

**Annex-1**  
**UNDP-TUR-RFQ(IAS)-2020/47**  
**Implementation of Surveys for Monitoring the Awareness of the Target Groups of Marine IAS Project**

## **TERMS OF REFERENCE**

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### ***A. Project Description and Background***

Turkey's coastline stretches 8,592 km (excluding islands), bordering four different major seas: the Mediterranean, Aegean, Marmara and Black Seas. These extensive marine ecosystems support Turkey's overall high level of marine biodiversity. In total, nearly 5,000 plant and animal species have been identified in Turkey's marine waters. Invasive Alien Species (IAS) have been identified by the Ministry of Agriculture and Forestry, General Directorate of Nature Conservation and National Parks as one of the principal threats to Turkey's marine biodiversity. Approximately 450 Non-Indigenous Species (NIS) have been reported on the coasts of Turkey. There are two major pathways for NIS comprising AIS into Turkey's marine waters: The Suez Canal, and "ship-mediated transport" (e.g. ballast water). In the 2011 national review of NIS in marine waters it was found that 66% of the total NIS in Turkey's coastal waters arrived via the Suez Canal, while 30% arrived via ship transport. Alien Species Threats at Key Marine Biodiversity Areas Project (Marine IAS Project) works at both the national level and at the site level at four proposed pilot sites.

Marine IAS Project project strategy follows three-stage hierarchical approach for addressing IAS outlined by the Convention on Biological Diversity (CBD): prevention, control, and mitigation. The long-term project goal is to minimize negative impacts of IAS in support of conservation Turkey's globally significant native marine biodiversity. The project objective is "To ensure resilience of marine and coastal ecosystems through strengthened capacities and investment in prevention, detection, control and management of Invasive Alien Species."

The project is organized into three components:

- Component 1. Effective national policy framework on IAS
- Component 2. Capacity building, knowledge and information sharing systems to address the IAS threats
- Component 3. Investment in sustainable management, prevention, eradication, and control of IAS and restoration of IAS-degraded habitat at key marine and coastal areas

In the view of the above the scope of IAS Perception Assessment among targeted stakeholders comprising locals, fishers, tourism sector workers and maritime sector (including aquarium sector) will be provided technical service under Component 2, and is composed of two inter-linked sub-components: (1.1) Assessment of perceptions of targeted groups on marine biodiversity, marine IAS, impacts of marine IAS, management of marine IAS, and needs of the targeted groups to increase their knowledge capacity on marine IAS, and (1.2) Synthesis.

### ***B. Objective and Scope of the Services***

The objective of the assignment is mainly to carry out the fieldwork surveys by using predesigned questionnaires to assess perception of the targeted groups on marine IAS, marine biodiversity, and socio-economic impact of target marine IAS (lionfish, pufferfish, rapa whelk, and Atlantic common sea star) at four pilot sites. The four pilot sites are as follows;

- Samandağ (Hatay),
- Ayvalık Islands Nature Park (Balıkesir),
- Marmara Islands (Balıkesir),
- İğneda National Park (Kırklareli).

At the four pilot sites, the perception study on marine IAS is carried out in order to determine the current knowledge and awareness of the target groups about the invasive alien species and to support the monitoring

## Annex-1

and evaluation of the Marine IAS Project during the project period. The intended study results will help shading light as the baseline for these sites on the matter. In addition to perception baseline study, the socio-economic impact of the selected marine IAS (lionfish, pufferfish, rapa whelk, and Atlantic common sea star) is also conducted to aid the preparation of species-specific management plans for the pilot sites.

Within the scope of the assignment, specialized services will be procured to conduct structured questionnaires of 1,318 respondents to be provided by Marine IAS Project. The survey will be repeated at the last year of the project in order to provide comparative information and changes on the perception and attitudes of the target groups.

Survey methodology and survey questions has been identified by Marine IAS Project (e.g. by socio-economic expert) and the Contractor shall follow the provided methodology and apply the identified survey questions.

