



TERMS OF REFERENCE (TOR) FOR PERCEPTIONS RESEARCH

BRAND AWARENESS AND PERCEPTION RESEARCH FOR SOUTH SUDAN RED CROSS AND RED CROSS MOVEMENT

THE SOUTH SUDAN RED CROSS AND THE RED CROSS MOVEMENT

The International Red Cross and Red Crescent Movement is a global humanitarian network whose mission is to prevent and alleviate human suffering wherever is found, to protect life and health and ensure respect of human dignity. It consists of the International Committee of the Red Cross (ICRC), the International Federation of Red Cross (IFRC) and Red Crescent Societies and the 192 National Red Cross and Red Crescent Societies. Each has its own legal identity and role, but they are all united by seven Fundamental Principles.

These principles are humanity, impartiality, neutrality, independence, voluntary service, unity and universality. Each component of the Movement is committed to respect and uphold them.

The ICRC's exclusively humanitarian mission is to protect the lives and dignity of victims of armed conflict and other situations of violence and to provide them with assistance. It directs and coordinates the Movement's international relief activities during armed conflicts. Established in 1863, it is at the origin of the Movement.

The IFRC inspires, facilitates, and promotes all humanitarian activities carried out by its member National Societies on behalf of the most vulnerable people. It directs and coordinates its members' actions to assist the victims of natural and technological disasters, refugees and those affected by health emergencies. It was founded in 1919.

National Societies act as auxiliaries to their national authorities in the humanitarian field. They provide a range of services including disaster relief, and health and social programmes. In wartime they may assist the civilian population and support the medical services of the armed forces.

South Sudan Red Cross (SSRC) was founded in 2011 and established by an act of Parliament on 9th of March 2012, recognized by the ICRC in June 2013, and admitted into the IFRC in November of the same year. SSRC is governed by the Governing Council, led by the President, and currently has an estimated network of 19,785 volunteers (11,672 male and 8,113 female) and 4,234 registered members organized into 21 branches and 102 units. As a volunteer and membership organization present in most of the country and encouraging diversity, and participation, SSRC has a unique position being able at any time and with short notice to mobilize trained volunteers. As such, SSRC has an important advantage and is the largest humanitarian organization in South Sudan. SSRC covers most of the national territory and intends to be consistent in delivering relevant countrywide services to vulnerable people through volunteers and staff, sustained for as long as needed before the strategic period ends in 2026.

The headquarters is situated in Juba led by the Secretary General and employs 95 (72 male and 23 female) technical staff in the areas of intervention as well as support staff. The 21 branch offices consist of 170 (143 male and 27 female) core staff and staff employed by ongoing projects supported by the different movement partners. In total, there are 265 staff (215 male and 50 female).

Across the country, the SSRC and its partners are working to address the protracted crisis and its negative impact on the population. There are 7 Partner National Societies (PNS) actively supporting programmes in South Sudan, ranging from community health, water and sanitation, livelihood, psychosocial support and disaster response and preparedness programmes implemented by SSRC,

International Committee of the Red Cross (ICRC)

The ICRC established a delegation in South Sudan's capital, Juba, when the country became independent on 9 July 2011, although the organization's operations in southern Sudan is dated back to 1986 following the outbreak of conflict between the Sudanese government and the Sudan People's Liberation Movement (SPLM/A).

The ICRC has one of its largest humanitarian programmes in South Sudan, focusing on delivering its mandate in relation to the conflict/ other situation of violence (OSV) and providing assistance to those in need in many areas, including, Protection, Health, Economic Security (EcoSec), Water and Habitat (WatHab), Sexual and Gender Based Violence (SGBV) etc., to address the effects of the protracted crisis. With Sub-delegations in Malakal and Yei, and presences in many parts of South Sudan working with the Red Cross Movement Partners, the ICRC helps to prevent violations of international humanitarian law, humanitarian emergencies and supports hospital and physical-rehabilitation services.

International Federation of Red Cross and Red Crescent Societies (IFRC)

The IFRC support towards the capacity strengthening of the South Sudan Red Cross is dated back to the time of SSRC establishment and recognition, ensuring that the institution has the capacities and systems to be strong, reliable, independent, trusted, and ready to respond to ever-increasing humanitarian challenges in the country. The IFRC mobilizes, coordinates, and directs international assistance from the PNS and other actors to enhance the capacities of the SSRC to address the impact of natural and man-made disasters in South Sudan. Its relief operations are combined with development work, including National Society development (NSD), disaster preparedness programs, health and care activities, membership coordination, and the promotion of humanitarian values.

RATIONALE

The SSRC implemented SAF at its inception in 2012, which has been instrumental in bolstering the National Society's security measures. It has also played a crucial role in establishing its credibility as an auxiliary role to the government and facilitating access to vulnerable people. Since its introduction at SSRC SAF has provided a structured approach to safety, enabling the SSRC to navigate complex environments and deliver aid more effectively.

