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R S C A

GENERAL INFORMATION

Services/Work Description: International Firm Level Consultancy Service to undertake SOGIR Message Testing

Project/Program Title: SOGIR Africa

Duty Station: Home-based with travel to project countries

Type of the Contract: International Firm Level Consultancy

Duration: 90 working days over 12 months

Expected Start Date: In the month of December 2016/Immediate

I. BACKGROUND / RATIONALE

The United Nations Development Programme (UNDP) and the Office of the United Nations High Commissioner for Human Rights (OHCHR) are engaged in a 12 months project to contribute to the inclusion and protection of the rights of people of diverse sexual orientation and gender identity in Africa. The project includes national activities in Botswana, Cameroon, Nigeria, Senegal, South Africa, Tanzania, Liberia, Zambia (nb: project countries may change), as well as regional activities.

The project was developed to respond to the widespread human rights violations, inequalities and exclusion faced by people of diverse sexual orientation and gender identity in many countries in Africa that have been documented by UN, regional and national bodies. The project was also designed to build on positive development that have taken place in recent years, including the work of civil society organizations, Government measures, court decisions and actions of national human rights institutions to protect the rights of people of diverse sexual orientation and gender identity, and further positive developments at the regional and sub-regional level. This includes the resolution that the African Commission on Human and Peoples' Rights (ACHPR - resolution 275 during its 55th Ordinary Session) passed in May 2014. Resolution 275 outlines specific goals that African nations should strive to achieve without delay, including the creation of positive environments that protect the safety and reputations of advocates for LGBT equality.

The services required to be provided under this contract are linked to the objective under the project to support Civil Society in producing public information material tailored to the regional context, including videos, as part of the UN Free & Equal campaign. The project wants to know how LGBTI people are perceived and understand the language that helps challenge these perceptions. Understanding perception and prejudices, the influences and motivation/decision process will help civil society to craft better messages to target groups, understand what barriers exist to their support of Human Rights for LGBTI people, provide better targeting of social marketing initiatives, and ultimately provide a path to positive social change on these issues. The services would also build on existing work done about measuring public attitudes towards LGBT people such as the 2014 Afrobarometer survey in Botswana that was done in 2014, a telephone survey in Nigeria commissioned by GLAAD and the Bisi Alimi Foundation, the Free & Equal research in South Africa and the *"Progressive Prudes"* report on a survey carried out by The Other Foundation (2016) in South Africa.

The overall **objective is to identify, frame, vet and test persuasive messages** to promote respect of Human Rights for LGBTI people that can be used by a variety of stakeholders, partners, and LGBTI people in targeted areas.

II. OBJECTIVES OF THE SERVICE / WORK

- a. conduct research (the tools may include language scan, focus groups, and/or key informant interviews, and, if needed, questionnaires, telephone surveys or any other feasible/appropriate means) in at least **three countries in Africa** among the 12 following countries listed in priority order: Senegal, Liberia, Malawi, Uganda, Cape Verde, Kenya, Mozambique, Botswana, Cameroon, Nigeria, Tanzania and Zambia. (ideally representing a mix of French speaking and English-speaking countries¹) to: (i) identify some of the key drivers behind the negative attitudes and stereotypes that LGBTI people face in these countries as well as positive ones (**mapping attitudes**); and (ii) identify and test messages to promote greater respect for the rights of people of diverse sexual orientation and gender identity and challenge resonate best with key audiences and why (**message testing**);
- b. produce a report and a presentation of strategic messages and language that challenges the audiences' perceptions of LGBTI people, address/deflect historic and/or ongoing misconceptions, identifies unifying values that SOGI might be linked to, and positions CSOs to produce public information material tailored to the regional context.

