

Terms of Reference for a Consultancy with Twaweza

Task: Conducting formative study for Sauti za Wananchi (SzW) poll in Uganda.

Timing: 27 March – 12 May 2017

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 2017, Twaweza EA is planning to launch in Uganda, Sauti za Wananchi (SzW) - an independent, rigorous and regular poll that will provide regular citizen feedback on critical emerging issues in Uganda. 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 Uganda. 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.

There is very little understanding of the Ugandan opinion polling landscape. Further, not so much is known on whether 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 assignments is to carry out a comprehensive analysis of the Ugandan opinion polling market and the potential of Sauti Za Wananchi as a platform for regular citizen feedback on critical emerging issues in Uganda.

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.
- Explore the perceptions and views of opinion makers, data intermediaries and policy makers on citizens' opinion polls.
- Examine the current practices, beliefs, barriers, and facilitators to the use of opinion polls data in governance, policy and decision making. It will particularly seek;

- 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.
- Examine whether there exists any policies, guidelines and procedures especially within government (National and District) 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 Uganda 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.
- Conduct media coverage content analysis and quality assessment on selected media items and topics to help in understanding of how some critical issues are covered currently.

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, international development 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 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. Design the methodology of the study, including formulating research questions, methods, data collection tools, sampling processes, ethical guidelines.
- II. Conduct an extensive literature review about the Ugandan polling market and the place of public polls in the policy and public discourse.
- III. 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.
- IV. Work with Twaweza LME to refine the design of the study, develop and refine the instruments to be used for data collection.
- 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

The assignment is expected to run from **27th March, 2017 to 12th May, 2017**. The following are the key timelines and expected outputs;

Output	Time
Submission of proposal(s)	By Mar 22, 2017
Review of proposal and contracting	By Mar 31, 2017
Data collection	By Apr 3, 2017
Submission of draft report for review	By Apr 28, 2017
Review and incorporation of Twaweza feedback – submission of final report	By May 5, 2017
Incorporating the media coverage assessment findings into the report.	By May 10, 2017
Submission of all the annexes and exhibits and presentation in a learning session	By May 12, 2017

2.4 Specific Outputs and Deliverables

The Consultant shall be responsible for the following:

- a. Development of design and tools: Includes methodology of the study, research questions, data collection tools, sampling processes, ethical guidelines.
- b. Conduct an extensive literature review about the Ugandan polling market and the place of public polls in the policy and public discourse. Conduct face to face interviews, observations and data analysis in response to the objectives and research questions as appropriate.
- c. Conduct an assessment of the media coverage of selected themes and incorporate the findings including Twaweza data on media coverage trends.
- d. Submit raw data (field notes, transcripts, and list of the respondents interviewed and any other exhibits) from the field work.
- e. Submit succinct final report clearly documenting the key findings, conclusions and recommendations and a Communication brief based on the report.

2.5 Twaweza's Responsibilities

Twaweza shall be responsible for the following:

- a. Provide Contracting Party necessary documents and materials necessary for carrying out the tasks.
- b. Review study design proposal and data collection tools and provide feedback and comments.
- c. Pay the Contracting Party all fieldwork costs (travel, logistics, communication and any relevant data collection expenses) upon signing of the contract.
- d. Review and provide input for final report outputs.

Qualified and Interested consultants (Uganda Nationals only) should submit brief proposals (5pages max) by e-mail to: jobs@twaweza.org and copy sotieno@twaweza.org so as to reach not later than Wednesday March 22, 2017.