



European Union – Support to
Democratic Governance in Nigeria
#OurVoteCountsNG



WESTMINSTER
FOUNDATION FOR
DEMOCRACY



#OurVoteCountsNG

BASELINE SURVEY

TERMS OF REFERENCE

Funded by the European Union

INTRODUCTION AND CONTEXT

Civic and Voter Education(CVE) is a critical component of elections and a strong democracy. However, it cannot and should not be a one-size-fits-all endeavour. Different groups of citizens, such as women and youth, have varied and diverse attitudes, experiences and challenges to overcome when it comes to political and electoral participation. A deliberate and strategic civic and voter education targeted at women is necessary to translate the high number of eligible women voters into actual participation, particularly, well-informed participation. It has been noted that Nigerian women are 1.16 times less likely to turn out as voters than men because of low political trust, low political interest, as well as, other social-economic factors. Specifically, fear of violence, rigging, money politics, ignorance, cultural and religious barriers, corruption, and low political socialization, among other concerns have been cited as hurdles to political participation.

In the case of the youth, discussions by young people in Nigeria on social media shows that youth generally have a good understanding of politics in the country. However, while youth are active on social media, their level of activism in-terms of real engagement with the political process is evolving. It has been reported that youths are engaged by politicians and political parties, more for their physical endowment than their intellectual attributes. They are often used as foot soldiers by politicians for protection, thuggery, and ballot box snatching, intimidation of opposition candidates and parties

To address these issues around electoral participation among women and youth, **Westminster Foundation for Democracy (WFD)** in partnership with the **Nigerian Women's Trust Fund (NWTF)** designed an intervention to use targeted, peer-to-peer civic and voter education to encourage women and youth to participate in the electoral process in a meaningful way. The messages and means of communication will be adapted to fit the unique cultural situation or address the actual participatory barriers the beneficiaries are facing.

PROJECT OVERVIEW

WFD's engagement in Nigeria is aimed at supporting sustainable democratic growth through inclusive citizen participation and strengthened institutions capable of accountable governance. WFD is a non-departmental public body sponsored by the Foreign and Commonwealth Office (FCO) in UK. Established in 1992, WFD provides expertise in developing parliaments, political party structures and civil society organisations- the key institutions that make up a functioning democracy. WFD also contribute to enhancing the credibility of electoral processes. WFD's partner, the Nigerian Women's Trust Fund (NWTF) was created in 2011 to increase the representation of women in Nigerian governance at all levels and address the growing concerns about the gender imbalance in elective and appointive positions.

#OurVoteCountsNG is a three-year project funded by the European Union –Support to Democratic Governance in Nigeria (EU-SDGN) implemented by Westminster Foundation for Democracy (WFD) in partnership with the Nigerian Women Trust Fund (NWTF). The overall goal of this project is to increase participation of women and in the electoral process in Nigeria. This project intends to engage women and youth with members of their own group, developing their interest in the electoral process and enhance their commitment to a representative and inclusive democracy, thereby setting the foundations for responsible, participatory and engaged citizens. The project will be implemented in the FCT, Imo and Osun states.

The objective of the project is to increase awareness of citizens from traditionally underrepresented groups, specifically, women and youth, by enhancing their capacity to engage in Nigeria's electoral process.

This project has three expected results:

- ER 1. Youth Corps members are knowledgeable about the electoral process and able to engage youths, PWDs, and other vulnerable groups.
- ER 2. The Women's Network has enhanced skills to engage in women-to-women civic and voter education training in marginalized communities.
- ER 3. Media outlets disseminate targeted messages to educate women and youth on political participation.

PURPOSE OF BASELINE

According to the Food and Agricultural Organization (2013) a baseline survey is “a descriptive cross-sectional survey that mostly provides quantitative information on the status of a particular situation – on whatever study topic – in a given population. It aims at quantifying the distribution of certain variables in a study population at one point in time. ([FAO, 2013](#))

The baseline will provide a reference to which impact on the target community can be assessed, and assist #OurVoteCountsNG programme in attributing change in the target population to the project.

