<table>
<thead>
<tr>
<th>A. RFP No.</th>
<th>AVF/001/2019</th>
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<tbody>
<tr>
<td>B. Date of Issue</td>
<td>5th November 2019</td>
</tr>
<tr>
<td>C. Title</td>
<td>REQUEST FOR PROPOSALS FOR IMAQAL PROJECT ENDLINE SURVEY</td>
</tr>
</tbody>
</table>
| D. Issuing Office & Address for Submission of Sealed Proposals | Attention: Procurement Department  
Africa’s Voices Foundation,  
Riverside Studios, Riverside Lane, Off Riverside Drive.  
Please send an electronic copy (in Microsoft Word format or PDF) of the proposal with the subject line ‘Somalia Imaqal Africa’s Voices endline proposal’ by 19.00 EAT on 15 November 2019 to: procurement@africasvoices.org  
Late submissions of proposals will not be accepted.  
For matters concerning the specification, research or tendering process, please contact: procurement@africasvoices.org. |
| E. Deadline for Questions | Submit any questions you may have by 10 November 2019 not later than 4:00 p.m. EAT |
| G. Closing Date for Receipt of Proposals | 15 November 2019 not later than 4.00 p.m. EAT |
| H. Contact Person for Questions regarding office location or admin details | Agnes Gakuru,  
Programme Manager, Citizen Engagement for Social Change,  
procurement@africasvoices.org.  
Telephone number +254 719 605 388 |
| I. Basis for Award | Lowest price, most responsive and responsible Agency. |
1. Background
Africa’s Voices is a non-profit organisation, putting citizens’ voices at the heart of effective development and governance. We design innovative methods for citizen engagement that deliver robust social evidence to strengthen the impact of development, humanitarian and governance actors and adapt their work to the opinions and priorities of the citizens they serve. Spun out of four years of cutting-edge research at the Centre for Governance and Human Rights at the University of Cambridge, Africa’s Voices is now based in Nairobi, Kenya and Cambridge, UK.

1.1. About the Imaqal project

In 2018, the Somalia Stability Fund (SSF) selected Africa’s Voices and our partner, MedialINK, to deliver a media-based intervention to connect and amplify positive narratives around gender equality and social inclusion in Somalia. Launched in early 2019, Imaqal is sparking a norm-changing media-based dialogue, centred on narratives and evidence from citizen voice to contribute towards increased participatory governance and community resilience to conflict. Imaqal is premised on a theory of change that prioritises how media can shift perceptions of social norms by amplifying positive narratives in social and discursive settings.

The intervention consists of a radio magazine, aired weekly nationwide, and two seasons of radio drama. Audiences interact with the shows by responding to open-ended questions posed on air via SMS to a free shortcode. Africa’s Voices analyses these responses to ensure they are fed back into the content of the programmes with the aim of enabling a public space of discussion where social change is debated and seen as possible. Ultimately, the stories and debates deployed by Imaqal transcend traditional barriers to GESI (Gender Equality and Social Inclusion) and present an alternative narrative that aspires to resonate with people.

1.2. Project Objectives
The project aims to achieve the following:

1. Over 3 million people will be reached by a multi-channel media campaign that promotes norm-shifting dialogue on issues faced by the target groups;
2. Over 300,000 people will actively engage with this campaign, contributing to large-scale discussion that shifts exclusive social norms and exclusion of target groups;
3. Ministries of Information and media partners undergo capacity-building around dialogue formats as well as gender-sensitive communications and media production

These outputs are aligned to SSF’s Gender Equality and Social Inclusion (GESI) strategy and aim to result into the following key outcomes:

1. Significant improvement in beliefs and attitudes amongst the general audience of the campaign regarding the inclusion of target groups;
2. Significant improvement amongst the members of target groups reached by the campaign on their perception of their community’s willingness to include them in decision-making;
3. Media partners (government and independent media) are capacitated to continue dialogue on GESI, beyond the timeline of the programme.
2. Endline survey

The purpose of this RfP is to identify a qualified research agency to conduct a phone endline survey for the project, following a robust sampling methodology as well as quality control and ethics protocols. Africa’s Voices is looking for an agency that will conduct the phone-based survey, data entry, data management and cleaning and, finally, will provide descriptive analysis tables including basic frequencies of all questions and cross-tabulations between all questions and demographics. The research is based on a quantitative survey questionnaire comprised of closed-ended questions that should be administered in phone interviews by trained staff to a total of 1,600 people.¹

2.1. Sampling approach

The endline survey will follow a multi-stage stratification approach. This is to aim for a representative sample that can produce reliable programmes reach estimates. This however is complex in the context of Somalia and will depend on the availability of phone number banks and the feasibility of matching this with UNFPA’s population estimates. Alternatively, the representativeness of the available phone numbers should be demonstrated.

