

# **TERMS OF REFERENCE**

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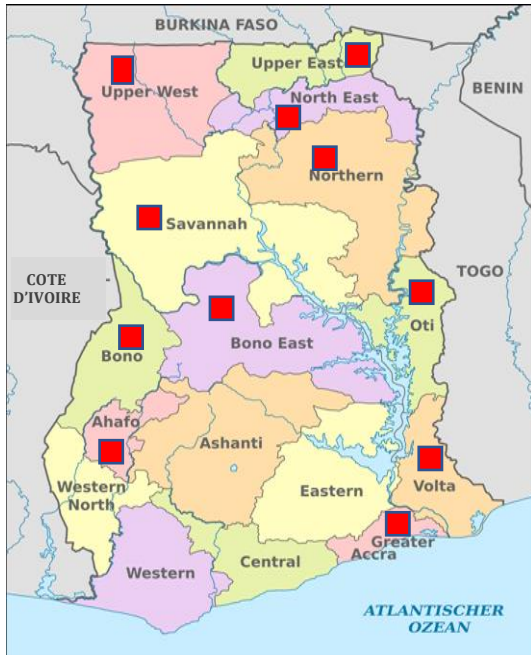
## **ACTIONAID GHANA (AAG)**

### **COUNTRY STRATEGY PAPER (CSP) VII BASELINE STUDY**

**NOVEMBER 2024**

## 1.0. ORGANIZATIONAL BACKGROUND

ActionAid Ghana (AAG) is an affiliate member of the ActionAid Federation working to see a just, fair, and sustainable world in which everybody enjoys the right to life of dignity, and freedom from poverty and oppression. AAG has been working in Ghana since 1990 and has acquired the status of a registered national Non-Governmental Organisation (NGO) with a functional Board of Trustees (BoT) and General Assembly (GA) providing the requisite governance oversight and supporting the efficient management of the organisation.



As depicted in the Ghana map, AAG works in the most deprived communities in eleven (11) out of the sixteen (16) administrative regions of Ghana namely, Upper East, Upper West, Northern, North-East, Savannah, Bono, Bono East, Ahafo, Oti, Volta and Greater Accra. Impactful interventions have been implemented across forty-six (46) Metropolitan, Municipal and District Assemblies.

AAG's operations are spearheaded by five (5) Regional Programmes outfits. The Greater-Accra, Volta and Oti Regional Programme (GAVORP) operates from the head office in Accra. The Bono, Bono-East and Ahafo Regional Programme (BARP) is hosted in Sunyani. The Northern Regional Programme (NRP) is hosted in Tamale, also overseeing Savannah and North-East Regions. The Upper East Regional Programme (UERP) operates from Zebilla while the Upper West Regional Programme (UWRP) operates from

Wa. This makes it possible for us to deliver impactful, inclusive, and sustainable development programmes at the grassroots. This localised structure creates a fertile grounds to connect grassroots evidence to national and global campaigns.

The Global Platform (GP) exist as a unique sub-establishment spearheading AAG's youth mobilisation, capacity building, activism and extending such professional services to external actors. The media has also been a critical ally through which awareness raising, advocacy and campaign actions are amplified.

The development philosophy of AAG is centered around the Human Rights-Based Approach (HRBA). This approach enables AAG to organise, empower and facilitate right-holder advocacy and campaigns with the aim of demanding proactive action and commitment from global and national authorities towards climate justice through the provision of resilient and sustainable livelihoods, pushing for gender equality and influencing equitable resource redistribution, the delivery of gender-responsive public services, the formulation and implementation of policies and legislations that guarantee and protect fundamental human rights and inclusivity by tackling the structural drivers of patriarchy and political marginalisation and ensuring transparency, and accountable governance.

Based on this, AAG works with community members, social movements, grassroots organisations, vulnerable populations and has also nurtured mutual collaborations with CSO coalitions, media, national and decentralised duty-bearers. Strategic alliance have also been built with academia, specifically with the University for Energy and Natural Resources (UENR), University for Development Studies (UDS) and University for Environment and Sustainable Development (UESD), thereby creating fertile grounds to strongly connect research evidence with grassroots advocacy and policy influencing.

