



Terms of Reference for External Consultant/Firm
Project Baseline Study

Greening Red Cross and Red Crescent Disaster Risk Reduction:
Saving Lives through Working with Nature
16 July 2021

Type of evaluation	Baseline study (formative evaluation)
Methodology	The baseline will be conducted using mixed method of both qualitative means and quantitative methods to measure baseline status of knowledge, attitude, and practice towards disaster risk and preparedness as well as natural resource/ecosystem management, use, protection, and restoration of the targeted population. Primary data will be validated using relevant secondary data.
Consultant involvement	<ul style="list-style-type: none"> - Submit inception report (final baseline project plan). - Develop data collection tools. - Perform data collection, data management and analysis (including quality assurance and protection). - Submit final baseline report.
Location of work	Vietnam with travel to three project targeted communities in Thanh Hoa Province
Expected start/end dates, number of workdays	15 October-15 November 2021 (25 days)

1. Description of project

1.1. Background

Led by the International Federation of Red Cross and Red Crescent Societies (IFRC), in collaboration with the American Red Cross (AmCross), the **Greening Red Cross and Red Crescent Disaster Risk Reduction: Saving lives through working with Nature Project** is a 36-month, global project. The project is funded by the United States Agency for International Development’s Bureau of Humanitarian Assistance (USAID/BHA) and aims to increase the resilience of communities facing natural hazards in diverse settings, including urban, rural, or island contexts, through applying evidence-based Nature-based Solutions (NbS) in collaboration with expert partners and local stakeholders.

Over three years of implementation period, the project will achieve the following objectives:

Objective 1: To enable communities and National Societies to design and implement DRR projects incorporating nature-based solutions in diverse settings.

Objective 2: To develop new and revise existing ecosystem-based disaster risk reduction (eco-DRR) and Green Response /Recovery tools and guidelines based on the real time learning from the project implementation.

Objective 3: To promote Nature-based Solutions and disseminate lessons learned within and beyond the Red Cross Red Crescent network aimed at improving stakeholder capacity at the community, national, regional, and global levels.

While Objective 2 and Objective 3 are at global level, Objective 1 will be implemented in three communities within each of the three participating countries, including Jamaica, Philippines, and Vietnam.

In Vietnam, the project will be implemented by Vietnam Red Cross Society (VNRC) in Thanh Hoa Province, with technical support from IFRC and AmCross. Over the 24-month period (1 July 2021 – 30 June 2023), the project will focus on piloting tools and approaches, such as the Enhanced Vulnerability and Capacity Assessment (EVCA) and City-wide Risk Assessment Toolkit, used by Red Cross Red Crescent (RCRC) network. To achieve the Objective 1, the project will implement the following activities:

- Activity 1.1: Establish and train community based “eco-DRR” teams (or preferably integrated into existing structures) in the target communities.
- Activity 1.2: Conduct community-level assessment with an ecosystem lens/perspective guided by the updated EVCA guidance and tools or others.
- Activity 1.3: Develop and implement eco-DRR community Action Plan.
- Activity 1.4: Document and share learnings and good practices through workshops, the publication of case studies, etc.).

1.2. Project areas

The project will be implemented in three target communities with diverse context within Thanh Hoa Province to allow testing and learnings. The targeted communities will be identified in consultation with local governments and other relevant stakeholders after project starts. The communities will be selected based on the following criteria:

- Frequent occurrence of natural disasters, multi-hazard risk situation;
- Low capacities of the local government to undertake DRR related actions;
- Willingness and motivation of communities and local government to participate and support in the project activities; and
- Diversity of context of communities selected.

2. Evaluation Overview

2.1. Purpose of the study

The purpose of the baseline study is to measure current knowledge, attitude, and practice towards disaster risk, and disaster preparedness, and nature-based solutions/eco-systems among households in targeted communities covered by the project and implementing staff. Additionally, the baseline study will also enable identification and understanding of the level of preparedness of communities to hazards as well as the management, protections, and usage of eco-systems, specifically in terms of their self-organization, ability to take action, knowledge and awareness, and connectivity. Specifically, the baseline study aims to:

- i. Provide descriptive information and ongoing knowledge, attitudes, and practices of the targeted population, at household level, related DRR, climate change adaptation (CCA), and natural resources;
- ii. Measure onset status of project outcome indicators; and

- iii. Assess the level of disaster preparedness of the project targeted community using the American Red Cross' Disaster Ready Community Checklist.

2.2. Geographic coverage and target population:

The study will be carried out in all three project targeted communities (that will be determined later as mentioned above) of Thanh Hoa Province and with VNRC staff, who are involved in the project implementation from both national headquarter and field levels (as part of indicator value measurement).

