

Request for Proposal (RfP)

RFP Number	BBCMA/KBL/22/05
Issue Date	13 May 2022
Deadline for Offers	26 May 2022
Description	Data collection for “Using media and creative communication to address nutrition and food insecurity in Afghanistan” project

Section I: Instructions to offerors

I.1 Introduction

BBC Media Action uses media and communication to help reduce poverty and contribute to long-term change in some of the world’s poorest countries. To achieve this, we partner with civil society, local media and others to:

- Produce creative programmes and content in multi-media formats which inform and engage audiences.
- Strengthen the media sector by building professional capacity and infrastructure.

With our partners, we reach millions through creative communication and trusted media, helping people have their say, understand their rights, responsibilities, and each other, and take action to transform their lives.

Research underpins every aspect of BBC Media Action’s work, from determining project strategy and key information needs to pre-testing output production and impact evaluation. The research is managed by BBC Media Action’s Research team based in London and country/project offices across the world.

In Afghanistan, BBC Media Action has been delivering projects on governance and accountability, child health including childhood vaccination, and recently on lifeline communication on Covid-19. Examples of past projects and media outputs can be found at www.bbcmmediaaction.org.

The purpose of this RfP is to request agencies to submit their technical and financial proposals to carry out a quantitative survey with a nationally representative sample for “Using media and creative communication to address nutrition and food insecurity in Afghanistan” project to understand people’s

current communication needs and preferences, and their level of access to and comprehension of food and nutrition information.

Offerors are responsible for ensuring that their proposals are received by BBC MA in accordance with the instructions, terms, and conditions described in this RfP. 100% compliance with the terms and conditions of this RfP is **MUST** and failure to comply to the terms and conditions of this RfP as well as failure to adhere to instructions described in this RfP may lead to disqualification of a proposal from consideration.

1.2 Offer deadline and protocol

Proposals must be submitted electronically to researchmediaaction@gmail.com between 2pm to 4pm on 26th May 2022.

Please reference the RfP number in any response to this RfP. Proposal received after the specified time and date will be considered late and considered only at the discretion of BBC MA.

1.3 Proposals

Proposals in response to this RfP must be priced on a fixed price, all-inclusive basis, including delivery and all other cost. Pricing must be presented in US Dollar.

Prices must remain valid for not less than thirty (30) calendar days after the RfP deadline.

Section 2: TERMS OF REFERENCE

2.1 Purpose of this document

BBC Media Action is calling for technical and financial proposals from research agencies operating in Afghanistan (local and/or international) to conduct a quantitative survey with a nationally representative sample for “Using media and creative communication to address nutrition and food insecurity in Afghanistan” project.

2.2 About the project

BBC Media Action delivers ‘Lifeline’ media and creative communication to support the most critical needs related to nutrition and food insecurity of vulnerable people across Afghanistan.

The target audience for this project is women and men from both rural and urban areas in Afghanistan, with a specific focus on those most vulnerable to food insecurity; as well as local media practitioners and humanitarian aid workers, including local civil society actors.

2.3 Objective of the research

Objectives of the research include:

- To understand people's current access to and use of information – for example, which media do they access, where do they go first for information and what/who influences their decision making
- To determine what food and nutrition information people have accessed, what do they recall, how has it influenced them, and how informed they feel
- To understand what people's needs for information are to support them to cope
- To ascertain people's access to information and media by age, sex, ethnicity, location, literacy, disability, financial resources and people with high nutritional needs
- To understand what communication engages people and how they prefer to receive information about food and nutrition
- To provide recommendations based on data on what communication is required to engage people, particularly those most in need.

2.4 Study population

All Afghans are the target audience of the media campaigns around nutrition and food insecurity. Therefore, the survey will include all adult Afghans age 18 and over. In addition, BBC Media Action's campaign will also focus on vulnerable and hard to reach populations, especially women from lower socio-economic backgrounds, people with disabilities, IDPs and returnees, and Kuchi nomads.

