

**Counterpart International**

Country Office

Niamey, Niger

**Baseline Study Request for Proposals**

(Submission Deadline: July 15th, 2016)

Counterpart International (CPI) is seeking an experienced Consultant /Firm to manage a baseline study for its program in Niger. The study will provide a benchmark for project’s indicators to help measure change. The consultant will conduct the baseline in Niamey, Niger with frequent travel to the project’s areas of intervention in the regions of Agadez, Diffa and Zinder.

# Program Background

Counterpart International’s *Participatory, Responsive, Governance – Principal Activity (PRG-PA)* program—a five-year initiative funded by the U.S. Agency for International Development (USAID)— seeks to increase the capacity of stakeholders – including Civil Social Organizations (CSOs), traditional and religious leaders, government and political parties, the media, and private sectors – to be able to identify the local dynamics that block or promote reforms and apply this learning to mobilize around collective action. PRG-PA’s goal is to **improve government and citizen responsiveness to priority public needs.** n PRG-PA activities will help Nigerien CSOs, thought leaders, government, and the media promote what Nigeriens call a *prise de conscience*, or a conscience awakening, that will encourage individual leaders and citizens to act more for the common good, particularly with regard to using public resources for more equitable coverage of services.

PGR-PA objectives are to:

1. Increase elections responsiveness to priority public needs;
2. Increase stakeholders’ (governmental and non-governmental) contribution to specific elements of reform implementation for targeted citizen priorities; and
3. Increase the capacity of key actors to promote collective action.

# Scope of Work

The goal of this baseline study is to provide answers to the fourteen (14) questions below, in units of measure that are compatible with the questions. The study must be conducted only in Niamey and the three regions (Agadez, Diffa and Zinder). The target population is all citizens in the targeted regions and the capital city Niamey; all government, CSOs, community based organizations (CBOs), and private sector representatives; and all traditional and religious leaders who are present at the time of the study.

## Study questions:

The answers to these questions will not represent national averages rather they are expected to represent the average in the intervention areas, which include Niamey, Agadez, Diffa, and Zinder. To the extent possible and when appropriate, all questions will be disaggregated by age group, sex, ethnicity and/or race, socio-economic status, religion, geographic location, persons with disabilities, education/literacy.

1. **Outcome 1: Elections are more responsive to priority public needs**
2. **Result 1.1 Improved Multi-Stakeholder promotion of political actor responsiveness to citizen’s public priorities:**
3. What percentage of citizens perceive an increase in multi-stakeholder engagement that demands more responsiveness of political actors to citizen public priorities?
4. What percentage of citizens perceive/report that there is an increase in opportunities to positively influence social platforms?
5. **Result 1.3 Improved Multi-stakeholder support for the application of electoral “rules of the game” particularly regarding electoral integrity and conflict mitigation:**
6. What percentage of citizens perceive/report that there is an increase in opportunities to mitigate electoral-related conflict?
7. What is the percentage of citizens who have been exposed to media reporting and/or other media activities around the electoral process?
8. **Result 1.4 Improved coverage of citizen public priorities and political processes:**
9. What is the percentage of citizens who participated in media reporting and/or other media activities around the elections that address citizen priorities?
10. **Outcome 2: Informed Multi-Stakeholder (government and non-government) contributions to specific elements of reform implementation for targeted citizen priorities:**
11. **Result 2.1 Public Dialogue on targeted citizen priorities increased:**
12. What is the percentage of citizens willing to contact government officials (local and national representatives) to call for provision of what the respondents perceive as priority public service?
13. **Result 2.3 Increased availability of reliable information on targeted citizen priorities:**
14. What is the percentage of citizens who are aware of how the central or local government provides public services?
15. What is the percentage of citizens who know whom to contact within the central or local government to express the respondent’s views on what he/she perceives as priority public demand?
16. **Result 2.4 CSO/Citizen advocacy for action on targeted priorities improved:**
17. What is the percentage of citizens who perceive that current advocacy endeavors on targeted citizens’ priorities are effective?
18. **Result 2.7 Accountability mechanisms strengthened or established on targeted citizen priorities in targeted geographic areas:**
19. What is the percentage of citizens who perceive that contacting local and/or central government officials is of value or useful?
20. What percentage of citizens use mechanisms for external oversight of public resource use?
21. **Outcome 3: Increased capacity of key actors to promote collective action:**
22. **Results 3.3 Increased organizational capacity of targeted nongovernmental entities**
23. What is the percentage of citizens who perceive that media investigative reporting is influencing and promoting collective action?
24. What is the percentage of citizens who perceive cultural artists’ messaging is influencing governance practices?
25. What percentage of citizens and public officials perceive that investigative journalism in Niger is fair?

