



International Organization for Migration (IOM)
The UN Migration Agency

IOM X 3 West Africa

Terms of Reference

Endline survey - Knowledge, Attitudes and Practices Study in Nigeria

Introduction

The overall objective of the IOM X West Africa campaign is to increase social resilience by raising awareness on the risks and dangers of irregular migration, on safe migration alternatives and economic opportunities in the target countries.

The campaign will produce multimedia and multichannel content to increase understanding about the risks of irregular migration and alternatives. Participatory Planning and Capacity Development (PPCD), media camps and focus group discussions will be organized.

As part of the campaign, a baseline study conducted in 2019 established a Knowledge, Attitudes and Practices (KAP) profile of the targeted population of young people aged 13-40 in Oredo and Ikpoba Okha in Benin City, Edo state. The end line study is to be conducted in February 2022 and will evaluate the audience's level of engagement with the campaign content, as well as the relative impact of the campaign on the KAP levels of the target audience.

Context

Over the past decade, migration in and from West and Central Africa has gained on the agenda of both political and developmental actors. While most of the migrants from the two regions (West Africa and Central Africa) primarily migrate intra-regionally, as revealed by numerous studies¹, a considerable number of young West and Central Africans engage in irregular migration through the Central Mediterranean Migration route with Europe as their destination.

Both Nigeria and Guinea have recorded a significant increase in the number of their nationals trying to cross the Mediterranean in 2017 and 2018. According to the Italian Ministry of Interior, the two countries were among the top countries of origin of migrants arrived in Italy in 2018. Since April 2017, more than 22,000 people have received voluntary return, post-arrival, and reintegration assistance in Nigeria in the framework of the EU-IOM Joint Initiative for Migrant Protection and Reintegration.

Interviews with some of the returned migrants reveal that limited awareness on the dangers along the journey, skewed perceptions about opportunities abroad, as well as high unemployment rates make thousands of youths vulnerable to dangerous schemes orchestrated by traffickers or transnational criminal networks.

¹ World Migration Report 2018 -

https://www.un.org/en/development/desa/population/migration/publications/migrationreport/docs/MigrationReport2017_Highlights.pdf ; Pew (2018) - <https://www.pewresearch.org/fact-tank/2018/02/28/international-migration-from-sub-saharan-africa-has-grown-dramatically-since-2010/>

Misinformation and a lack of awareness can influence the initial decision to migrate and increase the risk of ending up in vulnerable situations along the journey.

Despite the growth of awareness raising initiatives in West and Central Africa in recent years, it is unclear which channel of communication (radio, film, theatre, social media, community events, posters, text messages etc.) works best for which target groups (potential migrants, parents, community leaders etc.). Moreover, there is little or no evidence on whether potential migrants fully understand and believe the information provided, and whether new information has an impact on knowledge, perceptions, attitudes or intended behaviour.

Objectives

- The objective of the study is to better understand how potential migrants in Nigeria access information about migration (both regular and irregular), how they view safe migration alternatives, and how they conceive their migration decisions. The study will also be used to measure behaviour change in the target audience (Knowledge, attitude and practice) and change in program outcomes at the end line stage.
- **Methodology**
- The study will be conducted using the quota sampling methodology where the end-line is conducted at the end of the campaign.
- Targeted participants in the study are potential migrants aged between 13-40, split between men and women (50/50).
- The data collection will be conducted through face-to-face interviews and focus group discussions.
- The sample size is 250 people.
- The research locations are in Oredo and Ikpoba Okha Local Government Areas (LGA), Benin City, Edo state

TIMELINES AND DELIVERABLES

To complete this task, the service provider is estimated to take up to a total of one month from the commencement of the assignment.

The selected research firm is required to:

- Submit an evaluation work plan, including planned timeline, methodology / approach, planned stakeholders to be consulted and sampling framework, data collection and analysis tools, qualitative and quantitative protocols for data collection and analysis.
- Hire and train enumerators for data collection
- Engage 250 respondents in a quantitative survey
- Report of initial findings of quantitative research
- Conduct Focus Group Discussions (FGDs) and In-Depth Interviews and Key Informant Interviews (KII) .
- Share clean data collated with IOM Global Migration Data Analysis Centre (GMDAC) for further analysis
- Share final report with preliminary findings, Limitation of the study from the field work.

SUPERVISION

The service provider will work under the direct supervision and guidance of IOM Awareness Raising Officer or her designated representatives and the National Project Officer, Monitoring and Evaluation.

Required Qualifications and Experience

- Advanced degree of team members in social sciences, research, statistics, economics, and/or monitoring and evaluation
- 5 years or more of experience in conducting evaluations and large-scale qualitative and quantitative studies with international organizations focused on trafficking in persons and or/ smuggling of migrants
- Demonstrated Knowledge/experience in developing training curriculum and facilitating trainings on research and conducting KAP studies.
- Demonstrated experience in conducting published migration related research, preferably on the prevention of trafficking in persons and smuggling of migrants
- Excellent oral and written communication skills.
- Previous working experience in the West African region or Nigeria desirable.
- Computer proficiency including with data analysis software MS Office Microsoft tools and ability to take notes/drafts and produce high-quality written reports.
- Motivated, committed, responsible, and able to work independently with limited direct supervision.

