



ACORD (Agency for Cooperation and Research in Development)
Promoting Women's Participation and Leadership in the 2017 Elections in Kenya

Baseline Survey
Terms of Reference

1. Introduction and Background

ACORD is a pan African organisation that works for social justice and development. Since its formation over 35 years ago ACORD has taken a bottom-up approach to achieving social justice on the African continent. We believe that central to building inclusive economies and societies is an inclusive, responsive and accountable relationship between citizens and states. We recognise that positive social transformation is a political project where power dynamics at the different levels come into play. Power and interests shape the way in which economies and societies are formed, the direction of investment, the nature of policy formation, and the distribution of wealth. Therefore promoting lasting and transformative changes will invariably involve influencing and changing power dynamics. We also recognise that equality and social justice are the basis for stability and meaningful peace.

With the support of the European Commission through the EC Delegation in Kenya this project, *Promoting Women's Participation and Leadership in 2017 General Elections in Kenya* reaffirms the above belief and will be implemented by ACORD in partnership with Peace and Rights Programme and Rural Women Peace Link over a two year period. It aims at increasing the number of women elected at County, Legislative and Parliamentary levels in Bungoma County.

Changes expected in the long term:

The **overall objective** of the project is to *increase the number of elected women representatives at county and national level to conform to the constitutional provisions of gender balance in elective and appointive state positions.*

The project will do that by (1) Increasing the capacity of women candidates and galvanising a critical mass of citizens in Bungoma County to support the election of at least 33% women to all electoral positions and (2) creating a conducive political, legal and policy environment supporting women's participation in politics and electoral processes.

2. Overall Baseline Objective

The overall objective of the baseline survey is to establish benchmarks for effective project planning and implementation, as well as form the basis for the progressive monitoring of the achievement of the planned outputs and results, through the collection of quantitative and qualitative facts, figures and indicators of the situation at the beginning of the project. Furthermore, it will provide information on the specific needs of aspiring women politicians for their leadership development. The findings of which will be used to inform training and capacity building interventions. It will also be used to understand the current attitudes towards women's leadership and to firmly establish the stereotypes that couch such attitudes. Primary data collection will identify the issues and bottlenecks which impede women's political participation and will be used to tailor-make effective responses and election strategies.

2.1 Key Priority Areas of the baseline survey

SO1 – *To increase the capacity of women candidates and galvanise a critical mass of citizens in Bungoma County to support the election of at least 33% women to all electoral positions*

At the beginning of the project, we need updated data on

- The number of elected women representatives at a) county and b) national level
- The existing capacity of women candidates/leaders
- The specific needs of aspiring women politicians
- Community attitudes towards female political leaders and the cultures and beliefs that undermine women's leadership
- The most effective response and election strategies for women
- The percentage of people of voting age registered to vote in Bungoma county
- The percentage of women of voting age registered to vote in Bungoma county
- Percentage of women currently included in membership of the main political parties in Bungoma county
- Number of women in leadership positions in the political parties

SO2 - *To create a conducive political, legal and policy environment supporting women's participation in politics and electoral processes*

At the beginning of the project, we need data on

- The percentage of parties in Bungoma country capturing county based issues in their manifestos
- Percentage of parties with gender sensitive nomination rules and processes
- The percentage in media programming given to women candidates across political parties
- The gender sensitivity of IEBC and registrar of political parties' policies

2.2 Area to be covered by the baseline survey and partners involved

The Baseline survey will be conducted in the Bungoma County, Kenya in the 9 constituencies of Mt Elgon, Sirisia, Kabuchai, Bumula, Kanduyi, Webuye East, Webuye West, Kimilili, and Tongaren. The researcher will preferably cover at least 30 wards in the 9 constituencies. The researcher will visit and discuss with: the county government of Bungoma, Bungoma County Assembly Members, MPs from the county, the media, women political aspirants, women caucuses, youth groups,

community members, the IEBC, registrar of political parties, council of elders from the Luhya, Sabaot and Teso communities, ACORD staff and partners among others.

3. Methodology

The baseline survey will be conducted by an external consultant who will lead the study team and will work under the supervision and support of: ACORD, the Rural Women Peace Link and the Peace Rights Programme. The consultant is expected to come up with a detailed methodology for conducting the survey, taking into consideration the local context. The consultant will develop appropriate tools and will also propose an appropriate sampling methodology and size that is statistically valid and cost effective. The sample size and proposed tools will be discussed and approved by the ACORD team before the commencement of the survey.

The study should employ both quantitative and qualitative methods. The following data collection methods should be given due consideration while designing the research methodology.