III. SCOPE OF THE SERVICE / WORK

- a. Service provider holds informal consultations with participating country representatives or LGBT rights advocates as an initial step for selecting target countries/assessing the security environment and deciding on targets for research; the countries should be representative of the project sites.
- b. Service provider to submit a proposal to UNDP/OHCHR that explains the approach to be adopted for attitudes mapping (phase I) and message-testing/validation (phase II), and that describes the tools and/or products (the tools may include language scan, focus groups, and/or key informant interviews, and, if needed, questionnaires, telephone surveys or any other feasible/appropriate means) that will be used to collect and convey the information to the UNDP/OHCHR;
- c. The proposal should also include the proposed approach to selecting the respondents for the research with due attention toward representing age, gender, race/ethnicity, languages, education status spoken as reflected in the general population: the project would like to hear from a combination of those who have some knowledge of LGBTI issues, as well as participants who have limited to no interaction in/knowledge of these issues;
- d. Service provider to recommend and or solicit suggestions of participants / participating organizations from OHCHR, UNDP, regional consultant, and national and regional project steering bodies, as well as other relevant stakeholders from the participating countries, and to make a proposal to OHCHR on material that will be used to carry out attitudes mapping/message testing/validation;
- e. Service provider to develop written plan for message testing and validation to be approved by UNDP/OHCHR prior to implementation. This plan will inform the UNDP/OHCHR of information including data collection instruments/methods to be used, date(s), location(s), how audiences will be identified and selected, number of participants, and demographic and geographic makeup of participants. Note that the initial proposal plan may be refined based on the results of Phase I.
- f. Service provider to deploy existing staff and consultants and/or contract necessary capacity to design, facilitate and deliver the message testing and validation, and to carry out follow up activities, taking into account relevant geographic and language requirements stipulated in section VI;
- g. Service provider to organize and make all logistical and other arrangements for effective implementation of the message testing and validation, including with regards to the, as needed, venue and services, testing materials and instruments and travel arrangements for staff;

¹ Research would not have to be limited to French/English, using indigenous African languages as part of this project might be useful.

- h. Service provider to define strategic messages and language that reduces audiences' prejudice against and misconceptions of LGBTI people, builds on positive values that reframing SOGI issues around might be useful and positions civil society for strong outreach initiatives;
- i. Final report should include evaluation of overall impact, messaging effectiveness and lessons learned for future similar task, as well as recommendations for future action in this field.

End of project reports

- j. Final narrative report that describes deliverables and achievements under the contract identifies lessons learned, needs, gaps, challenges and opportunities, and makes recommendations on follow up actions.
- k. Final financial report including a detailed account of all income and expenditure related to the project.

IV. EXPECTED OUTPUTS / DELIVERABLES

Start-up phase:

- a. Initial draft planning documents and timeline for project outputs and deliverables, to be produced within 30 days of signature of contract (after informal consultation with local LGBT rights advocates be as an initial step for selecting target countries/assessing the security environment and deciding on targets for research). Plan including data collection instruments/methods to be used, date, location, how audiences will be identified and selected, number of surveyed individuals, and demographic and geographic makeup of participants;

Research Planning:

- b. For both Phase 1 and Phase 2, the Service Provider will prepare draft, revised and final versions of a research proposal including instruments to be used during the research for each audience identified (e.g., a moderator's guide, focus group protocols, survey or interview questions numbers and types of groups that will be questioned, etc). The UNDP/OHCHR will have final approval over any and all materials.

Phase 1, Attitude Mapping

- a. When focus groups, one-on-one interviews, or similar methodologies are used, UNDP/OHCHR project coordinator or designee must be invited to attend as unobtrusive observers. The service provider may be asked to provide video recordings of each focus group/interview and provide copies of this video and audio to the project director following each focus group/interview if videotaping is agreed upon as part of the proposal given the sensitive character of the topic². Service provider must provide a register with contact details. Random sampling of participants will be used to monitor participation in FGIs. A written summary of the findings must be provided. Travel may be required if focus groups or other forms of in-person interviews are used.
- b. If Service provider uses a survey tool, the contractor will provide a process and means by which the UNDP/OHCHR project coordinator or designee can monitor active surveys. All questioning routes, questionnaires, survey tools or other related research tools used during this contract must be developed in coordination with the UNDP/OHCHR project coordinator and approved before they are implemented.
- c. At the end of Phase 1, the Service Provider shall provide a report of overall findings from the attitude mapping and either revise or confirm the research plan for Phase 2, Message Testing & Validation.

