

TERMS OF REFERENCE (TOR) FOR INSTITUTIONAL CONTRACTORS

International Institutional Consultancy for conducting national behavioural insights research and KAP surveys related to threats to social cohesion and decreased institutional trust.

1. Introduction

This Terms of Reference (ToR) is for the development and implementation of two knowledge, attitude, and practice (KAP) surveys, on topics related to social cohesion, gender equality, meaningful civic engagement, youth political participation, inclusive dialogue, hate speech, disinformation, divisive narratives, violence and trust in institutions in Montenegro, supplemented by development and implementation of a qualitative, behavioural insights (BI) research, an interdisciplinary approach that draws on methods from behavioural economics, psychology, anthropology, and other fields, related to the same topics.

First KAP is expected to establish a baseline, while the second one is expected to help project implementation team evaluate the impact of awareness raising campaign, program interventions and behaviour change interventions designed based on the findings of the baseline research. Together with BI qualitative research, both activities are expected to serve as a basis for designing national policies, awareness raising, and behaviour change interventions based on a more realistic model of human behaviour to encourage people to make better choices for themselves and the society.

The ToR describes the context, the expected results, the assignment specifications, expected deliverables, timelines, and payment schedules. It also describes the expected reporting requirements, location of the assignment and duration. At the same time specifications of the professional requirements and explanation on how the bidders will be qualified are included.

2. Background and Context

Montenegro, although being the smallest population in the Western Balkans, and despite the classification as a very high human development country, is experiencing issues related to trust in institutions, gender equality, and social cohesion, that are influencing country's pace of progress, sustainable prosperity, and stability.

As an EU candidate country for more than a decade, Montenegro has opened all EU negotiation chapters and provisionally closed three, with the rule of law being one of the most challenging. At the same time, country has adopted the 2030 Agenda for Sustainable Development, which has strong synergies with the EU accession process through the National Strategy for Sustainable Development (2016-2030), but the progress in achieving SDGs and closing remaining negotiating chapters has been slowed with many population and disadvantaged groups that are yet to benefit from sustainable development on an equal footing with the others.

Some factors have already been identified as obstacles and challenges not just for social cohesion but also for further progression and sustainable prosperity of Montenegro and its citizens. Some of them include, but are not limited to concentration of power, perception of public administration as politicized, vulnerability of judiciary and prosecution systems, selective application of the law, marginalization, discrimination, exclusion, negative attitudes, prejudice, hate speech, divisive narrative, normalization of violence and other adverse and divisive behaviours – all leading to the decline of trust in institutions and negatively impacting the state of social cohesion especially among adolescents, children and youth.

Political and community dialogue to address these key challenges the country faces is limited. The public participation of citizens at the national and local levels is guaranteed in law but mostly practiced through NGOs. Children, adolescents, and youth are largely not perceived as holders of rights with the potential to equally participate in public processes and reforms. Only a few young people and even less children and youth-oriented institutions and organizations try to influence government decisions while on the other hand, institutions consider youth as passive. In general, situation may be worsening in the atmosphere of existing global polarization and exposure of children and youth to divisive narratives and hate speech in media, public, and political life. New generations of children and youth grow up in an environment which highlights peer violence and inequality as the two biggest issues they face daily.

In order to address all these burning issues for Montenegrin society UNDP, UNESCO and UNICEF, in partnership with Government of Montenegro, NGOs, Academia, and representatives of various beneficiaries, have developed a project “Enhancing citizens’ trust in institutions and building resilient communities”, supported through UN’s Peace building Fund (PBF), that aims to transform the potentially negative effects of lack of trust and the existence of divisive narratives and hate speech, gender-based and violence against and among children and youth, into favourable outcomes – engaging the community in dialogue, contributing to building a shared vision of common good, increased inter-community and institutional public trust and greater community resilience to divisions, hate speech and violence. At the same time, the project aims at strengthening institutions by supporting them to be more responsive to the results of the inclusive dialogues, reflecting communities’ shared demands and in participatory manner, to adopt and enforce inclusive, gender responsive, rights based, people and child-centred social cohesion policies.