2.3. Expected methodology:

It is expected that this baseline study will apply mix methodologies as follows:

i. Quantitative methodology: baseline survey

The survey must be administered to assess the knowledge, attitudes, and practices of the community members and establish the baseline value of the two required project indicators, which are:

- *Average percentage point increase (from baseline) on level of community knowledge on how to implement NbS and eco-DRR projects.*
- *Average percentage point increase (from baseline) on level of National Society knowledge on how to implement NbS and eco-DRR projects.*

It is expected the selected consultant(s) to suggest other essential and relevant information towards disaster risks within the areas and preparedness at individual and household levels that should be covered by the survey. (This can be accompanied by qualitative methodology to enrich the survey results.) Final questionnaire and other baseline tools will be determined based on discussion between the selected consultant(s) and AmCross and respective VNRC team.

Sampling method

The data collection will employ a population-based survey (PBS) using the total population of the 3targeted communities as a sampling base, with household as a unit of analysis. The proposed sampling method for the survey is multi-stage cluster sampling. The number of sampled households will be proportionately allocated by total population in the communities. Consultant(s) must provide sample formula and final sample size that adhere to required precision and desired different proportion (agreed during the inception report development) as well as ensure proportionate representation in terms of geography, gender, and ethnicity using primary and secondary data.

Mode of data collection

It is expected that data collection will be done through mobile data collection platform. The selected consultant(s) must develop questionnaire (both for households and national society staff) and lead data collection using (preferably KoboToolbox) and manage the daily data collection pooled on the cloud.

Analysis of survey data

All data collected from the survey will be analyzed using a statistical package (i.e., SPSS, Stata, or other statistical application). A detailed analysis plan will be developed during the inception report, using indicator definitions and data collected tools. P test will be used to determine

statistical associations between factors, such as gender, age, etc., and the indicators and other aspects measured.

ii. **Qualitative methodology**

The qualitative methodology can be used to compliment findings from the household and staff knowledge surveys. In addition, it will be used to collect data for the Disaster Ready Community Assessment, which is a tool developed by the AmCross to understand level of readiness to disasters of an overall communities. The assessment, based on a checklist measuring community disaster readiness, will utilize a combination of desk reviews, focus group discussions, selected household visits, as well as interaction with community members and the project's field teams. The selected consultant will work closely with the project team to obtain relevant secondary data and plan for other qualitative data collection required for the checklist.

Due to the increasing the Coronavirus disease (COVID-19) cases within the countries, it is important to note that the proposed methodology might need to be adjusted based on the related restrictions during the actual data collection period. Data collection through local Red Cross staff/volunteers with limited support from the consultant(s) might be considered if in-country travelling or access to project areas is prohibited. In such a case, it is expected that the consultant will suggest robust mitigation measures to ensure data quality and limit data collection bias as with limitation of external supervision.

2.4. Main Audiences

The main audience for this evaluation:

- a) USAID/BHA: Donor (to be later included as part of the annual report)
- b) AmCross and IFRC: Supporting partners
- c) VNRC: Implementing partners

3. Scope of Work for Consultancy

3.1. Scope of Work

The selected consultant(s) will be responsible to ensure that the baseline of the Greening Red Cross and Red Crescent Disaster Risk Reduction meets standard evaluation and research. The scope of work must include:

- i. **Provide a complete inception report.** The inception report will be submitted once the candidate is selected. While all candidates are expected to submit a Baseline Proposal during administrative recruitment stage, the inception report will be developed under consultation with AmCross and the implementing partners. The inception report must include 1) evaluation purpose; (2) scope of work; (3) indicators measurement; (4) respondents with description of target population, important characteristics, context of the project, the proposed sample formula, sampling allocation and selection criteria, justification of sample weight (if needed), and response rate; (5) data collection instrument; (6) work plan provided in a table comprised of activities, days, date, responsible consultant team member; (7) details on work plan with a table comprised of activities and their description; (8) analysis plan explained in a table consisted of type of analysis and its utilization; the table should be explained in narrative for actions to reduce potential bias (9) consultant deliverables and (10) annex for all tools developed and agreed.