Phase 2, Message Testing & Validation

- d. Service provider will adhere to same requirements as in Phase 1 when using focus groups, interviews, surveys and other methodologies.

² To improve privacy, the numbers of people who have access to what participants say and their identities should be kept to a minimum. Similarly, the service provider will indicate to participants who will have access to this information and how it will be kept safe and confidential.

- e. At the end of Phase 2, produce an overall report summarizing audience attitudes and recommended messages and language that improves the audiences' perceptions of LGBTI people, and positions CSOs to produce public information material tailored to the regional context;
- f. Prepare an oral presentation of findings to UNDP/OHCHR representatives and other stakeholders. The presentation prepared by the Service Provider will require the approval from the project coordinator prior to the presentation. The presentation should include a handout for the attendees. UNDP/OHCHR will secure the meeting space and set the date and time for the meeting. It is anticipated that the presentation will last a minimum of one hour.

End of project phase:

- g. Final narrative report that describes deliverables and achievements under the contract identifies lessons learned, needs, gaps, challenges and opportunities, and makes recommendations on follow up actions.
- h. Final financial report including a detailed account of all income and expenditure related to the project.

V. METHODOLOGY / APPROACH OF THE SERVICE (WORK)

- a. Due to the sensitive nature of the project, all project documents should be treated as confidential and appropriate internal measures should be taken to restrict access to project documents to persons who require access in order to ensure implementation.
- b. Implementation of the contract should adhere to the principles of respect for human rights, including the human rights of people of diverse sexual orientation and gender identity, and reflect the diversity of this population.
- c. A risk assessment must be developed that identifies possible risks to participants and others in the course of implementation of this contract. Mitigation measures must be identified and implemented to minimize such risks. Service provider must act with due diligence in elaboration and implementation of risk mitigation measures.

VI. LOCATION, DURATION AND TIMEFRAME OF THE WORK /DELIVERABLES/OUTPUT

- a. All research activities must be finalized by 30 September 2017, all other deliverables and final narrative and financial reports incorporating feedback from OHCHR must be finalized no later than 30 december 2017.
- b. Contract is home-based and requires travel of Service provider and participants to relevant activities related to training sessions and content production and dissemination.

No.	Deliverables	Location and Action to be Undertaken	Duration (approx.)
1	Start-up phase		10 working days
2	Research Planning	As per sections III-VI	20 working days
3	Phase 1, Attitude Mapping	As per sections III-VI	25 working days
4	Phase 2, Message Testing & Validation	As per sections III-VI	25 working days
5	Final report and presentation	As per sections III-VI	10 working days
Total Working Days			90 working days

VII. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

- a. Service provider will be supervised by designated OHCHR Project Managers, to whom the Service Provider will be directly responsible to, report to, and seek approval from, and obtain certification of acceptance of each output.
- b. Service provide will work in close cooperation with OHCHR Project Managers
- c. Service provider will provide brief project updates regularly and no less than every month to OHCHR Project Managers, with calls arranged as required.

- d. Service providers will be required to incorporate feedback received from OHCHR Project Managers on (draft) deliverables and outputs.
- e. Research activities (focus groups, questionnaires, telephone surveys, and/or key informant interviews): Service provider will handle all aspects of research activities including travel arrangements, venue arrangements, moderation arrangements, data-collection arrangements and other purchases, and any other required process, upon approval of proposed logistics arrangements for each activity by Service provider.
- f. Service provider may not (sub-) contract (partial or total) production of (some or all) deliverables under this contract without express agreement of OHCHR Project Managers.
- g. When sub-contracts are entered into within the scope of this contract, with the express agreement of OHCHR Project Managers, Service provider will be solely responsible for the implementation of such sub-contracts and the impact of any failures of sub-contractors to implement these.