The **targeted groups** at all four pilot sites will be the followings;

1. Local people,
2. Commercial fishers (fishing boat owners or skippers),
3. Amateur fishers (The ones holding amateur fishing license from 2018 to 2020),
4. Aquaculture operators,
5. Pet shop owners/managers with only aquarium services. The ones with marine aquarium services must be mentioned in the questionnaires, data and progress report,
6. Daily charter boats owners or skippers. The ones having amateur fisher charter licenses should be separated while providing data and progress report,
7. Private boat owners or skippers located at the relevant harbor master's juridical area,
8. Fishing ports, ports and marinas' managers/operators located at the relevant harbor master's juridical area,
9. Diving club owners or managers. These are not only the ones based in pilot sites but also the ones based in another locality and operating in the pilot sites,

The focus of the intended survey is to measure the current knowledge, interest and attitudes of the target groups related to marine IAS, as well as to identify the information, education and communication needs, and information and communication resources and tools they currently use. Furthermore, it is also intended to measure socio-economic impacts of marine IAS.

### ***B.1. Survey Methodology***

**Surveys will be conducted two times (the first and the last year of the project) with the groups determined at 4 regions selected as project sites.** The number of surveys for each group is given in the table of this section. The Contractor will carry out the number of surveys determined for each group. The pilot sites and survey numbers in the below table are given for information purposes based on estimations. UNDP reserves the right to change the numbers by maximum 10% throughout the contract implementation period.

The sample size of the groups by region should be determined an appropriate sampling statistical procedure. For example; proportional sampling procedure with appropriate confidence interval and margin of error can be employed. The statistical procedure outlined by Newbold (1995) is usually applied by social scientists. It should be clarified and also ensured here that the sample size shown in the table should be statistically correct to predict the population attitudes and perceptions.

**Annex-1**

<b>No</b>	<b>Pilot site Groups</b>	<b>Samandağ, Hatay</b>	<b>Ayvalık Islands Nature Park (Balıkesir)</b>	<b>Marmara Islands (Balıkesir)</b>	<b>İğneada- Kırklareli</b>
<b>1</b>	Locals	86	239	46	30
<b>2</b>	Commercial fishers	46	104	34	30
<b>3</b>	Amateur fishers	30	52	78	30
<b>4</b>	Aquaculture operators	1	3	1	0
<b>5</b>	Pet shop owners/managers (with only aquarium services)	48	2	3	0
<b>6</b>	Daily charter boats owners or skippers (Amateur fisher charter licences should be mentioned)	4	59	1	0
<b>7</b>	Private boat owners or skippers	30	197	99	36
<b>8</b>	Fishing ports, ports and marinas' managers	1	11	5	3
<b>9</b>	Diving club owners or managers	2 (Hatay City Centre)	4	3 (Erdek and Balıkesir City Centre)	0
Total number of Questionnaires per pilot site		248	671	270	129
Total Number of the Questionnaire		1318			

The Contractor shall be provided guide on the Marine IAS Project team and relevant matters to be taken consideration to the Survey Experts prior to the starting the surveys including but not limited to the topics such as project background, survey questionnaire contents, project specific concern. The Contractor shall confirm the key personnel's completion of understanding of the guide before the surveys.

***B.2. Survey Questionnaires***

Survey questionnaires are prepared by the Marine IAS Project Team based on the survey methodology described above, thereby being in line with the overall objective of the project. The questionnaires includes the questions which enable to identify;

- 1-) Introduction,
- 2-) Socio-demographic characteristics,

## Annex-1

- 3-) Attitude / perception towards marine biodiversity,
- 4-) Attitude / perception towards invasive alien species,
- 5-) Management / Control / Policy,
- 6-) Information Resources / Information Requirement, and
- 7-) Socio-economic impacts on target groups.

This questionnaire will include structured questions and aims at identifying overall picture attitude / perception of selected groups and socioeconomic impacts of IAS on these groups.

The survey questionnaire will have 245 questions/statements including seven sections. These sections and number of the questions in each section are as follows:

- 1-) Introduction with 4 questions as metadata,
- 2-) 15 questions on socio-demographic characteristics,
- 3-) 21 rating scale questions on attitude / perception towards biological diversity,
- 4-) 104 rating scale questions on attitude / perception towards invasive species,
- 5-) 37 rating scale questions on management / control / policy,
- 6-) 37 rating scale questions on sources of information / need of information, and
- 7-) 27 rating scale questions on socio-economic impacts on target groups, and 4 rating scale question specifically for fishers.