SSRC is on a mission to partner with a local entity to conduct comprehensive brand awareness and perception research within key regions: Juba in Equatoria, Wau in Bahr El Ghazal, and Malakal in Upper Nile. This study aims to delve into the public's awareness and impressions of the SSRC, with a particular emphasis on its adherence to the principle of neutrality.

Recognizing the importance of its auxiliary role, the SSRC is dedicated to ensuring that its supportive function is transparent and acknowledged by the communities. This necessitates an in-depth exploration into the populace's views on the SSRC's brand and their understanding of its auxiliary position. Historically, the SSRC, alongside its Movement partners, has been held in high esteem across the nation, a sentiment bolstered by

the International Committee of the Red Cross (ICRC), which laid the groundwork for a favorable reputation even before the nation's independence.

With rapid development, SSRC has earmarked the establishment of a robust local humanitarian presence and the cultivation of an independent brand identity, distinct from the collective image of its movement partners, as a strategic imperative. This is particularly crucial in light of the upcoming elections and the ICRC's reduction in operations, which places greater responsibility on the National Society to enhance their brand visibility and put ensure their access to people in need. Consequently, there is a pressing need to forge a strong brand reputation.

Additionally, this initiative is instrumental in aiding SSRC's mission to access with and assist those in pressing need. The insights and guidance extracted from the perception study will be crucial for SSRC and the Movement Partners as they craft extensive communication strategies. These strategies will design to not only broaden but also strengthen their outreach to those in need, ensuring that assistance is delivered effectively, even within regions beyond state governance. This approach will facilitate a deeper understanding of community perceptions, enabling the SSRC to navigate complex environments and extend their humanitarian efforts to every corner where help is required.

PURPOSE

The purpose of the research is to get an understanding on the perceived perception of SSRC and its Movement Partners in South Sudan. The aim is to use the insights gained from the research findings as a baseline that can inform the National Society in tailoring its communication to increase the target audience's understanding and acceptance of humanitarian values and principles of SSRC. With the noble vision of having healthy, resilient, empowered, and inclusive communities, it is important to position SSRC as a respected and trusted voice of vulnerable populations and renew its influence through Humanitarian Diplomacy and communication in line with the organization's strategy.

The objective is to gather insights from pivotal demographics regarding their perception of the Red Cross Movement, focusing mostly on SSRC. The outcomes of this research will be instrumental in shaping strategies for SSRC's communications efforts. Utilizing the elections as a platform, the National Society aims to enhance its visibility and demonstrate its humanitarian prowess through First Aid services, Information Centers, and as a neutral entity mandated to respond to all individuals impartially. Additionally, the study results will guide SSRC and its movement partners in refining its communication strategies, aligning them with the recommendations, and fostering a level of acceptance and access that may be beyond the reach of other humanitarian organizations or the government.

While the projects and activities of the South Sudan Red Cross, the Federation/ PNSs, and the ICRC have visible impacts in different parts of the country, it is not yet clear to what extent the public and other key stakeholders value, understand, or are satisfied with their work. Interactions with a range of interlocutors have demonstrated a good degree of understanding of the nature of the institutions' work. The perception of the Red Cross Movement in South Sudan (how people see and feel about it) is a key issue for all three institutions.

In view of their mission and mandate, the SSRC and the Movement's partners in South Sudan consider it important to conduct a comprehensive evaluation by an external public opinion consultant/company to learn how they are perceived by the public opinion and other external actors. The study's findings will be applied to enhance the communication and/or operational efficiency of the Movement partners in the country and importantly the South Sudan Red Cross.

From an ICRC perspective, the results of the study would lead to crafting more efficient communication strategies aligned with the institution's goals based on how the ICRC is perceived. In addition, the results would lead to creating efficient co-communication strategies with other movement partners which would result in increased collaboration.

On the other hand, these findings also constitute an opportunity to explore synergies with the implementation of the Safer Access, whereby proactive measures can be adopted by the Movement partners to tackle such needs, i.e., aiming at enhancing SSRC/Movement the acceptance by, and access to, different stakeholders.

Furthermore, the research also comes at a time when the following events are taking place.

- The Scaling down of ICRC projects in certain parts of the country leaving only SSRC with their usual projects as guided by its strategy.
- South Sudan's first elections since their 2011 independence referendum have been reported to take place in December 2024, therefore the need for SSRC to develop contingency plans to address the need to position itself as a trusted brand and ready to respond in times of need.

Linked to the above, the SSRC NSD framework has prioritized promotion of its auxiliary status as foundational and complementary to the safety and security of its staff and assets in the delivery of its mandate. As such research findings will inform the capacity strengthening areas to guarantee safe access to affected communities.