VIII. PAYMENT MILESTONES AND AUTHORITY

Prospective Service Provider will indicate the cost of services for each deliverable in US dollars when applying for this consultancy. The Proposer will be paid only after OHCHR Project Managers confirm the successful completion of each deliverable as stipulated hereunder. In accordance with UNDP rules, the lump sum contract amount to be offered should consider all costs related to implementation of this contract, including professional fees, travel, living allowances, communications, taxes, out of pocket expenses, and all other costs.

A winning Proposer shall then be paid the lump-sum contract amount upon certification of the completed tasks satisfactorily, as per the following payment schedule:

Payment Schedule	Deliverables or Documents to be Delivered	Approval should be obtained from:	Percentage of Payment
1 st Instalment	Initial draft planning documents and timeline for project outputs and deliverables	OHCHR Project Managers	20%
2 nd Instalment	Final versions of a research proposal for attitudes mapping (phase I) and message-testing/validation (phase II), including instruments to be used during the research for each audience identified (e.g., a moderator's guide, focus group protocols, survey or interview questions numbers and types of groups that will be questioned, etc.).	" " "	30%
3 rd Instalment	Analysis and Hypothesis from Discovery, Proposed Messages and Plan for Testing (field testing of effectiveness of proposes messages)	" " "	20%
4 th Instalment	<ul style="list-style-type: none"> a. Written transcripts of the focus groups or in-depth interviews; b. Final report analysing data collected, findings and providing recommendations and a broad set of newly-developed strategic messages that address/deflect historic and/or ongoing prejudice and misconceptions, and position civil society for strong outreach initiatives approved by OHCHR; c. Final narrative and financial reports approved by OHCHR and UNDP; d. Formal oral presentation. 	" " "	30%

IX. MINIMUM ORGANIZATION AND CONSULTANCY TASK FORCE REQUIREMENTS

9.1 Minimum Organization Requirements

The prospective Service Provider is expected to meet the following minimum requirements:

- a. Experience in facilitating discussion on public health topics, social marketing and/or people of diverse sexual orientation and gender identity and development of public health, social marketing and/or SOGIR messaging, similar to this project in Africa;
- b. Knowledge of issues related to sexual orientation, gender identity and expression, the rights of people of diverse sexual orientation and gender identity and related societal attitudes in Africa;
- c. Minimum two years of experience in message testing and or comparable professional experience;
- d. Experience with analysis of this type of data and ability to provide professional reports;
- e. Experience working with local partners in Africa;
- f. Experience in professional presentations to committees and representatives (including UN or other international organizations) as required in the Work;
- g. Capability to deploy strong analytical aptitude, communication and presentation expertise;
- h. Demonstrate understanding of the TORs and its capabilities to fulfil them; and
- i. Demonstrate capacity to form a team that includes one overall team leader;

The overall team leader should have the following qualifications:

9.2 Task Manager / Team Leader

Academic Qualification:

- At least a graduate degree or professional qualification in communications, human rights education or related fields;

Experience:

- Professional experience in overseeing research and message testing on public health topics, social marketing and/or people of diverse sexual orientation and gender identity;

Competencies:

- Ability to provide leadership and direction to the training design, delivery and to the content design, production and dissemination;
- Excellent management, training, communications, creative, design and advocacy skills relating to sexual orientation and gender identity;
- Excellent command of both written and spoken English required; and
- Proficiency in French and in other languages used in project countries will be an added advantage.

