

Contextual Analysis; ‘A Safe and Just World for Girls: Making Equality Reality’ Project 2017-2021’

Terms of Reference: Kenya

1. Introduction

Equality Now seeks an expression of interest to collaborate on a study for the project – ‘A Safe and Just World for Girls: Making Equality a Reality.’ The overall goal of the ‘A Safe and Just World for Girls: Making Equality a Reality’ project is to contribute to the realisation of the sustainable development goals (SDGs), specifically the targets to eliminate sexual violence, female genital mutilation, child marriage, sex trafficking, sexual exploitation, and sex discriminatory laws and shift social norms to value girls and their rights. The project is implemented globally and in four learning countries.

In Kenya the project intends to achieve the following outcome:

- *Legal frameworks are reformed, protected, and correctly implemented to protect the rights of girls and women and are enforced with extensive public support.*

Specifically, Equality Now and partners are working on revising different legal frameworks that overlap in some provisions, generating conflict and confusion (Sexual Offences Act and Children Act) and jeopardise the efforts of appropriate law enforcement. Equality Now is also working on the protection of the Prohibition of FGM Act, which is currently threatened by a constitutional petition.

2. Study: Purpose and Scope

To guide implementation and measure change, Equality now would like to understand the current extent of public awareness of and support for the implementation and protection of the Prohibition of FGM Act of 2011, the Sexual Offences Act, and the Children’s Act and the revision of the legal frameworks for the protection of girls’ rights.

This would include understanding overall public opinion across Kenya, as well as the knowledge and attitudes of key influencers, members of government, and stakeholders. The final report should include an assessment of recent media coverage, social media activity, and discourse on other relevant forums.

3. Methodology

We expect a methodological design based on participatory approaches. The expected approach should demonstrate the team’s understanding of the issues to explore and research.

We expect the approach and design to:

- be ethical and reasonable
- build continuous and ongoing analysis into the methodology
- be appropriate and relevant for the purpose
- analyse data in a systematic way that leads to convincing conclusions
- bring in the perspectives of different stakeholders
- present and explain conflicting findings and divergent perspectives in the analysis and conclusions.

Ideally, the methodology would include a combination of quantitative and qualitative analysis, including a survey or poll with a randomly selected group of participants, focus group discussions, interviews with key stakeholders, and an analysis of televised, print, and online media. The precise methodology will be constructed with and approved by the organisation's Monitoring, Evaluation, Research, and Learning Specialist.

5. Timeframe and Deliverables

The entire exercise is expected to be completed within a period of up to six weeks (with an indicative total number of 30 working days).

<u>Evaluation Task/Output</u>	<u>Dates or Deadline</u>
Closing date for applications	August 10
Interviews	August 13-18
Appointment of contractor	August 21
Initial meeting with contractors	August 23
Inception report delivered	September 3
Inception report signed off	September 5
Draft final report	October 5
Delivery of final report	October 15

6. Payment Schedule

<u>Evaluation deliverable</u>	<u>Payment upon receipt</u>
Approval of the inception report	30%
Presentation of the first draft report	30%
Submission and approval of the final report	40%

7. Expertise Required

The team expressing an interest should demonstrate the following areas of expertise:

- Research methods in polls, public opinion and media discourse.
- Quantitative and qualitative data analysis.
- Clear understanding of the public and political discourse in Kenya on women and girls' rights.
- Policy and decision makers KAP surveys and potentially use of bellwether surveys.
- Conducting baseline studies.
- International Human rights
- Use of social media to understand public support
- Excellent report writing

8. Submission of Proposals

Potential candidates are requested to submit technical and financial proposals including the duration of the assignment, CVs of all members of the proposed team and budget. The proposal should include the following:

1. A write up outlining a clear understanding of the assignment;
2. A technical proposal comprising baseline study design and methodology that will be used to meet the objectives of the baseline;
3. Detailed timeline for the assignment;
4. Brief discussion of relevant experience;
5. A detailed financial offer including time estimates for each task, billing rate and estimation of direct expenses (e.g. phone calls and travel costs);
6. The CV or CVs of the persons involved in the assignment with their roles and responsibilities in the baseline process and proof of previous similar assignments that they have conducted;
7. Two samples of written work, with a preference for materials that demonstrate an ability to perform an evaluation of public opinion.

9. Award Criteria

The proposals will be assessed according to the following award criteria:

Award Criteria

The successful tender will be the one providing a high level of quality (for which it will be given a mark) with the lowest ratio of total cost to the quality mark achieved. Tenders with a mark below 50% of available quality points will not be considered. The quality of the tender will be assessed as a function of the following criteria:

- Understanding of the Terms of Reference (20%)
- Appropriateness of the proposed methodology (50%)
- Expertise and experience of the team (15%)
- Quality of planning of human resources and work organisation (15%)

10. Submission

The proposals, in electronic format, must be received by Equality Now Staff by Midnight EDT on XXXXX. The proposal should be sent electronically to:

Sacha Green-Atchley
Project Coordinator, A Safe and Just World for Girls
sgreenatchley@equalitynow.org

Equality Now will only be able to respond to short-listed candidates.