

Terms of Reference (ToR) for the 2017 End-Line Survey on Citizens' Perceptions of Peace and Statebuilding Initiatives in Somalia

1. Background

In February 2007, the United Nations Security Council Resolution 1744 authorized the deployment of African Union Mission in Somalia (AMISOM). This force is mandated to conduct peace support operations in Somalia to stabilize the situation in the country in order to create viable conditions for humanitarian assistance. AMISOM's work falls within five (5) geographic sectors in Somalia, and is divided into the following thematic areas: military, police, humanitarian work, civilian and maritime.

Working closely with AMISOM is the United Nations Assistance Mission in Somalia (UNSOM), which was established in May 2013 by the United Security Council, with a core mandate to provide policy advice to the Federal Government of Somalia (FGS) and AMISOM on peace and statebuilding goals in the areas of governance, security sector reform (SSR) and rule of law (RoL), development of a federal system, electoral process, and coordination of international donor support. UNSOM exercises its mandate in accordance with the principles of Somali ownership. UNSOM is also mandated to help build FGS's capacity to promote respect for human rights and women's empowerment, promote child protection, prevent sexual and gender-based violence (SGBV), and strengthen justice institutions.

The UN Security Council Resolution 1863 of January 2009 established United Support Office in Somalia (UNSOS) with a mandate to deliver logistical support package to AMISOM which included strategic communication capacity promoting AMISOM and UNSOM efforts.

The AU/UN Information Support Team (IST) brings together a consortium of companies that provides strategic communication support to AMISOM, UNSOM and UNSOS. The overall strategic communication support by AU/UN IST to AMISOM, UNSOM and UNSOS is to build Somali and international support for their efforts to assist the FGS and the Somali people to build a stable, peaceful and prosperous Somalia, based on the respect for the rule of law, as well as Somali tradition, culture and values.

The IST Consortium developed a comprehensive communication strategy on the basis of the situation in Somalia, the mandates of AMISOM and UNSOM to shift the narrative in Somalia by delivering communication campaigns in the following five (5) thematic areas:

- (i) Inclusive politics
- (ii) Security
- (iii) Justice

- (iv) Economic foundations
- (v) Revenue and services

The specific objectives of AU/UN IST are the following:

- Reaffirm AU/AMISOM's core purpose in Somalia
- Reinforce the FGS
- Foster dialogue, reconciliation and settlement
- Undercut clan violence and criminal activity

In December 2014, quantitative baseline survey of citizens' perceptions of peace and stabilization initiatives in Somalia was carried out to gather public opinion, attitudes and trends on security, participation in the peace process, national building and governance institutions, women's and children's rights and the democratization process of Somalia. The results of the baseline survey fed into the strategic communication and peacebuilding initiatives.

An end-line survey is planned to measure the impact of implemented initiatives on public opinion, attitudes, and trends on security, participation in the peace process, statebuilding, perception of governance institutions, and the democratization process of Somalia.

2. Objectives of the Survey

The overall goal of this survey is to follow-up on the citizens' perceptions of peace, stabilization and statebuilding initiatives in Somalia. That is, the main aim of the end-line quantitative opinion survey is to track public opinion, attitudes, trends, narratives and media coverage to inform the development of the communication strategy and implementation plan.

The specific objectives of this survey are the following:

- To track public opinion, attitudes, trends, and media behavior in comparison to the baseline indicator.
- To assess the impact of the various peacebuilding initiatives that has been implemented in the last one year and how they reflect on citizens' perceptions.
- To inform the development of the communication strategy and implementation plan moving forward.

3. Issues to be Studied

Through measurement and comparison with baseline data on the key variables of interest outlined below, the survey will provide data to aid in the design of the strategic

communications campaigns alongside other interventions in the rebuilding of a peaceful and prosperous Somalia, as well as measure the effectiveness of the same.

The twelve (12) key information areas of the baseline report will be reviewed in this survey include:

- (i) Peace and reconciliation
- (ii) Stabilization process
- (iii) security sector reform (SSR) and rule of law institutions
- (iv) Capacity building
- (v) Governance
- (vi) Coordinated international assistance
- (vii) Constitutional review process
- (viii) The 2016 electoral process
- (ix) Disarmament, demobilization and reintegration (DDR)
- (x) Access to justice and rule of law
- (xi) Participation and promotion of human rights
- (xii) Political issues including reconciliation, mediation, etc.

Besides, the issues and questions of special interest to AMISOM for the end-line survey to track include the following:

- (i) People's perception of AMISOM – whether they are happy with AMISOM activities.
- (ii) People's perception of the Somali security forces that AMISOM supports to enhance their capacities – Somali National Army (SNA), Somali Police Force.
- (iii) People's perception of the Somali government/governance institutions.
 - Are people getting enough support and services from the government?
 - Assessing the outgoing/former government.
- (iv) People's views vis-à-vis AMISOM's planned exit strategy 2018-2020.
- (v) People's support or views towards Al-Shabaab versus AMISOM.
 - Since AS lost territories to SNA and AMISOM have they also lost popularity and support among the people?
- (vi) Preferred news and information media frequently used by the Somali people – both traditional and social media. Example: Which radio stations are popularly used by Somalis – VOA, BBC, etc?
- (vii) AMISOM Quick Impact Projects (QIPs):
 - How the AMISOM QIPs have been impact on the beneficiaries? What impact have AMISOM QIPs had on the people?
 - How are the AMISOM QIPs received and perceived by the recipient communities?