3. Objectives, Purpose & Expected Results

UNICEF Montenegro Office is looking for a company/institution to conceptualize and support implementation of KAP surveys accompanied by behavioural insights qualitative research. Vendor is expected to analyse the data and formulate actionable country specific recommendations based on findings and behavioural insights related to key drivers, barriers and enablers and behavioural patterns, that need to be addressed by program design related to improvement of social cohesion, public trust and countering divisive narratives, hate speech and violence in Montenegro.

The purpose of this institutional assignment is to:

- Conduct 2 nationally representative KAP surveys, with potential oversampling in five Montenegrin municipalities that are of special project focus, and qualitative behavioural insights research. It is expected that KAPs and BI research are conducted among Montenegrin citizens aged 14+ along with data analysis and report production in Montenegrin and English on topics related to social cohesion, trust in institutions, gender equality, meaningful civic engagement, solidarity, inclusive dialogue, youth political participation, disinformation, hate speech, divisive narratives and normalization of violence.
- Conduct qualitative behavioural insights research that will identify drivers/factors influencing social cohesion, public trust and divisive narratives. The vendor will develop a methodological framework presenting a detailed research methodology, the theoretical /behavioural models to identify the behavioural drivers at individual, community and higher levels, data collection tools, and a proposed sampling methodology.

KAP Surveys and BI research will ensure that project interventions are guided by current evidence and data for efficiency and effectiveness in achieving project objectives and results in the following outcomes:

1. Diverse social groups in targeted communities are empowered and actively engage in dialogue to contribute to building shared vision of common good, public trust, respect for diversity and resilience to hate speech, divisive narratives, and violence.
2. Based on participatory dialogue, national and local institutions adopt inclusive, gender-responsive, rights based, people and child-centred policies and strengthen oversight to enable consensus on shared vision of common good and enhancement of trust leading to enhanced vertical and horizontal social cohesion.

Special attention should be paid to the various audiences, hard to reach and mobile populations, socially excluded and their decision-making process. Additional note on KAPs in Peace building Projects is available from the following link: <https://www.un.org/peacebuilding/content/pbf-guidance-note-perception-surveys-and-community-based-monitoring>

The KAPs will focus on the various knowledge, disposition to and levels of practice of behaviours required to achieve the project results in the defined outcomes. Specifically, the KAP studies should investigate and provide information on the following major issues (list is not exhaustive and will be agreed in detail with selected consultancy company):

1. Current social norms, social capital and social accountability related to community dialogue, common good, solidarity, public trust, respect for diversity and resilience to hate speech, divisive narratives and violence.
2. Youth political participation
3. Disinformation.
4. Leadership and influencers establishing and supporting attitudes, practices and social values
5. Conflict resolution mechanisms
6. Social cohesion
7. Gender equality
8. Interpersonal trust and trust in meaningfulness of participation in dialogue platforms
9. Child, adolescent and youth perception as holders of rights and opportunities for participation in community engagement and policy dialogue
10. Level of respect for diversity
11. Self-perception and self-evaluation related to community engagement and common good
12. Ability to recognize hate speech, gender based hate speech, divisive narratives, violence against and among children, adolescents and youth and sexism
13. Level of trust in institutions
14. Sources of information
15. Other according to the needs, context and as defined jointly between the vendor and UNICEF.

4. Description of the Assignment

In collaboration with UNICEF, selected consulting agency will develop the research design for carrying out the KAP studies and qualitative behavioural insights research on the listed issues among Montenegrin citizens older than 14 years of age, securing adequate representation of youth / adolescents and women. The locations for the KAP study is national level (whole of Montenegro).

Key assignments are highlighted below:

1. Review existing literature and international research on social cohesion, youth political participation, hate speech, disinformation, social norms, aversive narratives, violent and harmful behaviours, and trust in institutions and develop conceptual framework for the KAPs and qualitative behavioural

insights research in Montenegro. The review should also include existing national documents, research, and strategies of relevance.

2. Develop research design and methodology including research instruments and protocols, with a detailed activity plan for carrying out the KAP and BI studies that will be negotiated and approved by UNICEF.
3. Under supervision and with support from UNICEF SBC officer, prepare submission of research methodology and instruments for ethical review to independent review body.
4. Perform data analysis of data gathered through assignment 2.
5. Conduct training on the protocols and ethical frameworks for the study for field researchers.
6. Provide quality control and monitoring of data collection field work.
7. Lead the validation of the findings from the study to ensure accuracy, acceptance, and ownership at community / municipal and national levels.
8. Submit an analytical report on the KAP studies with evidence-based recommendations.
9. Perform BI data analysis and develop recommendations – the vendor will analyse all BI data collected and identify behaviourally informed strategies that will effectively change the identified behaviours that are at the root of the stated problems. Special attention should be paid to the various audiences, hard to reach and mobile populations, socially excluded ones, and their decision-making process.