Proposals must include the methodology to be used in the study, sampling size and method, timeline of activities, budget, and the composition of the consultant’s team, including the number of enumerators and team leaders. The proposal must also show the division of labor of the team members and how they will be dispatched in the three regions and the capital Niamey.

Apart from basic elements of sampling methodology and data collection instruments, the methodology will demonstrate how the data will be collected, tabulated and analyzed, as well as how the consultant will ensure data quality and reliability. The sampling methodology must ensure that it meets the basic statistical requirements and ensure the sample is representative of the population with a confidence level of 95%. Counterpart International Niger (CPI-N) anticipates that a survey questionnaire would be the most appropriate tool for data collection. Therefore, if such a tool is proposed by a consultant, CPI-N will require it to be pretested and translated in the most appropriate language or languages to avoid misinterpretations and increase data quality. Once the proposal is approved by CPI-N, the consultant will launch its activities, including but not limited to project documents review, questionnaire refinement and translation, enumerators recruitment and training, in coordination with CPI-N.

# Deliverables and Timeline

This baseline study is expected to be completed and the final report submitted on September 20th, 2016.

The first draft of the report is due to CPI-N by September 6th, 2016. The consultant must debrief CPI-N to give an explanation of the findings, recommendations, challenges encountered throughout the process and how they were overcome or not, and the lessons learnt. The debriefing will take place at a time and place agreed upon by both parties. Once the draft is submitted, CPI-N has three business days to review the report, raise concerns, provide comments, and send it back to the consultant no later than September 9th, 2016. The consultant will then address all CPI-N’s comments and concerns and submit the final report no later than September 20th, 2016. If CPI-N is still not satisfied with the final report, then both CPI-N and the consultant will negotiate a no cost extension of no more than four days to ensure both parties are satisfied with the final result.

Throughout the baseline study, there must be open communication between the consultant and CPI-N through phone calls, emails, text messages, or face-to-face meetings to ensure proper coordination between both parties are and that issues that arise are resolved in a timely fashion. CPI-N may conduct surprise visits while data collection is going on but cannot interfere with the study. Any changes to the plan, approved by CPI-N, during the study, must be a documented consensus between both parties.

## Deliverables

The main deliverable of this study is the final report which is expected to be finalized by September 20th, 2016. The final report must be both French and English. If the consultant produced his/her report in English, then he/she must also translate it in French and vice-versa.

Final Report Requirements

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| Table 1. Final Report Requirements | |
| Report Length | * The report must not be more than thirty (30) pages long b, *excluding the table of content, Acronyms, annexes, list of tables and figures* |
| Findings | * Present findings in a clear and concise way that would allow easy understanding. Findings must answer all fourteen (14) questions. |
| Executive Summary | * Executive Summary that provides a brief overview of the study overview and scope, baseline study purpose, findings, and conclusions. |
| Recommendations | * Support recommendations with specific findings. * Provide recommendations that are action-oriented, practical, and specific |
| Report Body | * Introduction: project overview * Methodology: Contains baseline study methodology in detail including data collection and analysis methods * Results: Show results including table, figures, charts, and they come about and discloses study limitations, especially those associated with the methodology * Show data quality control method and procedure * Conclusion: show highlights and what is considered the most central findings |
| Annexes | Include the following as annexes, at minimum:   * Statement of Work. * All baseline study tools (questionnaires, checklists, discussion guides… etc.). * A list of sources of information (key informants, documents reviewed, other data sources). |

## Consultant tasks

The below tasks are expected from the consultant. CPI-N considers these tasks necessary for the success of the study and production of reliable and quality data. The consultant may propose a different order of events or even slightly different tasks but CPI-N reserves the right to approve or reject all proposed changes.

