will contain instructions for how to calculate derived variables and conduct simple descriptive, regression and any other relevant statistical analysis. For the sample to be more representative of the study populations, the agency will be required to conduct post-stratification weighting using the Random Iterative Method (RIM). The agency will provide a clean and labelled (according to our specifications) dataset in Excel and SPSS format as well as data tables with the output from the descriptive analysis. The SPSS dataset needs to include 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. The agency shall use the same dataset to conduct all data analysis for the report. The agency will be required to develop and share a detailed analysis plan for both the quantitative and qualitative aspects of the study to BBC Media Action for review.

## **3.0 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 specially for translators and interviewers) and data processing. Please provide CVs of key personnel as an annex (no more than one page per person).

## **4.0 Deliverables**

The agency will provide the following:

- Design of the sampling approach and sampling frame for each level of clustered selection, 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.
- Preparing a research plan with field logistics and timelines for the fieldwork.
- Documented feedback from the pilot (summary report).
- Quality control plan 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 a representative sample as possible with at least 1000 respondents.

- Field reports weekly with a breakdown of interviews completed regionally among other specifications to be determined by the BBC Media Action research team.
- Cleaned and labelled dataset in English in SPSS format – plus a syntax file to show any variables that have been derived.
- All recorded interview audios and full transcripts in recorded languages and English respectively.
- Excel file with topline frequencies, crosstabs, and tables for variables of interest to be communicated later.
- A detailed file of the analysis performed after the completion of data collection, cleaning of the data and any other associated tasks prior to report writing.
- A comprehensive draft and final report of the evaluation pending approval from BBC Media Action. The report shall include an assessment of the possible unintended negative effects on the cross-cutting issues which include: i) *Human rights* particularly participation, accountability, and non-discrimination; ii). *Women's rights and gender equality*; iii) *Climate and environment*, and iv) *Anti-corruption*.

## 5.0 Timings

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

Task	Date (Deadline)
Publishing of RFP	5 <sup>th</sup> of August 2025.
Selection of agency and contracting	25 <sup>th</sup> – 29 <sup>th</sup> of August 2025.
Final amendments to sampling design.	The exact dates will be discussed with the agency and agreed upon.
Finalize methodology and instruments including translation	
Training of field teams	
Piloting testing	
Final check of sampling frame	
Data collection for both quantitative & qualitative studies	
First 100 cases to be given to BBC Media Action	
Data cleaning	
Data transcription & analysis	
Submission of the first draft report and all data sets by the agency	31 <sup>st</sup> of October 2025.
Submission of the final report by agency to BBC Media Action	28 <sup>th</sup> of November 2025.

## 6.0 Budget costs

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

## 7.0 Expectations for the tender

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

- Provision of a sampling strategy that addresses our specifications and is representative of the sampled location's demographics, random and self-weighting.
- Provision of a detailed and realistic timeline for fieldwork: This should include an explanation of how the project will be managed to deliver timeous data of high quality. 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.
- Complete breakdown of costs including 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. Assessment will focus on:

- Relevant skills and minimum of 5years experience conducting research in South Sudan.
- Experience in conducting research for Social and Behaviour Change Communication (SBCC) programmes.
- 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 (RFP) should be addressed to [procurement@ss.bbcmmediaaction.org](mailto:procurement@ss.bbcmmediaaction.org).

## **8.0 Proposal length and structure**

Each proposal should include:

- A one-page summary of the proposal.
- A detailed plan of how the research will be carried out.
- The process of obtaining any permissions necessary to carry out the research.
- The sampling strategy.
- Examples of previous work in the field.
- 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 in 5 states as outlined in the specifications, and unit costs.
- The names and contact details of two referees for whom your organisation has conducted similar work.

## **9.0 Application details**

Applications are invited from qualified research agencies with a minimum of 5 years' experience conducting research in South Sudan. The agency should also have traceable experience in conducting research for Social and Behaviour Change Communication (SBCC) programmes. Please send your technical and financial proposals in separate files, clearly labelled. The accepted number of pages for each file should be



no more than 20 pages, excluding the appendix. 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. The subject should be ([Proposals for Endline Survey- Agency Name](#)). The proposal should be emailed to: [procurement@ss.bbcmmediaaction.org](mailto:procurement@ss.bbcmmediaaction.org).

**DEADLINE FOR PROPOSAL SUBMISSION: 20<sup>th</sup> of August 2025, 5:00PM.**