During the assignment, consulting agency will work with the UNICEF SBC officer and Communications officer for the overall conduct of the KAP surveys and qualitative BI research.

A detailed work plan with time frame will be developed by the consulting agency and agreed with UNICEF.

The proposed methodology and design should cover the following items (non-exhaustive list):

Sample definition and sample frame:

1. National representative survey respondents of Montenegrin citizens older than 14 years, selected across all three regions thus securing national and regional representativeness and comparison of data and the results, with potential oversampling in 5 municipalities and among the youngest.
2. Qualitative BI research should include representatives of minorities, vulnerable groups, different age, and gender groups.

Questionnaire/ survey instrument: The questionnaires should be jointly developed by the UNICEF office, and contracted consulting agency covering the areas defined in the Objectives, Purpose & Expected Results section of this ToR.

Analyses: Data will be presented with tables including disaggregation based on gender, age, rural and urban areas, level of education, socio-economic status, and other variables of interest to UNICEF, including disability status and ethnical background if possible and applicable.

Ethical considerations: Given the age of the target population for the survey, and the sensitive topics covered, UNICEF recognizes the importance of ensuring that the data is collected in a manner that reduces the risk of harm to participants. There are several ethical and safeguarding considerations that should be in place to ensure that the survey process conforms to international codes of ethics. The consultant agency is required to clearly identify any potential ethical issue, as well as the processes for ethical review and oversight of the research/data collection process in their proposal. UNICEF Procedure for Ethical Standards in Research, Evaluation, Data Collection and Analysis can be found at:

https://www.unicef.org/supply/files/ATTACHMENT_IV-UNICEF_Procedure_for_Ethical_Standards.PDF and should be consistently applied throughout the research process. The procedure contains the minimum standards and required procedures for research, evaluation and data collection and analysis undertaken or commissioned by UNICEF (including activities undertaken by individual and institutional contractors, and partners) involving human subjects or the analysis of sensitive secondary data.

Expected activities include:

- Finalization of the research methodology and design – agreement on the details regarding the questionnaires for the quantitative research
- Submission of final questionnaires in English and Montenegrin
- Data collection
- Data analysis
- Making a technical report along with a PowerPoint presentation in English and Montenegrin – The report should include disaggregated data according to age, gender, socio-economic status, geographical area, and other variables of interest to UNICEF as well as actionable country and municipality specific recommendations to improve communicational campaign and implementation of the activities of overall project in reaching expected project outcomes.
- Submitting technical reports and data sets to UNICEF
- Production of report brief that will be used for advocacy and visibility purposes.

5. Deliverables, timelines, and payment schedule

Deliverables	Timeline	Schedule of Payment
1. KAP research design, methodology and tools (questionnaire) developed and presented to UNICEF..	One month upon signing the contract: September 1 st 2024	The payments will be made upon successful completion of the deliverables and submission of invoices. First instalment: Upon satisfactory delivery of the first two deliverables: 30%
2. Detailed final research methodology and data collection tools for BI research.		
3. First KAP data collection and analysis	October 30 th 2024	Second instalment: Upon satisfactory delivery of the results of the first KAP and BI research: 50%
4. Report and a power point presentation in English and Montenegrin on the results of the first KAP		
5. Data collection and analysis report including submission of raw data sets on BI research	November 30 th 2024	
6. Drafted final report and PPT presentation following data cleaning and analysis of BI research		
7. Second KAP data collection and analysis	August 15 th 2025	Third instalment: Upon satisfactory delivery of the second KAP: 20%
8. Report and a power point presentation in English and Montenegrin on the results of the second KAP		

6. Travel

Local travel is expected and should be stated in the financial proposal as a standalone budget line and activity.

7. Management and Organisation

The consultant organization will be supervised by the UNICEF Social and Behaviour Change officer.