* Task 1: Design a proposal containing a work plan, methodology for data collection and analysis, sampling method, budget, team composition, plan of dispatch, and timeline.
* Task 2: Design and translate the survey questionnaire into appropriate languages
* Task 3: Recruit and train enumerators
* Task 4: Field test enumerators as well as survey questionnaire
* Task 5: Data collection, entry, and cleanup
* Task 6: Data Analysis
* Task 7: Report Write up
* Task 8: CPI-N debriefing
* Task 9: Prepare and handover to CPI-N data file

Payment to will be based on these milestones as follows:

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| --- | --- |
| Milestone | Payment |
| Contract Signature | 20 % of the total |
| Field enumerators and survey testing | 10 % of the total |
| Study activity launch | 15 % of the total |
| Draft Report Submitted | 20 % of the total |
| Final report submitted and approved all data handed over to CPI-N | 35 % of the total |

1. **Proposal Requirements**

The candidate shall submit a full technical proposal to CPI-N via an electronic submission with the following documents:

1. **Qualifications:** Resume/CV of the lead consultant that demonstrates at least 5 years of solid experience in baseline studies or similar work. Experience in Niger or other West African countries is a plus. If the proposal is submitted by a consortium of partners, qualifications of each proposed partner should be presented. Consultant must also demonstrate familiarity and experience with designing and managing quantitative survey studies.
2. **References:** (three), with email and telephone contact information related to past experiences of survey evaluation research.
3. **Proposed methodology and structure of the baseline, which will include:**

* Proposed sampling methodology
* Proposed study design with a detailed description of tools to be used
* Team composition and structure
* Quality control method and tools

1. **Work plan**, which will include: detailed timeline of activities – in days, required for each stage of the study, including completion of survey design and translation, enumerators recruitment and training, field test of enumerators and survey.
2. **Budget:** An itemized budget in US dollars.
3. **Proposal Evaluation**

Proposals for this Baseline Study will be evaluated on the basis of the following criteria:

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| **Evaluation Criteria** | **Score** |
| Consultant prior experience in similar work | 25 points |
| Proposed overall methodology | 25 points |
| Proposed sampling method | 15 points |
| Quality of data-collection and data-entry procedures | 10 points |
| Timeframe for delivery of Study deliverables | 5 points |
| Methods of quality control | 10 points |
| Budget | 10 points |
| **Total Score:** | **100 points** |

*When drafting the proposal, the Consultant/Firm should be careful to include all information requested above. Failure to submit a complete application with result in the rejection of the proposal.*

*All questions pertaining to this RFP must be submitted by 12 pm EST on Friday, July 8, 2016. Questions may be submitted, in written form, to: Mary Margaret Dineen, Chief of Party at* [*mmdineen@counterpart.org*](mailto:mmdineen@counterpart.org)*. Questions will be answered within 2 business days via email. Questions and answers will be shared with all bidders.*

1. **Instructions for Submitting the Proposal:**

Please submit the proposal via email in word and/or excel document to: to: Lucie Amadou, Senior Program Officer at [lamadou@counterpart.org](mailto:lamadou@counterpart.org) and Mary Margaret Dineen, Chief of Party; copy [emitchell@counterpart.org](mailto:emitchell@counterpart.org), and [ocamara@counterpart.org](mailto:ocamara@counterpart.org) no later than July 15th, 2016 at 12:00 midnight GMT. Please include the subject “ PRG-PA Baseline Study”

***The deadline for submission of the proposal is*** *July 15th, 2016 at 12:00 midnight GMT and any proposals received after that date will not be considered.* ***The Consultant/Firm selected is expected to start the study on July 26th, 2016.***