Moreover, the end-line survey is also expected to track the trend lines of the following questions that are of special interest to UNSOS:

- (i) People's knowledge and perceptions of the UN (UNSOS):
 - Whether people know the opportunities the UN provide/what the UN can do for Somalis – employment/jobs, contracts for businesses, etc.
 - UNSOS support for AMISOM.
 - Support UNSOS provides for enhancing the capacity of the SNA.
 - Whether people appreciate what the UN is doing. Do they trust the UN? Their perceptions of the UN – positive or negative.
 - If they have positive perceptions - whether there are risks associated with being associated with or/and related to the UN – employee, contractor, use of UN merchandise.
- (ii) Information use of the people:
 - How do people get their information – radios, TVs, internet/websites, mobile phones, etc.?
 - Which service providers they use?
 - How much trust people have in the information they get through their media?
 - How much trust do people have in the information they get from the UN?

4. Methodology

In keeping with the standards set in the baseline survey conducted in 2014, most of the same target geographic areas will be maintained: Mogadishu, Kismayo, Baidoa, Garowe with the addition of Adado and Jowhar, the headquarters of the newly established Galmudug and HirShabelle Federal Member States (FMSs) respectively. The survey will be conducted in the capital city of the Federal Republic of Somalia (FRS) and headquarters of the five (5) Federal Member States (FMSs) of Somalia namely: Galmudug, HirShabelle, Jubaland, Puntland and Southwest states of Somalia and Benadir region.

The survey will employ a quantitative research methodology. By definition quantitative research involves collecting numerical data that can be analyzed using mathematical statistical methods.

The sample for this study will be drawn proportionate to population statistics. The most recent UNFPA Population Estimation Survey (2014) will be used as reference point. The scientific baseline study was based on a random sample of 2,000 respondents in four (4) sectors of AMISOM's operations.

The process of collecting the numerical data will be assisted through the use of an instrument, i.e. questionnaire that will be programmed. Using the thematic areas identified, research questions covering each of the thematic areas will be developed. Three types of research questions will be developed, namely:

- Knowledge questions
- Perceptions questions
- Behavioral questions

Besides, a mix of closed-ended (structured) and open-ended questions will be used in the questionnaire. The questionnaire will be categorized into subsections under the following broad themes:

- Demographics
- Security situation
- Political development
- Future of Somalia
- Women's rights and child protection
- Media consumption pattern

The main deliverables of the end-line survey will include:

- Inception report with a detailed work for the end-line survey.
- First draft of the end-line survey.
- Validation workshop and validation report.
- Final version of the end-line survey report to be submitted in soft copy (MS word) in English.

5. Expertise Required

- In-depth experience, understanding and knowledge of Somalia's socio-economic and political context are a requirement.
- At least 5-7 proven experience in conducting and managing baseline studies and end-line surveys.
- Demonstrated and relevant work experience in Somalia.
- Knowledge, understanding and demonstrated experience in stabilization, peacebuilding and statebuilding initiatives in Somalia.
- Strong communication, facilitation and presentation skills.
- Familiarity with the work of AMISOM, UNSOM and UNSOS will be an added bonus.
- The capability to initiate the study within two (2) weeks of being awarded the contract.

6. Reporting Requirements

- The consultant/consulting firm will report directly to IST research and monitoring department – head or deputy head.
- The consultant/firm shall deliver a draft report within one month of signing the contract.
- The final report should be submitted within two weeks of receiving IST and client inputs on the draft.
- A PowerPoint presentation slide pack that summarizes the main findings and recommendations.

7. Work Plan and Timetable

The assignment is tentatively scheduled to commence from early-mid of April 2017 and completed and report submitted 4-6 weeks from the date of commencement. The following tentative timeframe will define the implementation of the end-line survey:

- Early-mid of April 2017 – commencement of the consultancy.
- Mid-May 2017: submission of debriefing note on initial data collected and findings.
- End May 2017 – beginning of June 2017: finalization of the end-line survey and submission of the first draft report to the client through IST.
- Early-mid June 2017: submission of feedback from client to consultants.
- Mid-end of June 2017: finalization of the report by incorporating the comments and feedback of the client and IST.

Indicative Work Plan: April – June 2017

Phase	Task	Timeframe
Phase 1 (Preparatory)	Identification of consultants/consulting firm	Early – end April 2017
	Inception technical report	
	Contracting, agreeing of ToR, schedules, commissioning of the study	
	Literature review, internet research	
	Methodology workshop / training	
Phase 2 (Field data collection)	Field testing of questionnaire	Early – end May 2017
	Field data collection activities in Adado, Baidoa, Garowe, Jowhar, Kismayo and Mogadishu	
Phase 3	Preparation of draft report	Early – end of June 2017

(Reporting)		
	Review of draft report	
	Validation/feedback workshop	
	Writing final report	
	Submission of final report	

Application Process

Interested research firms are requested to submit technical and financial proposals including two similar reports from previous assignments to procurement@farsightafrica.com by 5pm Sunday 9th April 2017.