Languages

Fluency in English; knowledge of multiple language advantageous.

Values

- Inclusion and Respect for diversity: respects and promotes individual and cultural differences; encourages diversity and inclusion wherever possible.
- Integrity and Transparency: maintains high ethical standards and acts in a manner consistent with organizational principles/rules and standards of conduct.
- Professionalism: demonstrates ability to work in a composed, competent, and committed manner and exercises careful judgment in meeting day-to-day challenges.

Remuneration

The service provider's payment shall be based on the financial cost approved by IOM.

Method of Application

IOM invites experienced service providers to submit their Expression of Interest (EoI), along with requisite organizational documents and a cover letter in support of their application.

The companies/service providers will be expected to submit their proposal as an EoI including the CVs of team members and

- a. Each proposal should be developed in accordance with the deliverables and responsibilities listed above.
- b. Each proposal shall incorporate a detailed program design, including background and context, methodology and work plan.

- c. Provide a detailed financial cost, mentioning rates and unit costs, broken down by activities and deliverables. Estimated costs/amount is all inclusive.
- d. Each proposal should contain an organizational profile and a portfolio of previous work done in similar field for similar organisations.
- e. The organisational profile should include legal identity documents of the organisation.

The completed EoI should be placed in a plain, sealed envelope and clearly marked:

EXPRESSION OF INTEREST: Service Provider for **Endline Survey - Knowledge, Attitudes and Practices Study in Nigeria** to IOM Nigeria, Lagos sub- Office by **6th January,2022 in the below address:**

To Procurement Lagos

[International Organization for Migration \(IOM\) Nigeria](http://www.iom.int)

1, Isaac John Street, GRA Ikeja, Lagos

Email: iomlagostenders@iom.int

ONLY SHORTLISTED SERVICE PROVIDERS WILL BE ASSESSED

EVALUATION CRITERIA

Criteria		Score
1. Specific experience of the Service Providers relevant to the assignment: [Max 30 points]		
1) Duration of experience in Proposed work: Total number of years engaged in in conducting evaluations and large-scale qualitative and quantitative studies with international organizations focused on trafficking in persons and or/ smuggling of migrants and facilitating training curriculum on research and conducting KAP studies	=>5 years	10
	=<3 to >5 years	6
	<3 years	3
2) Similar experience in Nigeria in terms of conducting evaluations and large-scale migration related research with international organizations and developing and facilitating	=> 3 or more similar assignments with documented evidence such as Contracts, descriptive reports, and recommendations from reputable agencies.	20
	2 similar assignments with documented evidence such as Contracts, descriptive reports, and recommendations from reputable agencies.	10

training curriculum on research and conducting KAP studies	1 similar assignment with documented evidence such as Contracts, descriptive reports, and recommendations from reputable agencies.	5
Adequacy of the proposed methodology and work plan in response to the Terms of Reference: [Max 40 points]		
1) Organization and staffing.	Very good presentation of organization in Nigeria in conducting published migration related research, preferably on the prevention of trafficking in persons and smuggling of migrants	10
	Good presentation of organization in Nigeria in conducting published migration related research, preferably on the prevention of trafficking in persons and smuggling of migrants	5
	Fair presentation of organization in Nigeria in conducting published migration related research, preferably on the prevention of trafficking in persons and smuggling of migrants	3
2) Proposed Technical approach and methodology	The technical approach and methodology presented fully addresses objectives in the ToR, showing excellent understanding of subject matter and required processes	20
	The technical approach and methodology presented adequately addresses objectives in the ToR, showing moderate understanding of subject and required processes	15
	The technical approach and methodology presented partially addresses objectives in the ToR, showing partial understanding of subject and required processes	6
	The technical approach and methodology poorly addresses objectives in the ToR, showing poor understanding of subject matter and required processes	0
3) Work Plan Feasibility	Adequately shows realistic timelines and deliverables consistent with required Project duration as outlined in the TOR	10
	Fairly shows realistic timelines and deliverables consistent with required Project duration as outlined in the TOR	5
	Timelines unrealistic and/or deliverables inconsistent with TOR	2
	No work plan submitted	0
3. Key professional staff qualifications and competence for the assignment: [Max 30 points]		
	PHD in social sciences, research, statistics, economics, and/or monitoring and evaluation and 5 years or more of	15

Qualifications and Experience of the Project Manager/lead researcher	experience in conducting evaluations and large-scale qualitative and quantitative studies with international organizations	
	PHD in social sciences, research, statistics, economics, and/or monitoring and evaluation and 5 years or more of experience in conducting evaluations and large-scale qualitative and quantitative studies with international organizations	9
	PHD in social sciences, research, statistics, economics, and/or monitoring and evaluation and 5 years or more of experience in conducting evaluations and large-scale qualitative and quantitative studies with international organizations	6
Qualifications and Experience of the team members	Advanced degree of team members in social sciences, research, statistics, economics, and/or monitoring and evaluation	15
	Advanced degree of team members in social sciences, research, statistics, economics, and/or monitoring and evaluation	9
	Advanced degree of team members in social sciences, research, statistics, economics, and/or monitoring and evaluation	6