OBJECTIVES AND SCOPE OF THE STUDY

OBJECTIVE

The main objective of the perception research is to determine the perceived level of brand identity awareness, understanding of the Red Cross Auxiliary role, and overall perception in the country. The aim is to inform the National Society and its Movement Partners on the following:

- Measure awareness levels and perception of SSRC brand among key representatives of humanitarian and development agencies, general public, and relevant government officials, to guide the dissemination efforts.
- To gauge whether the target audience has a clear understanding of SSRC's auxiliary role (internally and externally)
- To evaluate the perception of the SSRC and its Movement partners ICRC and IFRC effectiveness in delivering on its mandate (humanitarian aid and responding to emergencies).
- To identify key drivers and barriers influencing public acceptance, trust, and confidence in the SSRC.
- To provide recommendations for improving communication strategies and public engagement

Respondents

- General public (including beneficiaries) – survey approach minimum 100 respondents.
- Authorities – Police, Military -agency to propose best approach.
- Government
- Non-State actors
- Other organizations – NGOs, Civil Society, CBOs

The research should provide information on the following key areas:

- Explore community perceptions of Red Cross / SSRC in Equatoria, Bahr El Ghazal, and Upper Nile.
- How well the target audience is informed about SSRC and its Red Cross Movement Partners.
- Assess levels of trust when dealing with the SSRC and its partners.
- Rumours and misinformation about the RC movement in South Sudan which could be detrimental to the SSRC and the RC Movement Partners' image and prohibit them from accessing people in need or place the lives of humanitarian workers in danger.

- Positive and negative attitudes likely to influence perception and access of SSRC staff and volunteers when delivering humanitarian services.
- Where target audiences obtain information related to humanitarian services in South Sudan and whom they trust, Media, institutions, and networks available for message dissemination.
- Attitudes towards RC Movement staff and volunteers.

SCOPE OF WORK

The consultant will be required to develop a clear and rigorous methodology with the aim of achieving all the set research objectives and deliver on the above-mentioned key tasks which should include the determination of the data sources, sampling techniques, sample selection, instruments and procedures of data collection, and process of data analysis and interpretation.

- The research instruments and procedures are expected to be prepared for different groups of respondents and to be validated by the Movement Perceptions Survey committee.
- The questionnaires will be prepared in English translated into other languages as needed. The questionnaires will consist of highly structured response types and open-ended items for free response from interviewers. We wish to receive all associated raw data/survey data at the end of the research even that in local language.
- In addition to defining the methodology, the consultant is expected to determine the data sources, as mentioned above; select sample areas in Equatoria, Bahr El Ghazal, and Upper Nile and prepare questionnaires and select and train experts for data collection.
- Besides, the sample areas should be both from urban and rural areas and inclusive of all target populations. (disaggregate the views of different socio-economic groups: communities, government authorities, conflict stakeholders, IDP)
- The research should involve two phases: the pilot and full-scale survey. During the pilot survey, the respondents and the distribution of the questionnaires shall be representative of the first City and then the full-scale research will include all the other targeted areas.
- The consultant is also expected to distribute and collect the questionnaires, clean and analyze the data and produce a report. Based on the report, the firm is also expected to conduct a workshop to identify special and unique challenges encountered in conducting the research and finally, make adjustments for the full-scale survey. In the full-scale survey, the respondents and the distribution of the questionnaires will be as per the approved proposal which will be approved by SSRC.

EXPECTED DELIVERABLES

1. **Inception Report**, which contains a comprehensive and time bounded work plan /proposal identifying the roles of each team member carrying out the research and the different phases of the research and detailed methodology (including the description of the methodologies and tools to be used in the research including sample size and questionnaire) and an annotated outline of the final report, to be submitted within two weeks of signing contract.

2. **Draft Pilot Research Report**, which contains the issues identified and how they should be addressed during the full-scale research including the inputs and comments of stakeholders from the validation workshop, to be submitted within four weeks of signing the contract.
3. **Draft Full-Scale Research Report** divided into two sections, the research findings with recommendations and response strategies for action, to be submitted within eight weeks of signing the contract.
4. **Validation Workshop**, which would be organized by SSRC, within 10 weeks of signing the contract.
5. **Final Perception Research Report** – divided into two sections: research report, containing the inputs from the validation workshop and all the data and information of the research and recommendations to the research findings and the final report is to be submitted both in hard (colour print) and soft copies including the data set used in a separate annex and both in hard and soft copy, within 16 weeks of signing contract.

Application process

Interested consultants/firms should send their proposals by email to vacancy@ssdredcross.org demonstrating their competence and ability to conduct the perception research by August 27th 2024. Hard copies can also be dropped at the SSRC tender box and the bidders should register at the submission form placed at the Security/reception.

Applicants outside South Sudan will be required to meet statutory obligations such as local registration, payment of taxes etc.