BASELINE OBJECTIVES

To establish benchmarks for the #OurVoteCountsNG Project in the FCT, Imo and Osun States, using desk research and other research instruments, we will require information on the following:

I. Quantitative Measurements

1. Level of voter registration of women in 2011 and 2015 (it will be useful to get this data disseminated by age);
2. Level of voter turnout for women in 2011 and 2015;
3. Level of voter registration for young people (18-35) in 2011 and 2015;
4. Level of voter turnout for young people in 2011 and 2015;
5. Level of voter apathy or disengagement in 2011 and 2015, and
6. Provide forecast measurements for 2019 in terms of:
 - a. Number of INEC i) voter education and ii) voter mobilization messages targeting women, youth and other under-represented groups, including level of financial spend on these messages and frequency of appearance (e.g., how many billboards, radio messages, social media posts, etc.; also, this data will be broken down by women and youth);
 - b. Any evidence of a causal link between INEC messages and voter turnout among targeted groups;
 - c. Any evidence of a causal link between INEC mobilization of National Youth Service Corps and women's groups and voter turnout among targeted groups;
 - d. Quantitative measurements (if they exist) of which factors or issues are currently serving as motivators for women and young people to vote;

II. Qualitative Measurements (to be collected through stakeholder interviews as primary research)

1. Extent to which the current local political and social environment is conducive to voter education and voter mobilization;
2. Quality and effectiveness of outreach to first-time voters by INEC and political parties;

3. Quality and effectiveness of political party outreach to women voters in 2011 and 2015
4. Quality and effectiveness of political party outreach to young people in 2011 and 2015
5. Extent to which the Nigerian Youth Policy served/serves as a motivator for young people to vote
6. Qualitative assessment of which factors are currently serving as motivators for women and young people to vote

III. Recommendations

1. Based on your analysis of these measurements, please provide recommendations on how the programme should progress going forward to maximise impact, effectiveness and value for money.

SCOPE OF STUDY

The scope of study is the 2011 and 2015 general elections in the target states of FCT, Imo and Osun which cover the two most recent electoral cycles in Nigeria. Data collated from the 2 electoral cycles (cumulatively resulting to 7 years) will be sufficient to provide a baseline assessment for civic and voters education associated to women and youth in the 2019 general elections in the target states. The researcher will visit and discuss with stakeholders in the FCT, Imo and Osun states such as officials of Independent Electoral Commission (INEC) and State Independent Electoral Commission (SIEC), officials of National Youth Service Corps (NYSC) at the national and State levels, NYSC Corps members, the media, women political aspirants, young political aspirants, women and youth caucuses, youth groups, community members, political parties, WFD and NWTF staff among others. A total of 10 calendar days will constitute the baseline period.

METHODOLOGY

The baseline survey will be conducted by an external consultant who will lead the study team and will work under the supervision and support of Westminster Foundation for Democracy (WFD) in partnership with the Nigerian Women Trust Fund (NWTF). The consultant is expected to come up with a detailed methodology for conducting the survey, taking into consideration the local context. The consultant will develop appropriate tools and will also propose an appropriate sampling methodology and size that is statistically valid and cost effective. The sample size and proposed tools will be discussed and approved by the WFD team before the commencement of the survey. The study should employ both quantitative and qualitative methods.

DELIVERABLES

Preparation of proposal (including survey questions and work plan) Design methodology for the baseline survey.

1. A clear and concise well-written baseline report (not more than 50 pages) containing lists and tables, facts and figures.
2. Power-point presentation of not more than 15 slides to summarise the findings of the survey.
3. Presentation at a workshop with WFD and its partners on the findings of the baseline.
4. The report should be written clearly and without jargon in English to a standard suitable for publication. It should include an executive summary of up to 4 pages and be no more than **50 pages** in length (Windows Arial font 11) (excluding annexes). The structure of the report should reflect order and clustering of the questions specified in the ToRs. Methodology should be set out clearly, as should analysis, findings, lessons and recommendations.

For the key deliverable:

- a. The Consultant(s) will hold an interim meeting with WFD (Country Representative, Programme Coordinator, NWTF CEO, Programme Coordinator) during the process of compiling the final report
- b. The Consultant(s) will be required to provide a verbal briefing to WFD before their departure to the states highlighting preliminary findings and obtaining feedback for the full report.
- c. The Consultant(s) will be required to check information with WFD staff to ensure that no sensitive information which could put partners at risk is inadvertently published.
- d. The Consultant(s) will be asked to revise the report to take into consideration questions and feedback from WFD.
- e. A full and complete draft is required to be circulated by WFD before the final version is due – two weeks ahead of the deadline for the validation.