For this reason, although a sampling approach is suggested below, Africa’s Voices expects applicants under this RfP to present their suggested sampling approach, especially in light of the phone bank available for data collection. The sampling strategy should be based on a multi-stage clustered probability sampling and regionally representative. If this is not possible due to the lack of available data please justify your rationale for the final sampling approach.

**Level 1. Region**

At a first level of stratification it is suggested to follow the regions of Somalia in Puntland and the Emerging Federal States (EFS). This would allow for ensuring representativeness by adjusting the % of respondents from the commissioned research agency’s phone bank to the % of the population in each region as per UNFPA’s Population Estimation Survey 2014.

**Level 2. District**

Within the region strata, the sampling will include a systematic random approach of districts.

**Level 3. Settlements**

Africa’s Voices is also interested in exploring the possibilities of randomising at the smallest administrative areas. AVF expects the applicant to advise on whether this is possible to do based on what information is available on the geographical representativeness of the phone bank.

Alternatively, weighting might be applied by rural/urban stratum, gender, age and, potentially, by IDP status. Data is disaggregated by these groups in the UNFPA population estimates and it needs to be seen whether this disaggregation is also available in the phone bank used by the commissioned research agency.

The sample size has been estimated using power calculations assuming:

¹ This refers to 1,600 people surveyed, not to 1,600 people contacted.
● Effect Size: 10 percentage points (Note that the assumed effect size is the smallest difference between exposed and non-exposed that we consider statistically significant.)
● Confidence Level: 95%\(^2\)
● Statistical Power: 80%\(^3\)

The above assumptions produce a required sample size of 770 interviews per geographic area, which multiplied by the two geographic areas (EFS and Puntland) yields a total sample size of 1540. Allowing for some margin, the desired sample size therefore is 1,600.

2.2. Questionnaire
The questionnaire will be developed by Africa’s Voices in English first and translated into Somali by the commissioned agency. The Somali translation will then be back-translated into English by Africa’s Voices to ensure that the meaning of the questions and concepts remains consistent in both languages.

The questionnaire should not take longer than 20 minutes to conduct. The questions will include people’s perceptions on inclusion towards discriminated groups as well as perceptions on the role of Imaqal on enabling a constructive conversation and social change in the context of GESI issues.

3. Project Management

3.1. Experience and Staffing
The commissioned agency needs to prove a track record of experience and skills to deliver the survey and the data. The agency will be required to appoint a Contract Manager who will liaise closely with Africa’s Voices staff in Nairobi. The Contract Manager will be fully accountable for delivering against the contract.

The proposal should include the CVs of the personnel (see Annex 1 for CV Mandatory Format) who would be involved with the project, including the proposed project management structure and team to include project manager, supervisors, translators, interviewers (clearly detailing gender and languages spoken) and data processing.

If sub-contractors are to be employed this should be made clear in the proposal along with full details of experience in the techniques or services proposed.

3.2. Data collection
The contract involves conducting the data collection (phone survey) to a high standard and within the agreed timeframe.

The research agency with the support of Africa’s Voices staff will conduct a training session for the enumerators who will carry out the phone calls.

\(^2\) The confidence level is confidence with which we would like to detect a significant difference between the two proportions. If the confidence level is 95%, then this means there is a 5% probability of incorrectly detecting a significant difference when one does not exist, e.g., a false positive result (otherwise known as Type I error).
\(^3\) Statistical power is the probability of detecting a significant change when one exists. With a power of 80%, this means that there is a 20% probability of failing to detect a significant change when one exists, e.g., a false negative result (otherwise known as Type II error). For example, with an expected effect size of 10 percentage-points, a statistical power of 80% means that we have an 80% probability of finding a 10 percentage-point change, if one exists.
Africa’s Voices expects the commissioned agency to conduct an initial pilot of 30 interviews. The data of this pilot should be assessed by both the agency and Africa’s Voices before continuing with the rest of the phone interviews. Proposals should outline quality control measures that the agency will implement to ensure data collection is conducted to the required standard (ie. spot-checks, daily supervision of data, etc).

3.3. Data Management and Delivery

Any data gathered by the commissioned agency should be stored in an appropriate location and held in compliance with the General Data Protection Regulation (https://eugdpr.org/the-regulation/gdpr-faqs/) and the UK Data Protection Act (https://www.legislation.gov.uk/ukpga/2018/12/contents/enacted). The winning contractor is responsible for taking all reasonable measures for ensuring that data and computer infrastructure security are maintained. The dataset should always be de-identified, so that no phone numbers or other personal data can be linked to people’s answers. If the system fails or a mistake occurs, the agency will have a protocol in place to deal with it and will immediately inform Africa’s Voices.