Conducting one survey questionnaire is expected to be completed in 1 hour.

The validation of the questionnaire shall be tested by the Contractor with the appropriate number of respondents in each target group. The questionnaire shall be validated considering age and gender distribution of each group.

### ***B.3.Survey Interface***

The Contractor shall provide the data to the project unit as an SPSS-coded file. The surveys shall be conducted by the help of computer assisted telephone interviewing (CATI).

### ***C. Activities and Expected Completion Dates for Structured Surveys***

<b><i>Phase</i></b>	<b><i>No</i></b>	<b><i>Activity</i></b>	<b><i>Expected Timeframe/ Deadlines</i></b>	<b><i>Outputs / Deliverables</i></b>
<b><i>1.</i></b>	<b><i>1.1.</i></b>	Preparation and submission of work plan for Phase-1	Within 5 calendar days after the contract signature.	- Work Plan for Phase-1
	<b><i>1.2.</i></b>	Arranging the appointments with the target groups and preparation of weekly - group depending - interview schedules with updates for the 1,318 respondents' application to be surveyed.	Every week from 16 November 2020 to 3 January 2021 (date to date)	- Weekly list of interviewees confined to each site.
	<b><i>1.3.</i></b>	Conducting the surveys for phase-1	From 16 November 2020 to 3 January 2021	- The final (total) list of the interviewee confined to each pilot site (The list should comprise the

**Annex-1**

				name, surname, telephone numbers)
	<b>1.4.</b>	Submission of the Survey Phase-1 Report and all data in soft copy files in both SPSS code (Version 25) and MS Excel formats.	18 January 2021	- Survey Phase-1 Report - All data in soft copy (both SPSS code (Version 25) and MS Excel formats)
<b>2.</b>	<b>2.1.</b>	Preparation and submission of work plan for Phase-2	20 February 2023	- Work Plan for Phase-2
	<b>2.2.</b>	Arranging the appointments with the target groups and preparation of weekly - group depending -interview schedule	Every week from 1 March 2023 to 15 April 2023 (date to date)	- Weekly list of interviewees confined to each site.
	<b>2.3.</b>	Conducting the surveys for phase-2	From 1 March to 15 April 2023	- The final (total) list of the interviewee confined to each pilot site (The list should comprise the name, surname, telephone numbers)
	<b>2.4.</b>	Submission of the Survey Phase-2 Report and all data in soft copy files in both SPSS code (Version 25) and MS Excel formats.	30 April 2023	- Survey Phase-2 Report - All data in soft copy (both SPSS code (Version 25) and MS Excel formats)

**D. Reporting**

The Contractor shall submit the following reports according to the deadlines specified above table to UNDP for approval.

- The Survey Phase-1 Report
- The Survey Phase-2 Report

The reporting language shall be in Turkish with English executive summary.

**E. Title Rights**

The title rights, copyrights and all other rights whatsoever nature in any material/data/information produced under the provisions of this Terms of Reference will be vested exclusively in UNDP.

**F. Duration of Work**

The Contractor shall complete the Phase-1 of the assignment until 18 January 2021 and the Phase-2 of the assignment until 30 April 2023 according to the table given in Section C “Activities and Expected Completion Dates for Structured Surveys”.

**G. UNDP’s Roles and Responsibilities**

UNDP Marine IAS Project Team will provide;

- Background project documentation,
- The survey methodology- provided in section B,
- The questionnaires,
- Technical guide for the application of the questionnaires
- The volume of questionnaire for each targeted group – provided in section B.

UNDP will assign a ‘Focal Point’ among the UNDP Project Team to coordinate the activities with the Contractor.

## Annex-1

Monthly coordination meeting will be arranged by UNDP with the participation of at least the Project Coordinator assigned by the contractor and UNDP Project Team.

### H. Personnel Requirements

Within the scope of the assignment, the Contractor shall nominate **at least**; 1 (one) Team Leader, 8 (eight) survey expert and 1 (one) IT Expert. The contractor may increase the number of the staff for completion of the activities on time. The completion of the activities and assignment on time is the sole responsibility of the Contractor. The minimum requirements of the positions are listed at below table. The offerors shall submit the CVs of Team Leader and IT expert within their offers. The submitted CVs shall provide the minimum requirements listed below.