2.5 Sampling

BBC Media Action expects the sample to be representative of key socio-demographic characteristics (such as urban/rural, male/female, and age) according to the National Census projection 2021 (supplied by National Statistics and Information Authority) or any other credible sources that provides similar population data (this should be clearly referenced in the response should be provided in such case).

Based on the existing data, 59% of adults in Afghanistan are primary mobile phone users (i.e. they have a mobile phone subscription) and 41% of the adult population are not primary mobile phone users and may have no or limited access to mobile phone. BBC Media Action will conduct face to face interviews with

individuals who are not primary mobile users separately to this study.

We request agencies to provide the proposed sample size (for the 59% of adult population in Afghanistan who are mobile users), how the proposed sample was calculated and how would it be distributed i.e., sampling approach in detail to reflect how the sample size will be nationally representative. We expect the sample size to be around 2,000. We also request agencies to devise strategy (and include in the proposal) to include people with disabilities (PWDs) and Kuchi nomads (as booster sample).

2.6 Study coverage area

As this is a national study, we consider all five regions and 34 provinces as study area. However, we want research agency to propose study coverage areas according to their sampling strategy and include Badakhshan, Ghor, Daikundi, Samangan, Nuristan, and Badghis provinces as the most vulnerable provinces.

2.7 Data collection, management and protection of data

Interested research agencies are expected to provide a clear methodology and data collection plan. We expect the agencies to provide a clear plan for the recruitment of study respondents. We expect respondents to be recruited through random digit dialling (RDD), but also encourage research agencies to propose alternative approaches. BBC Media Action research team is open to suggestions and happy to go with most appropriate and creative approach.

We expect the research agency to provide a detailed data collection plan, field team formation and training, piloting of questionnaire, structure of teams, detail fieldwork plan along with contingency plan in case of disruption during fieldwork. It is also important that the agency explains what software or platform the agency would use for data collection and data management, and what access BBC Media Action would have to the data during collection. To support the process, BBC Media Action will be happy to provide any support needed during data collection, analysis and reporting. We encourage you to specify this (and other deliverables) in the proposal so that we can assess the type of support you will need from us. It is important to note that there is no option for penalising agencies if they ask for technical and Q&A support from us, rather we encourage them to identify these at the initial stage. We request agencies to provide a clear data management and quality assurance (including data cleaning) process and plan in the proposal.

2.8 Implementation plan

We anticipate the data collection will take place during the month of June 2022. Considering this timeline, we would request research agency to provide an implementation plan. The plan should provide

information on the structure and capacity of the core team, qualification and experience of data collection team, overall quality assurance (Q&A) approach, data management and analysis capacity. It is vital that the research agency provides a tentative timeline of implementation.

2.9 Challenges and safety strategy

We understand that conducting research in Afghanistan is challenging due to socio-economic barriers and insecurity. We request research agency to outline their plan and preventive measures to keep their staff safe while working on this project. We also request research agency to outline other challenges they anticipate during different stages of this research study and subsequent mitigation plans.

2.10 Quality assurance

BBC Media Action is committed to undertaking research that is of the highest standard and in line with General Data Protection Regulation (GDPR) requirements and expects the contracted research agency to adhere to the same while dealing with both research data and participants personal data. BBC Media Action expects the agency to clearly state how the quality of the data will be assured and is compliant with GDPR. Therefore, we expect applying agencies to provide clearly defined quality assurance mechanisms before, during and after the data collection. This should include how the agency will monitor the field process through spot checks and back checks additional to those carried out by BBC Media Action staff.

2.11 Ethical consideration and safeguarding

We expect research agencies working with BBC Media Action adhere to a strict code of ethics and endeavour to address major concerns around consent, confidentiality, anonymity, the safeguarding of vulnerable people and the potential impact of the research on both research participants and researchers. The commissioned agency is thus expected to describe how ethical considerations and safeguarding will be dealt with in all courses of actions of the study.