OUTLINE OF THE BASELINE REPORT

The baseline report will contain the different elements mentioned below (but not limited to):

- i. Cover page
- ii. Table of contents
- iii. An executive summary that can be used as a document in its own right. It should include the major findings of the baseline and summarise conclusions and recommendations.
- iv. The objectives of the baseline
- v. A justification of the methods and techniques used (including relevant underlying values and assumptions, theories) with a justification of the selections made (of persons interviewed).
- vi. Eventual limitations of the survey.
- vii. A presentation of the findings and the analysis thereof (including unexpected, relevant findings). All specific objectives outlined above should be addressed, paying attention to persons with disabilities.
- viii. Conclusions, which will analyse the various research questions. Conclusions have to be derived from findings and analysis.
- ix. Recommendations should be clearly related to conclusions but presented separately. Recommendations should be practical and if necessary divided up for various actors or stakeholders.

Report appendices that include:

- a. Terms of Reference.
- b. The technique used for data collection (including the people interviewed);
- c. The list of questions used or 'interview guide' or topic list (also for possible group discussions).
- d. Concepts and list of abbreviations.
- e. List of documents and bibliography.
- f. Composition of baseline team

BASELINE DURATION AND REPORTING

A total of ten calendar days will constitute the baseline period; an estimated three days to prepare relevant tools and review documentation, four days for data collection, three days for

compiling the information gathered, analyse, draft and complete the baseline report. The consultant will arrange for a feedback meeting to share a draft of the baseline report with the programme staff. A final report will then be provided after including the comments.

RESPONSIBILITIES AND DUTY OF CARE

The Consultant(s) are expected to use their own computer and office space in the FCT Nigeria but would expect WFD to provide some support on state visits; including facilitating contact with stakeholders and providing useful documents.

The Supplier will be responsible for the safety and well-being of their and Third Parties affected by their activities under this contract, including appropriate security arrangements. They will also be responsible for the provision of suitable security arrangements for their domestic and business property.

The Supplier is responsible for ensuring appropriate safety and security briefings for all of their Personnel working under this contract and ensuring that their Personnel register and receive briefing as outlined above. Travel advice is also available on the FCO website and the Supplier must ensure they (and their personnel) are up to date with the latest position. (Please see <https://www.gov.uk/foreign-travel-advice/nigeria>)

PROFILE OF CONSULTANT

The consultant should have the following qualifications/expertise:

Essential

- a) Post graduate degree in political science, economics, business, law, or others as may be relevant (Essential)
- b) 10 years' experience of carrying out programme baselines and research (Essential)
- c) 10 years' experience and knowledge of governance, human rights, gender and participatory development programmes. (Essential)
- d) Knowledge of country context (Essential)
- e) Experience of working with local communities and non---governmental organisations. (Essential)
- f) Demonstrated track record in results-based monitoring and evaluation, and mixed methods, participatory and theory-based research/evaluation
- g) Experience in the design and use of participatory methods for assessment and evaluation. (Essential) Astute political judgement and strong relationship management skills
- h) Excellent writing, editing, attention to detail and organisational skills (Essential)
- i) Fluency in English. (Essential)

Desirable

- a) Relevant experience in FCT, Imo, Osun states

BASELINE FEES AND MODALITIES OF REMUNERATION

The consultant and WFD will agree on the remuneration rate per day. Charges related to taxes, mission allowances for fieldwork and secretarial fees are to be borne by the consultant. As part of this negotiation process, the consultant should propose the fees s/he wishes to charge noting that WFD will cover the transportation costs to and from the field assignments, and accommodation during the field work.

Remuneration will be calculated on basis of days specified in the TOR/contract. The consultant hired for the execution of this work will be advanced flight fees (where necessary), Perdiem and local transport. Consultancy fee will be paid after liquidation of the advance and delivery, presentation and approval of the final report. (1 hard copy and a soft copy on a flash disc)

TO APPLY

Technical and Financial Offers addressed to the Country Representative and should be received no later than **6th June 2018**.

Address for email submission: adebowale.olorunmola@wfd.org and sola.folayan@wfd.org

The Offer should contain:

- a) A letter of interest addressed to the Country Representative
- b) A Technical offer showing the interpretation of the ToR and indicating a detailed proposed methodology for the work demanded
- c) A CV of the consultant or consultancy firm showing previous relevant experience
- d) A detailed financial offer (expressed in euros indicating the cost required for undertaking of the work required)
- e) Email submissions should include: 'Expression of Interest to Conduct Baseline Survey- Nigeria' in the subject box.