The evaluation of the contractor(s)' performance will be based on:

- Quality of produced outputs
- Compliance with established timelines
- Compliance with UNICEF ethical standards related to reporting on children
- Responsibility and communication

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines.

Duration: 13 months (August 1st, 2024. – August 30th, 2025).

8. Qualification Requirements

The assignment is expected to be undertaken by an institution/company to produce the expected results. The potential contractors are expected to submit a proposal/expression of interests based on these Terms of Reference.

The institution must have full capacity to carry out data collection and analysis activities in Montenegro, and extensive experience in research on issues pertaining to public awareness, opinion pools, social data gathering, and big data analysis .

Specific requirements are:

- Strong track record in conducting perception surveys, and producing public awareness/opinion research and reports.
- Demonstrated capacity to communicate research findings to diverse audiences.
- Previous work with UNICEF and other UN and development agencies in a similar area is desirable.

9. Application procedure

The potential contractors are expected to submit a proposal (Technical and Financial) based on these Terms of Reference.

The proposal should consist of:

✓ **Technical Proposal including:**

- a) Portfolio of the organization/institution/agency with examples of previous work on similar projects and clients in the last 5 years, which should include:
 - Title/Designation of each team member on the project and their CVs
 - Experience in working on similar project and assignment especially related to conducting surveys among children and youth – List all similar projects they worked on and their roles on those projects
 - Project implementation and work plan showing the detailed sequence and timeline for each activity and days necessary for each proposed team member
 - Quality assurance mechanism and risk mitigation measures put in place
- b) Detailed description of the methodology and technical approach
- c) Tentative work plan with number of days, timeframe and deadlines for deliverables
- d) Evidence about the two to three similar assignments containing the following information:
 - Name of Client
 - Title of the Project
 - Year and duration of the project
 - Scope of the Projects/Requirements
 - Proposed Solutions and Outcome – include visuals, web-links, etc.
 - Team members on each of the project and their specific roles

- Project timelines (start and end date year, and any other information necessary)
- Reference /Contact person details

✓ **Financial Proposal (Budget) including:**

- Price for respective deliverables as defined in this ToR based on proposed sampling size and frame

The financial proposal shall indicate budget estimated in EUR.

10. Evaluation

Each proposal will be evaluated against a weight allocation of 70 for the technical proposal and 30 for the financial proposal. The total maximum obtainable points is 100.

1) Technical components (total of 70 points)

ITEM	TECHNICAL EVALUATION CRITERIA	MAX OBTAINABLE POINTS
1	Overall Response	
1.1	• <i>Completeness of response</i>	3
1.2	• <i>Overall concord between TOR/needs and proposal</i>	5
2	Company and Key Personnel	
2.1	• <i>Range and depth of organizational experience with similar projects</i>	8
2.2	• <i>Samples of previous work, number of customers, size of projects</i>	5
2.3	• <i>Key personnel: relevant experience and qualifications of the proposed team for the assignment</i>	12
2.4	• <i>Company policy on Child labor, Safeguarding and Prevention of Sexual Exploitation and Abuse (articulate policies for the protection & safeguarding of children and prevention of PSEA)</i>	3
2.5	• <i>Gender component: At least 1 female in the management structure or ownership of the company</i>	2
2.6	• <i>Workplace policies on disabilities</i>	2
3	Proposed Methodology and Approach	
3.1	• <i>Workplan</i>	5
3.2	• <i>Methodology</i>	20
3.3	• <i>Project management, monitoring and quality assurance process</i>	5
TOTAL TECHNICAL SCORE		70

Minimum technical score: 70% of 70 points = 49 points

2) Financial component (total of 30 points)¹

¹ Financial offer will be reviewed only if Technical proposal meets minimum required quality standards.

- Technical proposal evaluation. Proposals passing the minimum technical pass score (49 points-70% of the maximum points obtainable for technical proposal) will continue into the Financial proposal evaluation.
- Financial proposal evaluation. The lowest price proposal will be awarded the full score assigned to the commercial proposal.
- Recommendation. The recommendation for award of contract will be based on best combination of technical and financial score.
- Final award and contracts. Based on verified nominations and final scores, contract negotiations could be initiated with one or more successful Proposers.
- The UNICEF evaluation team will select the Proposal which is of high quality, clear and meets the stated requirements and offers the best combination of technical and financial score.