- i. Secondary data collection that will involve review of specific project start up documents, monitoring and evaluation framework, other literature, documents and studies from ACORD, government departments and other NGOs, including CBOs.
- ii. Primary data collection of both qualitative and quantitative data.
 - a. Sample surveys to generate quantitative data from different target groups within the community
 - b. Focus group discussions with elected representatives, women political aspirants and community members
 - c. Key informant interviews with government and election bodies (at national and county level) and partners.

The researcher will analyse the collected data and produce a draft report which will be presented to ACORD staff, before producing a final report encompassing the comments and additions from the restitution session.

4. The baseline's Expected outputs and Outcome

Outputs

- Design methodology for the baseline survey.
- A clear and concise well-written baseline report (**not more than 25 pages**) containing lists and tables, facts and figures on the situation at the beginning of the project.
- Power-point presentation of not more than 15 slides
- Final workshop with ACORD and its partner on the findings of the baseline.

The final report will be submitted to ACORD in English.

Outline of the baseline report

The baseline report will contain the different elements mentioned below:

- Cover page
- Table of contents
- An executive summary that can be used as a document in its own right. It should include the major findings of the baseline and summarise conclusions and recommendations.
- The objectives of the baseline
- The main question or central survey question and derived sub-questions.

- A justification of the methods and techniques used (including relevant underlying values and assumptions, theories) with a justification of the selections made (of persons interviewed).
- Eventual limitations of the survey.
- A presentation of the findings and the analysis thereof (including unexpected, relevant findings). *All key priority areas above* should be addressed, paying attention to gender issues.
- Conclusions, which will analyse the various research questions. Conclusions have to be derived from findings and analysis thereof.
- Recommendations should be clearly related to conclusions but presented separately. Recommendations should be practical and if necessary divided up for various actors or stakeholders.

Report appendices that include:

- The Terms of Reference.
- The technique used for data collection (including the people interviewed);
- The list of questions used or 'interview guide' or topic list (also for possible group discussions).
- Concepts and list of abbreviations.
- List of documents and bibliography.
- Composition baseline team

5. Baseline Duration and Reporting.

A total of 20 calendar days will constitute the baseline period; an estimated five days to prepare relevant tools and review documentation, ten days for data collection, five days for compiling the information gathered, analyse, draft and complete the baseline report. The consultant will arrange for a feedback meeting to share a draft of the baseline report with the programme staff. A final report will then be provided after including the comments.

Probable date for the baseline survey to commence will be on 14th March 2016.

6. Profile of Consultant(s)

The consultant(s) should have the following qualifications/expertise:

- *Post graduate degree in political science, economics, business, law, or others as may be relevant (Essential)*
- *10 years experience of carrying out programme baselines and research (Essential)*
- *10 years experience and knowledge of governance, human rights, gender and participatory development programmes. (Essential)*
- *Knowledge of country context (Essential)*
- *Experience of working with local communities and non-governmental organisations. (Essential)*
- *Experience in the design and use of participatory methods for assessment and evaluation. (Essential)*
- *Excellent writing, editing, attention to detail and organisational skills (Essential)*
- *Fluency in English and Kiswahili. (Essential)*

7. Baseline fees and modalities of remuneration

The consultant and ACORD will agree on the remuneration rate per person/day. Charges related to taxes, mission allowances for fieldwork and secretarial fees are to be borne by the consultant. As part of this negotiation process, the consultant should propose the fees s/he wishes to charge noting that ACORD will cover the transportation costs to and from the field assignments, and accommodation during the field work.

Remuneration will be calculated on basis of days the researcher has worked. The consultant hired for the execution of this work will be granted a maximum advance of 40% of the overall amount agreed in the contract. The balance will be released after presentation and approval of the final report. (1 hard copy and on flash disc)

8. To Apply

Send Technical and Financial Offers addressed to the Human Resources and Organisational Development Manager and should be received no later than **9th March 2016**.

Address for email submission: recruit@acordinternational.org

Address for postal submissions: ACORD, ACK Garden Annex 4th Floor, 1st Ngong Avenue, P. O Box 61216-00200

The Offer should contain:

- A letter of interest addressed to the Human Resources and Organisational Development Manager
- A Technical offer showing the interpretation of the ToR and indicating a detailed proposed methodology for the work demanded
- A CV of the consultant or consultancy firm showing previous relevant experience
- A detailed financial offer (expressed in Kenyan Shillings indicating the cost required for the undertaking of the work required)

Email submissions should include: 'Expression of Interest to Conduct Baseline Survey' in the subject box.