POSITION	NUMBER of STAFF
<b>Team Leader</b> <ul style="list-style-type: none"> <li>- Minimum undergraduate degree in statistics/econometrics/agricultural economics/ computer programming or sociology</li> <li>- Good command of Turkish and English</li> <li>- At least 8 years of general professional working experience</li> <li>- At least 4 years of experience in similar surveys</li> <li>- Professional Experience in social/economic/ecological surveys</li> <li>- Experience in project coordination/management</li> </ul>	1
<b>IT Expert</b> <ul style="list-style-type: none"> <li>- Minimum undergraduate university degree</li> <li>- Knowledge of the computer languages necessary for the design of the interphases</li> <li>- Good command of Turkish</li> <li>- At least 3 years of general professional experience,</li> <li>- At least 2 years of related experience in designing interphases for survey work</li> </ul>	1

### I. Institutional Arrangements

Team Leader on behalf of the Contractor shall be in charge of overall delivery of services defined. Team Leader shall be in close contact with Marine IAS Project Team, and update them weekly in writing (via e-mail) about the developments.

The Contractor shall have responsibility to provide with the means (e.g. visuals while making the enquiries) proving survey is completed. UNDP reserves the right to check, by any means, if the survey is properly conducted. If a completed survey is found inadequate by UNDP, the Contractor shall prepare either to (a) correct, or (b) Redo, or (c) substitute the survey with another sample site to be chosen from the stand-by list of groups. In any case, this choice is subject to UNDP approval.

The Contractor shall take the necessary measures in terms of leave, sickness and dismissal of its personnel and shall not interrupt the assignment schedule.

The Contractor agrees that the data and documents given to itself and its personnel shall not be used for any other purpose, that the data and documents shall be returned in the event of final acceptance and termination of the contract, that the records on the Contractor's computer shall be deleted, that the written documents of the Contractor regarding the Project shall be destroyed by incineration.

## Annex-1

At the end of the assignment all data collected shall be submitted along with a final report providing the details of progress/services delivered, and the data in soft copy files in both SPSS code (Version 25) and MS Excel formats.

### *J. Expected Travels*

The Contractor shall make necessary infrastructure and logistic arrangements to efficiently and completely conduct the activities defined hereby for the planning, realization/production and delivery of the services. No travel or accommodation cost shall be reimbursed in this respect. All travel cost shall be borne by the Contractor.

### *K. Price and Payments*

<u>Payment</u>	<u>Percentage of Payment</u>	<u>Pre-requisite for Payment</u>
<b>Interim Payment</b>	%50	UNDP's written acceptance (i.e., not mere receipt) of the quality of the following deliverables: <ul style="list-style-type: none"> <li>- Work Plan for Phase-1</li> <li>- The final (total) list of the interviewee confined to each pilot site for Phase-1</li> <li>- Survey Phase-1 Report, and all data in soft copy (both SPSS code (Version 25) and MS Excel formats)</li> </ul> Receipt of invoice from the Contractor.
<b>Final Payment</b>	%50	UNDP's written acceptance (i.e., not mere receipt) of the quality of the following deliverables: <ul style="list-style-type: none"> <li>- Work Plan for Phase-2</li> <li>- The final (total) list of the interviewee confined to each pilot site for Phase-2</li> <li>- Survey Phase-2 Report, and all data in soft copy (both SPSS code (Version 25) and MS Excel formats)</li> </ul> Receipt of invoice from the Contractor.

The contract price is a fixed price regardless of extension of the herein specific duration. The contract price is gross, and all inclusive of all travel, accommodation, transportation, equipment, office and etc. expenses required for the successful provision of services and deliverables as well all legal expenses, including but not limited to social security, income tax, pension, visa etc., which shall be required by applicable laws. Contractor will not receive any additional payment for whatsoever reason.

UNDP will not make any further clarification on costs related to tax, social security premium, pension, visa etc. It is the applicants' responsibility to make necessary inquiries on these matters. **The price must be exclusive of VAT and other applicable indirect taxes.**