All proposals should include a section describing how the agency plans to meet and adhere to ethical protocols. This requires a full outline of how agencies will adhere to high quality research protocols with regards to the following stages of the survey:

- How informed consent will be gathered during piloting and fieldwork
- How respondents will be assured of their confidentiality and the anonymity of data
- Procedures relating to how data will be transported securely during fieldwork and how it will be

stored both in hard and soft copy in agency offices

- How the agency will ensure that ethical and safeguarding standards are met, particularly when surveying with vulnerable people like internally displaced people due to crisis and insecurity

2.12 Project management

The agency will provide one point of contact, a Principal Researcher/Project Manager, for BBC Media Action, as well as a detailed description of the proposed project management structure and team to include project manager, supervisors, translators, interviewers (clearly detailing gender and languages spoken) and data processing. Please provide CVs of key personnel.

2.13 Key Deliverable

2.13.1 Deliverables from BBC Media Action

- Survey tool in English
- Technical oversight on sampling including sample size calculation
- Support on delivering training to field team
- A codebook to create framework for data entry
- Data cleaning checks during data management
- An analysis plan for descriptive analysis and tables

2.13.2 Deliverables from the agency

- Final questionnaire, pre-tested and translated in Dari and Pashto (including digital interface if it proposes for digital data collection and management)
- Access to the data collection platform/software
- Dataset from first five percent or max 100 interviews in SPSS for preliminary data quality check
- Contingency plan
- Study respondents' recruitment plan
- Regular fieldwork update report [mention frequency in the proposal]
- A cleaned final SPSS dataset for the quantitative surveys
- Tables of descriptive analysis (in Excel) of outcome variables against key demographic variables
- A project completion report containing detail methodology, finally achieved sample with detail breakdown and detail of field operations including challenges faced and limitations during the study

2.14 Information about your organisation

BBC Media Action would be interested to know the legal status of the research agency to operate in Afghanistan, its organisational structure, financial ability and solvency, and safety net for staff such as insurance facilities available for both headquarter and field staffs. Please also provide brief detail of any relevant experience of conducting nationally representative quantitative survey in the past 12-18 months. It will be helpful if the agency includes relevant documents and/or information either in the main proposal or in the annex.

2.15 Financial quotation

We expect a full financial proposal with detail breakdown to show the ration between direct data collection cost and other support and admin cost. The breakdown may also include proposed agency commission and/or service charges.

The payment will be completed in two instalments of the contract price:

1. The first instalment (40%) will be paid as the dataset from first five percent or max 100 interviews in SPSS is approved
2. The second and final instalment (60%) will be paid after submission of final and approved dataset and submission of completion report.
3. VAT/TAX will be deducted as applicable by the law of Afghanistan.

Payment will be made through A/C payee cheque upon submission of Bill/Invoice as per the agreement. BBC Media Action will deduct Income Tax and VAT (and other applicable Tax-if any) at source as per government regulation from the submitted bills.

2.16 Confidentiality

All documents prepared during the assignment will be treated as BBC Media Action's Property. The documents or any part, therefore, cannot be sold, used and reproduced in any manner without prior written approval of BBC Media Action. The contracted agency/firm will submit all original documents, materials and data (hard and soft copy) to BBC Media Action.

Section 3: MINIMUM TERMS AND CONDITIONS

1	Valid Business License and Nature of Business (Only vendors in the business of Research are eligible to bid. Vendors not related to the relevant scope will not be considered)	
2	Validity of Bid Price: Bids must be valid for at least thirty (30) days	
3	The payment will be made through bank transfer to the account. No cash will be paid.	

Section 4: MANDATORY REQUIRED DOCUMENTS

In addition to the requirements related to each research activity, BBC Media Action invites detailed proposals that include:

1. Valid registration or Business License or registration with the respective ministry
2. Supporting documents showing examples of similar research conducted by the agency including qualitative and quantitative research examples
3. Brief CVs of the key person(s) involved in the study
4. Name, telephone & e-mail address of one referee each from two client organisations who are authorised to comment on the quality of research conducted for them.
5. BBC Media Action will conduct a due diligence check with the selected agency before commissioning the work.