Data entry should be done simultaneously to data collection and communicate on a weekly basis with Africa’s Voices on progress against the agreed timeline and data quality issues.

Applicants are encouraged to specify both the data protection protocols in place as well as the process for data entry and data management.

4. Ethics and Risk

In addition to the Data Protection protocol outlined above, the commissioned agency will follow the consent process included in the questionnaire and ensure that participants are informed about the purpose of the research, informed about how their personal data will be treated and ensure they have given appropriate informed consent before starting. As it will also be outlined in the consent section of the questionnaire, participants have the right to withdraw at any point in time during the interview and the right not to answer questions.

5. Deliverables and Responsibilities

Africa’s Voices will deliver the following to the commissioned agency:

- Final sampling approach, following review of the agency’s suggested sampling approach
- English questionnaire, including consent, for translation into Somali by the agency
- Final English questionnaire, including consent, following back-translation from Somali
- Final Somali questionnaire, including consent, following review of translation by the agency
- Remote enumerators training with agency staff
- Review of the agency’s data entry codebook or database

The commissioned research agency is required to provide the following:

- **Sampling approach** according to our specification (there may be further discussions to decide on specific sampling criteria and location requirements when work is commissioned – but please provide a strategy based on the information provided in this document)
- **Somali translation of the questionnaire**
- **Quality control measures**
• Training of enumerators
• Data entry and data management process
• Data Protection protocol
• The pilot dataset with the first 30 cases
• **Cleaned and labelled** dataset in English. Please advise on format as per data entry and data management process.
• **Descriptive data tables** including frequencies of all variables and cross-tabulations between demographics and all other variables.

Copyright and ownership of materials are agreed at the start of the project. Copyright rests with Africa’s Voices.

6. **Timeline**

Africa’s Voices is suggesting an overall time-frame to meet Imaqal’s project deadlines. Applicants should include in their proposal a timeframe for the delivery of the survey broken down into different tasks.

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Timeframe</th>
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<tbody>
<tr>
<td><strong>Submission of proposals</strong></td>
<td>15&lt;sup&gt;th&lt;/sup&gt; November 2019, 17:00 EAT</td>
</tr>
<tr>
<td>Contract awarded</td>
<td>21&lt;sup&gt;st&lt;/sup&gt; November</td>
</tr>
<tr>
<td>English questionnaire supplied to agency</td>
<td>28&lt;sup&gt;th&lt;/sup&gt; November</td>
</tr>
<tr>
<td>Somali questionnaire supplied by agency</td>
<td>5&lt;sup&gt;th&lt;/sup&gt; December</td>
</tr>
<tr>
<td>Remote training of enumerators</td>
<td>12&lt;sup&gt;th&lt;/sup&gt; December</td>
</tr>
<tr>
<td>Data collection started</td>
<td>5&lt;sup&gt;th&lt;/sup&gt; January 2020</td>
</tr>
<tr>
<td>Dataset for first 30 cases submitted</td>
<td>8&lt;sup&gt;th&lt;/sup&gt; January 2020</td>
</tr>
<tr>
<td><strong>Data collection completed</strong></td>
<td>19&lt;sup&gt;th&lt;/sup&gt; January</td>
</tr>
<tr>
<td>Data entry and cleaning of data (ongoing throughout data collection)</td>
<td>26&lt;sup&gt;th&lt;/sup&gt; January</td>
</tr>
<tr>
<td>Delivery of cleaned dataset</td>
<td>27&lt;sup&gt;th&lt;/sup&gt; January</td>
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<tr>
<td>Delivery of descriptive data tables</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; February</td>
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7. **Format of proposals**

Proposals should not be more than 15 pages, preferably less, but additional annexes such as references can be included in addition.

The proposal should include:

1. A one-page summary of the proposal.
2. A detailed plan of how the research will be carried out, including:
   - Evidence of research permit
   - Sampling approach
   - Quality assurance protocol
   - Data protection protocol
   - A description of how the data collection and data entry will be carried out
   - A realistic timetable (please note that delivering outside the agreed timeline will have contractual consequences and therefore risk payment)
   - A description of the agency’s skills and capacity to deliver to time and quality (including organogram for the delivery of this specific research)
   - A detailed budget, including cost per task and time
3. Examples of previous work in this field.
4. The names of two referees including email address and telephone numbers for whom your organisation has carried out similar work.

8. Evaluation criteria
The proposals will be assessed to ensure value for money, Overall assessment of proposals will be concerned with value for money, taking into account the quality, capacity and cost of delivering. Specifically, the evaluation criteria consist of:

- The skills and experience of the research agency - 20%
- The appropriateness of the proposed methods (sampling, data collection plans, quality assurance and data protection) – 50%
- The appropriateness of the proposed timetable if different from the one suggested in this RFP – 10%
- Budget and justification – 20%

9. Submission
SIGNING
The proposal must be fully and properly executed by an authorized person. By signing, you certify your express authority to sign on behalf of yourself, your company, or other entity and full knowledge and acceptance of this INVITATION FOR PROPOSALS and Appendices and that all information provided is complete, true and accurate.