9.3 Senior Expert(s) / Lead Consultant(s)

Academic Qualifications:

- At least technical qualifications in communications, human rights education or related fields;

Experience & Competencies:

- Professional experience relevant to project including in research and message testing on public health topics, social marketing and/or people of diverse sexual orientation and gender identity.
- Knowledge of the region
- Proficiency in English and other languages relevant to project

9.4 Project Staff / Associate Consultant(s)

Academic Qualifications:

- At least technical qualifications in communications, field research, human rights education or related fields;

Experience & Competencies:

- Professional experience relevant to project including in research and on public health topics, social marketing and/or people of diverse sexual orientation and gender identity
- Knowledge of the region
- Proficiency in English and other languages relevant to project

X. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, qualified Consultancy Firm is expected to submit both the Technical and Financial Proposals. Accordingly; the firm will be evaluated based on Cumulative Analysis as per the following conditions:

- Responsive/compliant/acceptable as per the Instruction to Bidders (ITB) of the Standard Bid Document (SBD), and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals are:
 - a. Technical Criteria weight is 70%
 - b. Financial Criteria weight is 30%
 - c.

XI. LOGISTICAL SUPPORT

No logistical support will be provided to the Service Provider by the UN – Service Provider to take care of all logistical requirements under the contract.

XII. RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL

For purposes of generating proposals whose contents are uniformly presented and to facilitate their comparative review, a Service Provider advised to use a proposed Table of Contents. Hence, your Technical Proposal document must have at least the preferred content as outlined in the respective RFP Proposal Submission Form.

XIII. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The consultants shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy or the Government without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP and OHCHR. This assignment will be administrated by the United Nations Development Programme (UNDP), and all relevant UNDP rules, policies and procedures will apply.

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1	Expertise of Firm / Organization	30%	300
2	Proposed Methodology, Approach and Implementation Plan	40%	400
3	Management Structure and Key Personnel	30%	300
TOTAL		100%	1000

Technical Proposal Evaluation (FORM I)		
Expertise of the Firm / Organization		Points Obtainable
1.1	General Organizational Capability which is likely to affect implementation <ul style="list-style-type: none">- Financial Stability- Loose consortium, Holding company or One firm- Age/size of the firm- Strength of the Project Management Support- Project Financing Capacity- Project Management Control	60
1.2	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialized skills.)	15
1.3	Quality assurance procedure, warranty	15
1.4	Relevance of: <ul style="list-style-type: none">- Specialized Knowledge- Experience on Similar Programme / Projects- Experience on Projects in the Region	210

	- Work with UN/ multilateral/ bilateral/ international programmes	
SUB TOTAL		300

Technical Proposal Evaluation (FORM II)		
Proposed Methodology, Approach and Implementation Plan		
2.1	To what degree does the Proposer understand the task?	30
2.2	Have the important aspects of the task been addressed in sufficient detail?	75
2.3	Are the different components of the project adequately weighted relative to one another?	20
2.4	Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal?	40
2.5	Is the conceptual framework adopted appropriate for the task?	40
2.6	Is the scope of task well defined and does it correspond to the TOR?	120
2.7	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	75
SUB TOTAL		400
Technical Proposal Evaluation (FORM III)		
Management Structure and Key Personnel		
3.1	Suitability of management structure for project	30
SUB TOTAL		30
3.2	Task/Project Manager(s) / Team Leader(s)	
	General Qualification	
	Suitability for the Project	
	- Relevant professional qualification in communications, human rights education or related fields and relevant management experience	30
	- Professional experience in overseeing research and message testing on public health topics, social marketing and/or people of diverse sexual orientation and gender identity	60
	- Knowledge of region	20
	- Proficiency in English and other languages relevant to project	20
SUB TOTAL		130
3.3	Senior Expert(s) / Lead Consultant(s)	
	General Qualification	
	Suitability for the project	
	- Professional experience relevant to project including in research and message testing on public health topics, social marketing and/or people of diverse sexual orientation and gender identity	60
	- Knowledge of the region	15
	- Proficiency in English and other languages relevant to project	15
SUB TOTAL		90
3.4	Project Staff / Associate Consultant(s)	
	General Qualification	
	Suitability for the project	
	- Professional experience relevant to project including in research and on public health topics, social marketing and/or people of diverse sexual orientation and gender identity	30
	- Knowledge of the region	10
	- Proficiency in English and other languages relevant to project	10
SUB TOTAL		50
Aggregate		1000