## 2.0. INTRODUCTION

AAG completed the implementation of its Country Strategy Paper (CSP) VI titled ‘*People’s Power for Social Justice*’, over the period 2018 to 2022. Subsequently, CSP VII was developed titled ‘*Active Citizenship for Social Justice*’ for implementation over the period of 2023 to 2028. The CSP VII is a call to action by social movements, activists, communities, people’s organisations, youth groups, partners, women’s groups, staff, and other stakeholders towards promoting a system change that ultimately contributes to the achievement of social justice, gender equality and poverty eradication.

AAG’s programming areas revolve around three (3) Strategic Priorities (SPs) and 15 Focused Areas (FAs), providing the framework around which our partnerships are being pursued.

- **SP1: Green Economy and Resilient Livelihoods.**
  - FA1.1: Promoting agroecology and food sovereignty
  - FA1.2: Expanding access to green livelihoods and economic empowerment opportunities .
  - FA1.3: Enhancing women’s secured access to and control over land and other productive resources.
  - FA1.4: Promoting disaster risk reduction and humanitarian response.
  - FA1.5: Promote climate justice that addresses loss and damage.
  
- **SP2: Women Rights and Decent Work.**
  - FA2.1: Advocating for zero tolerance for violence against women and girls.
  - FA2.2: Campaigning for the recognition, redistribution and reduction of the burden of unpaid care work.
  - FA2.3: Promoting decent work in both formal and informal sectors.
  - FA2.4: Promoting access to sexual and reproductive health rights.
  - FA2.5: Promoting access to social protection services.
  
- **SP3: Active Citizenship, Accountability and Gender Responsive Public Services**
  - FA3.1: Enhancing progressive mobilisation and redistribution of public resources.
  - FA3.2: Promoting access to quality access to quality and gender-responsive public basic education.
  - ✓ FA3.3: Promoting access to water, sanitation and hygiene (WASH) services.
  - FA3.4: Promoting active citizenship and gender inclusive political participation.
  - FA3.5: Combating violent extremism and conflicts.

Notably, AAG’s CSP VII consciously incorporates the strategic priorities of the Global Strategy- ‘*Action for Social Justice*’ and had strong alignment with the Strategy Implementation Framework (SIF) 2 and the succeeding SIF3 whose implementation comes into effect from 2025 to 2028.

## 3.0. The Rationale of the Baseline Study

Generally, baseline study represents the initial assessment conducted before the implementation of an intervention, by gathering data on the current situation for a targeted population, to serve as a reference point against which progress can be measured and evaluated at various points of the project or programme cycle. The baseline study provides a clear understanding of prevailing situation prior to an intervention and to establish informed targets against which performance accountability should be assessed. Baseline studies help in identifying the gaps, offer valuable insights to guide the formulation and implementation of appropriate social change interventions and provides a yardstick against which future

comparisons can be made on the emerging outcomes and impacts, backed by change story testimonials. Typically, baseline studies give quantitative and qualitative determination of the perceptions, levels of awareness, knowledge, attitudes and practices in relation to the developmental issues identified for a change intervention.

The baseline study is a critical component of monitoring, evaluation and learning (MEL). Thus, the baseline measures will provide information for interrogation at midline and endline, as to the extent to which the CSP VII implementation has contributed to making a positive change or not.

#### **4.0. The Specific Objectives of the CSP VII Baseline Study**

The following are the specific objectives of the CSP VII baseline study

- (i) To provide information on the reference point for target setting and to serve as the benchmark against progress can be measured throughout the CSP VII implementation.
- (ii) To strengthen programme delivery by identify social change gaps and proceed to offer valuable insights to guide the formulation and implementation of transformative interventions.

#### **5.0. The Baseline Study Approach/Methodology**

Though the CSP VII implementation has gone through its second year of implementation, it is relevant to establish clear baselines in line with the MEL framework key performance indicators (KPIs) defined. Considering the time lapse for this deliverable, a post-facto approach will have to be used to ascertain the prevailing indices at the inception of the CSP VII in 2023.