VALIDITY
Your quotation should be valid for 90 days from the closing of this request.

EMAIL COPY ONLY
Please send an electronic copy (in Microsoft Word format or PDF) of the proposal with the subject line ‘Somalia Imaqal Africa's Voices endline proposal’ by 19.00 EAT on 15 November 2019 to: procurement@africasvoices.org

PROPOSAL DEVIATIONS
If your Proposal differs from the specifications explain such deviation(s) or qualification(s); and if necessary, attach a separate sheet.

PROPOSAL DELIVERY
Agencies assume all risks for timely, properly submitted proposals. Agencies are strongly encouraged to arrange for submission of Proposals prior to the date of the Proposal closing. LATE PROPOSALS will be rejected.

Telephone bids will NOT be accepted.

NON-COLLUSIVE PROPOSAL CERTIFICATION:
By submission of this Proposal, each Agency and each person signing on behalf of any Agency certifies, and in the case of a joint Proposal each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief:
(1) The prices in this Proposal have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other Agency or with any competitor;

(2) Unless otherwise required by law, the prices which have been quoted in this Proposal have not been knowingly disclosed by the Agency and will not knowingly be disclosed by the Agency prior to opening, directly or indirectly, to any other Agency or to any competitor; and

(3) No attempt has been made or will be made by the Agency to induce any other person, partnership or corporation to submit or not submit a Proposal for the purpose of restricting competition.

In the event that the Agency is unable to certify as stated above, the Agency shall provide a signed statement which sets forth in detail the reasons why the Agency is unable to furnish the certification.

GENERAL REQUIREMENTS

1. Africa’s Voices Foundation (AVF) reserves the right:
   ● To accept or reject any or all proposals in part or entirety.
   ● To adjust or correct any arithmetic errors in the proposals.
   ● To waive or modify irregularities in proposals received after notification to the Agency.
   ● To change any dates specified for the review and selection process.
   ● To negotiate a payment schedule as part of the award of the contract.
   ● To request additional information or written clarification of Agency response.
   ● To eliminate mandatory requirements unmet by all of the Contractor responses if deemed to be non-material.
   ● To accept best and final offers
   ● To approve or reject all Agency staff assigned to this project. AVF reserves the right to remove an employee from the AVF work site and/or refuse to accept any services from any Agency personnel deemed unqualified or otherwise exhibiting any unsatisfactory behavior during the course of the assignment.
   ● To negotiate with bidders within the RFP requirements.
   ● Proceed to the next highest-scoring Proposer in the event that the Proposer who had achieved best value prior to contract award or execution cannot satisfy the requirements or qualifications as stated in this RFP.

MANDATORY REQUIREMENTS

If a responsive Agency does not submit any of the mandatory items, they will be asked to submit the missing items within 3 business days. Failure to submit missing documents within the specified business days will lead to automatic disqualification.

1. Copy of Certificate of Registration / Incorporation
2. Copy of Tax Compliance Certificate
3. Copy of Tax PIN Number /Certificate
4. Copy of Company Profile
ANNEXE 1 : CURRICULUM VITAE (CV) OF PROPOSED KEY PERSONNEL

1. Name of Staff [Insert full name]:

2. Proposed Position:

3. Employer:

4. Date of Birth: ___________ Nationality: ___________

5. Education:

<table>
<thead>
<tr>
<th>School, College and/or University attended</th>
<th>Degree/Certificate or other Specialized Education obtained</th>
<th>Date obtained</th>
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6. Professional Certification or Membership in Professional Associations:

7. Other Relevant Training:

8. Countries of Work Experience: [List countries where staff has worked in the last ten years]:

9. Languages [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:

10. Employment Record [Starting with present position, list in reverse order every employment held]:
    From [Year]: ___________ To [Year]: ___________
    Employer: ___________
    Positions held:

11. Detailed Tasks Assigned [List all tasks to be performed under this assignment]

12. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned
    [Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point 11.]

    Name of assignment or project: ___________
    Year: ___________
    Location: ___________
    Client: ___________
Certification

I certify that (1) to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience; (2) that I am available for the assignment for which I am proposed; and (3) that I am proposed only by one Offeror and under one proposal.

I understand that any wilful misstatement or misrepresentation herein may lead to my disqualification or removal from the selected team undertaking the assignment.

Date:  
[Signature of staff member or authorized representative of the staff]    Day/Month/Year