

## **Sauti za Wananchi (SzW) baseline/formative study in Kenya.**

### **Terms of Reference**

#### **1. Background**

[Twaweza](#), works on enabling children to learn, citizens to exercise agency and governments to be more open and responsive in Tanzania, Kenya and Uganda. At Twaweza, we undertake effective public and policy engagement, through powerful media partnerships and global leadership of initiatives such as the Open Government Partnership. Partly, our approach is working with various channels through which citizens can access information so as to play their part in the development process but also to enable them to hold governments to account.

In 2015, Twaweza EA is about to launch in Kenya, Sauti za Wananchi (SzW) - an independent, rigorous and regular poll that will provide regular citizen feedback on critical emerging issues in Kenya. This poll will be geared towards the attention of policy makers and duty bearers. Twaweza hopes that the rigorous and high frequency nature of SzW will provide a powerful new way for citizens to inspire public imagination and to take precedence in the policy decisions of Kenya. In addition to monthly reports, Twaweza aims to make the full dataset available online for researchers to conduct their own analyses unlike existing polls which are commercial and often come with restricted access.

While Kenya is credited as being one of the first countries in Africa where opinion polling has become an established part of the political process, polls have been said to be used and misused in equal measure according to analysts. Many opinion shapers and decision makers have often cast doubt on the conduct of polls in Kenya saying most are subjective and used to advance various interests. Additionally, there is very little understanding if at all opinion poll results have any influence on public dialogue, policy and decision making, governance decision making and actions.

We are therefore seeking to engage a consultant to help gather information that will improve our understanding of the opinion polling market, the current perceptions and practices. This will be a short term assignment spread across one and a half month. This is meant as the first wave that will help generate measures that will be tracked through follow up rounds.

#### **2. Scope of work**

##### **2.1 Purpose and objective**

The main objective of this assignment is to carry out a comprehensive analysis of the Kenyan opinion polling market and the potential of Sauti Za Wananchi as a platform for regular citizen feedback on critical emerging issues in Kenya.

Specifically the study will aim to;

- Map out the key players, information and knowledge brokers and intermediaries that are critical in influencing the use of opinion poll data in decision making.
- To explore the perceptions and views of opinion makers, data intermediaries and policy makers on citizens' opinion polls.
- The main objective of this study is to increase understanding about the current practices, beliefs, barriers, and facilitators to the use of opinion polls data in governance, policy and decision making. It will particularly seek;



- To examine how much policy makers, duty bearers and other intermediaries currently pay attention to public polls in their planning, decisions and actions on issues of national importance.
- To examine whether there exist any policies, guidelines and procedures especially within government (National and County) that seek to mainstream opinion polls into decision making.
- To assess the extent to which opinion polls contribute to public dialogue, policy and decision making in Kenya currently.
- To identify key barriers and facilitators to the uptake of opinion polls into decision making, public service delivery and governance decisions and actions.
- To explore ways through which SzW can be used to influence decision making and government responsiveness, policy making and service delivery.

The study is designed to be qualitative in nature employing careful and appropriate use of Focus Group Discussions and In Depth Interviews with policy makers, data intermediaries especially media and other relevant actors in governance, public policy, academia and civil society. Twaweza shall work closely with the consultant to review and approve the study design, approaches, tools and sampling criteria.

## **2.2 Key activities and outputs**

The study is expected to proceed in two main steps;

- I. Stakeholder mapping for SzW will be done to identify the critical actors and intermediaries that may have a potential strong influence on data for governance and policy making. This will include mainly (but is not limited to) a desk review of any existing literature and policies.
- II. Interviews with the key identified actors will be carried out to help understand the opinion polling market, current perceptions and practices.

The consultant will be expected to do the following; The consultant will undertake a qualitative research to address the above mentioned objectives. More specifically, the consultant is expected to undertake the following tasks:

- I. Conduct an extensive literature review about the Kenyan polling market and the place of public polls in the policy and public discourse.
- II. Map out the key players, information and knowledge brokers and intermediaries that are critical in influencing the use of opinion poll data in decision making.
- III. Work with Twaweza LME to refine the design of the study, develop and refine the instruments to be used for data collection.
- IV. Design the methodology of the study, including formulating research questions, methods, data collection tools, sampling processes, ethical guidelines.
- V. Provide a comprehensive report, and the respective data summaries, lists of respondents, transcripts, photos and any other relevant annexes.
- VI. Carry out data analysis, report writing and dissemination of the results to Twaweza in a dissemination event.
- VII. Based on the report, help in drafting a communication brief as per the format provided by Twaweza.
- VIII. Conduct any other tasks as will be agreed at contracting.

### 2.3 Time frame and cost

Output	Time
Submission of proposal(s)	By October 16, 2015
Review of proposal and contracting	By October 23, 2015
Data collection	By November 13, 2015
Submission and review of 1 <sup>st</sup> draft report;	By November 20, 2015
Incorporating of the SzW poll results into the qualitative report	By November 23, 2015
Review and incorporation of Twaweza feedback – submission of final draft	By November 27, 2015
Communication brief	By December 04, 2015

### 2.4 Cost/budget

The consultant shall propose a cost for the assignment based on key factors like number of working days for the assignment, market rates and any other relevant expenses.

### 3.0 Request for Proposals

We are seeking the services of an individual consultant or firm with proven relevant experience in similar projects/research, excellent knowledge of the Kenyan opinion polling market, governance landscape, public policy analysis and the ability to secure high profile interviews will be an added advantage. Preferably with a relevant Master's Degree. Interested persons should submit a proposal (not exceeding 10 pages) indicating clearly their understanding of the assignment, proposed methodology and approach, a cost-effective budget and a curriculum Vitae showing experience with similar work.

Complete proposals, with expression of interest, should be submitted by e-mail to: [jobs@twaweza.org](mailto:jobs@twaweza.org) and cc [sotieno@twaweza.org](mailto:sotieno@twaweza.org) so as to reach not later than Friday October 16, 2015.