Remarkably, the CSP VI endline evaluation report provides fertile grounds to review and harness critical information on the prevailing situation from which the transition to CSP VII occurred. In addition, relevant data can be gleaned from notable project baseline and endline evaluations undertaken around the CSP VII inception. These include the Northern Ghana Integrated Development Project (NGIDP), Promoting Employment Opportunities for Youth in Ghana (PEOY), Combatting Modern Slavery (CMS) Project and Transformative Action against Gender Equality (TAGE).

The fulfilment of the CSP VII baseline assignment may also resort to examining published data from relevant secondary sources.

Notably, the above mechanism may not suffice in providing the required data, hence some form of primary data collection may be needed to completely satisfy the CSP performance measurement areas stipulated in the established MEL framework.

The consultant shall be responsible for proposing a detailed participatory methodology that will be deployed for this assignment. AAG team shall work closely with the selected consultant to refine the baseline study methodology so as maximise the attainment of the set objectives.

#### **6.0. Scope of Work**

The selected consultant will be expected to carry out the baseline study within the following scope of work:

- a. The consultant shall engage and hold further discussions with AAG to fully lay-out the scope of the baseline study, its methodology and possible re-examination of the workplan.
- b. Work with the AAG team to identify the sample frame by agreeing on the geographic scope and stakeholder representations for the data collection.

- c. Conduct desk review of relevant literature and secondary data including AAG internal documentations and reports and other external publications by relevant institutions and allied organisations.
- d. Conduct surveys, interviews and focus group discussions with varying stakeholders to gather primary data to respond to the baseline study requirements not satisfied by existing internal and external data.
- e. Produce the baseline report which shall undergo thorough review process by AAG.

## **7.0. Specific Deliverables**

The successful consultant is expected to fulfil the following specific deliverables:

- Hold an inception meeting with AAG team and submit a detailed inception report outlining the final agreed methodology, sampling, ethical considerations, workplan including schedule for development and review of data collection instruments/tools and training of enumerators, to be fulfilled within seven (7) working days upon signing the contract for review and feedback by AAG within three (3) working days.
- Use a period of five (5) working days to undertake desk review of AAG internal documentation and relevant external publications to answer to the applicable key performance indicators (KPIs) contained in the CSP VII MEL framework and indicate the outstanding KPIs that require the collection of primary data to fulfil their baseline data requirements.
- Organise the enumerators training, undertake field data collection and produce the draft baseline report within fifteen (15) working days from the completion of the desk review.
- AAG will review the draft baseline report and provide feedback within five (5) working days upon its receipt.
- Within three (3) working days upon receipt of the feedback from AAG, the consultant will undertake the needed revision and resubmit the report for quality assurance review by AAG to ensure the feedback issues have been acted upon.
- Liaise with AAG to conduct a validation workshop involving the relevant stakeholders to affirm and share further feedback for refinement of the findings of the baseline study report.
- Within three (3) working days from the validation meeting, the consultant will submit the post-validation report containing a maximum of 60 pages, including executive summary, tables, and annexes, for another quality assurance review by AAG within two (2) working days.
- Within the next three (3) working days, the consultant will submit the final report for sign-off by AAG Country Director (CD) and also share all raw data files including quantitative output and syntax files, qualitative transcripts, photographs, recordings etc.

## **8.0. Duration of the Assignment/Indicative Timetable**

The baseline survey is expected to start by Mid-January 2025 and is expected to take 60 working days starting from contract-signing to final report submission. Thus, the anticipated completion date is by end of March 2025. AA Ghana team will facilitate timekeeping through weekly check-ins with the consultant. See Appendix 1 for details of the indicative timetable.

## 9.0. Coordination Roles and Responsibilities

The selected consultant will be contracted by and report to ActionAid Ghana (AAG). The Head of Programmes, Campaigns, and Innovations (HoPCI) and Manager for Quality and Knowledge Management will be the key points of contact for the consultant. The Country Director (CD) will be responsible for sign-off on key decisions. AAG shall work closely with the consultant by providing constant feedback throughout the process to ensure quality delivery of the assignment.

Among the specific support AAG will provide include:

- Introductory briefings with the consultant(s).
- Sharing of relevant internal documents including the CSP VII and its MEL framework and reports, while the consultant takes the responsibility to search for relevant external literature.
- Provision of contact details and introductions to key stakeholders.
- Facilitation of access to targeted respondents for field data collection.
- Both AAG and the consultant shall mutually co-operate and build understanding on the required deliverables and the quality standards that have to be met.
- Notably, the experts proposed to be involved in the study (whose CVs are referenced during submission of the consultant application) should remain actively involved throughout the relevant processes.

## 10.0. Standards and Safeguarding

The expectation is that all baseline assessments, mid-term reviews and evaluations to be carried out in line with ActionAid's Human Rights-Based Approach (HRBA) and Evaluation Standards, including feminist considerations and compliance with Sexual Harassment, Exploitation and Abuse (SHEA) and Child Safeguarding principles. Amongst the key principles the consultant(s) will be required to consider are as follows:

- **Community voice and representation:** It is essential that the baseline reflects the direct voices of the project beneficiaries. People should be consulted as part of the baseline, and their voices included in the baseline report as direct quotes and case studies. In line with ActionAid's mandate, the baseline should prioritise the vulnerable i.e., people living in poverty and exclusion, especially women, girls and persons with disabilities.
- **Transparency and ethical standards:** The baseline should explain clearly to communities, beneficiaries and all those engaged in the baseline what the purpose of the exercise is, and how their information will be used. ActionAid's ethical standards for research and data collection should be followed, including a risk assessment covering security risks to communities. As a minimum, the baseline should 'do no harm'.
- **Women's rights:** Women's rights must be respected in all the processes. All processes of the baseline should seek to explore how women have been affected by patriarchy and other exclusion factors that have a bearing on existing gender relations. It is essential that women's voices are heard clearly in the baseline. The timing and location of the baseline activities and the composition of the baseline team should be designed to maximise women's ability to participate in the baseline.
- **Transparency about the methodology:** The baseline should include a detailed and transparent discussion of the methodology used and key decisions taken in designing and implementing the baseline process. This should include information about the sampling (approach to sampling, numbers of people / communities / stakeholders covered, representativeness), what tools were used and why, methodological limitations and gaps.
- **Disaggregated data:** Data must be disaggregated in as much detail as possible. As a minimum, this means disaggregation by age and sex, while consciously integrating other relevant factors such as disability.

- **Compliance with SHEA and Safeguarding Principles:** The selected consultant will also be expected to sign unto and abide by relevant ActionAid policies, including its Sexual Harassment, Exploitation and Abuse (SHEA) and Safeguarding Policy, Protection from Sexual Exploitation and Abuse (PSEA) Policy, Anti-Sexual Harassment, Exploitation and Abuse at Work Policy and Child Protection Policy.
- **Data Protection:** The consultant will ensure that data acquisition, particularly by means of digital recording, and its processing, storage, transfer and use are managed fairly, transparently and ethically in accordance with AA Data Protection and Privacy Policy and relevant national data protection regulations and being mindful of the fact that breaches may result into commercial or legal sanctions. Full disclosure shall be made to data subjects on the purpose for which the data is being collected and whom it may be shared with, so as to enable the data subjects to give informed consent. Precaution must be exercised, and appropriate steps taken, including the use of pseudonym (fictitious names), to protect the identity of data subjects around subject matter disclosure that could trigger backlash, attract hostility, or negatively impair the data subject and associates. Perspectives expressed by data subjects will be accurately reported and exaggerated representation must strictly be avoided.

#### **11.0. Qualifications, Skills, and Experience of Consultant**

The consultancy firm or individual must demonstrate the following requirements in their application to be considered.

- A PhD degree in development studies, Gender studies, Social Sciences, or other related fields.
- Demonstrate at least 10 years' experience in conducting research, including baseline studies related to social justice, gender equality and poverty reduction.
- Familiarity with Ghana government legal and policy frameworks aimed at addressing violence against women and girls.
- Demonstrate understanding of issues related to research ethics, SHEA and safeguarding of adult-at-risk groups and child protection.
- Experience in community programming and the application of social research methodologies (both qualitative and quantitative).
- Excellent communication skills in both written and oral English, demonstrated in their ability to write comprehensive reports with in-depth analysis.
- Ability to work in multi-cultural, multi-religious and rural communities.

#### **12.0. Submission of Application**

All interested parties should submit a technical proposal demonstrating their understanding of the assignment and a financial proposal outlining the cost elements to AAG via email to [Proposals.Ghana@actionaid.org](mailto:Proposals.Ghana@actionaid.org) not later than 26<sup>th</sup> December 2024. The proposals should be submitted in English language.

The technical proposal should include but not limited to the following.

- A brief description of who the service provider/ consultant is (I.e., whether a company, individual etc.)
- A detail of technical expertise, experience, and qualifications of the consultant (together with any other team members who will be supporting the Lead consultant.
- The CVs of all team members who will carry out the assignment.
- Detail of how the consultant(s) meets the selection criteria and understanding of the TOR.
- A detailed clear methodology, approach, and methods on how the consultant intends to successfully execute the deliverables.

- At least 2 independent referees for similar work/services performed
- A sample of previous relevant work conducted for similar organizations and/or projects.
- Data reliability, validity, and quality, as well as accurate and detailed documentation are essential. This requires the consultant/s to provide solid justification of the data quality control measures, data quality assurance processes that will minimize risk of data loss and error including the proposed training plan for field data collection teams.

The financial proposal must indicate the all-inclusive fixed total contract price, supported by a breakdown of costs - hourly/daily rates, how many days will be spent on the study, disbursements if any, any other related costs that will make up the grand total. The cost must indicate an excluding VAT price and an including VAT price. The consultant should also include a detail of the period of validity of the cost proposal. Please note that only shortlisted applicants will be contacted.

## Appendix

No	Item	No of Days	Due Date
1	Submission of technical and financial proposals	2 weeks	16 <sup>th</sup> – 20 <sup>th</sup> December 2024
2	Assessment, Evaluation, and Selection of consultant(s)	2 days	13 <sup>th</sup> – 14 <sup>th</sup> Jan 2025
3	Drafting and Signing of Contract with Selected Consultant	3 days	15 <sup>th</sup> – 17 <sup>th</sup> Jan 2025
4	Inception meeting and submission of inception report	7 days	20 <sup>th</sup> – 28 <sup>th</sup> Jan. 2025
5	Feedback form AAG on the inception report	3 days	29 <sup>th</sup> – 31 <sup>st</sup> Jan 2025
6	Desk review of AAG internal documentation and relevant external publications by consultant	5 days	3 <sup>rd</sup> – 7 <sup>th</sup> Feb 2025
7	Training of enumerators, pre-testing of data collection tools and actual field data collection	10 days	10 <sup>th</sup> – 21 <sup>st</sup> Feb 2025
8	Production and submission of first draft report	5 days	24 <sup>th</sup> – 28 <sup>th</sup> Feb 2025
9	Comments and feedback from AAG team	5 days	3 <sup>rd</sup> – 7 <sup>th</sup> Mar 2025
10	Consultant revise and resubmit the report for quality assurance review by AAG to ensure the feedback issues have been acted upon.	3 days	10 <sup>th</sup> – 12 <sup>th</sup> Mar 2025
11	Validation Workshop with relevant stakeholders	1 day	18 <sup>th</sup> March 2025
12	Consultant will submit the post-validation report for another quality assurance review	3 days	19 <sup>th</sup> – 21 <sup>st</sup> March 2025
13	AAG provide feedback accepting it as final report or indicate actions required to finalise the report	2 days	24 <sup>th</sup> – 25 <sup>th</sup> Mar 2025
14	If applicable, the consultant now submit the final report for sign-off by AAG Country Director (CD)	3 days	26 <sup>th</sup> – 28 <sup>th</sup> Mar 2025