- ii. **Develop evaluation instrument.** The instruments must include measurement tools both for quantitative and qualitative methodologies. For quantitative methodology, the selected consultant must develop and finalize survey questionnaires. This process will be done in close consultation with AmCross and VNRC. The draft questionnaires must be tested and finalized as part of Annexes in Inception Report. Meanwhile, for qualitative methodology, the selected consultant must develop guiding questions and other relevant qualitative measurement tools to accommodate the survey findings as well as for to completing the Disaster Ready Community Checklist.
- iii. **Coordinate the utilization of mobile data application.** Once the questionnaire is finalized, the selected consultant must develop questionnaire in the agreed mobile data platform. Enumerators will be provided by VNRC. The consultant(s) should coordinate and bridge communication with VNRC for survey and any other data collection at field.
- iv. **Develop data quality control measures to the data entry.** The selected consultant(s) must propose quality control methods to ensure the high quality of data collection and data inputs (i.e., field check, double checking for data entry, procedure for data cleaning).
- v. **Train data collection team.** The selected consultant(s) must prepare training materials, such as survey background, methodology and sampling design, questionnaire, introduction of ethical guidelines, mobile phone utilizations, and field practices. The consultant(s) will also need to facilitate the trainings for enumerators (VNRC staff or volunteers at field level).
- vi. **Lead and coordinate data collection.** Coordinate closely with VNRC and AmCross and Vietnam Red Cross to selecting the enumerators and field supervisors and design and oversight of listing operations of the survey. The enumerators criteria will be discussed during initial briefing. The consultant(s) must conduct and oversight of data collection at field, evaluate data collection in daily basis and provide daily progress report to the AmCross team, including faced issues at field and actions taken to address the issues. The selected consultant(s) must coordinate and work with VNRC for any data collection at field.
- vii. **Perform data management, quality assurance, and data analysis.** The consultant(s) must be able to ensure the quality of data collected (both primary and secondary data) and perform data verification and triangulation for internal validity. The consultant(s) will provide data transcript to AmCross and is expected to provide weekly progress based on the agreed evaluation work plan.
- viii. **Perform Data Safeguarding Protocol.** The selected consultant(s) must provide a reliable system in place for backing-up their data and draft reports. The consultant(s) must specify what measures they will use to the AmCross prior to beginning their assignment under this TOR.
- ix. **Write and present Baseline Study Report** to the Red Cross team, and/or other stakeholders as relevant.

3.2. Logistic and Administrative Support

The consultant is expected to use her/his own computer. Approved administrative and logistic costs will be reimbursed by AmCross. The consultant will be able to work remotely, after approval of the work plan.

3.3. Reporting Relationship

The consultancy service agreement would be facilitated by AmCross. The consultant will report to the Program Coordinator, AmCross Delegation and the Project Manager, VNRC with technical support from

the Regional Disaster Preparedness Advisor and Senior Regional Monitoring, Evaluation and Learning Officer, AmCross Regional Office.

3.4. Evaluation Ethical Guidelines

It is expected that the evaluation will adhere to ethical guidelines as outlined in the American Evaluation Association's Guiding Principles for Evaluators. Below is the summary of the ethical guideline (taken from www.eval.org/Publications/GuidingPrinciplesPrintable.asp)

- i. Informed Consent: All participants are expected to provide informed consent following standard and pre-agreed upon consent protocols.
- ii. Systematic Inquiry: Evaluators conduct systematic, data-based inquiries.
- iii. Competence: Evaluators provide competent performance to stakeholders.
- iv. Integrity/Honesty: Evaluators display honest and integrity in their own behavior, and attempt to ensure the honesty and integrity of the entire evaluation process.
- v. Respect for People: Evaluators respect the security, dignity, and self-worth of respondents, program participants, clients, and other evaluation stakeholders. It is expected that the evaluators will obtain the informed consent of participants to ensure that they can decide in a conscious, deliberate way they want to participate.
- vi. Responsibilities for General and Public Welfare: Evaluators articulate and take into account the diversity of general and public interests and values that may be related to the evaluation.

3.5. Future Use of Data

All collected data will be the sole property of AmCross and the consortium partners. The consultant may not use the data for their own research purposes, nor license the data to be used by others without the written consent of the AmCross.

4. Expected Deliverables and Duration of Consultancy

4.1. Expected Deliverables

- i. Inception report (final proposal and tools)
- ii. Conducting initial briefing and document review
- iii. Finalizing data collection tools, including questionnaire testing
- iv. Providing data collection manual/guidelines for field staff and enumerators training
- v. Performing data collections, implementing data management and quality control (field check, double checking of data entry)
- vi. Data entry software designed for survey (to be used with mobile devices)
- vii. Performing data entry, cleaning, and analysis
- viii. Providing progress report of quantitative data collection at daily basis (i.e., target vs achievement, response rate, main issues faced and actions taken)
- ix. Draft report
- x. Presentation materials of baseline results
- xi. Final Baseline Report (in English, based USAID/BHA guidelines and requirements which will be shared during the development of the inception report), along with signed informed consent (using AmCross template), photos, transcript and records, and visual interpretation of the report.

4.2. Duration of Consultancy

The consultancy will be provided within 25 working days, expected starting from 15 October-15 November 2021.

Estimated consultant working day

Activities	Estimated day(s) ¹
i. Initial briefing between consultant and Red Cross team	0.5
ii. Project document review, Inception report preparation (including questionnaire testing) and finalization	4
iii. Enumerator training and data collection at field	7
iv. Data cleaning and analysis	7
v. Presenting the baseline results to the project stakeholders	0.5
vi. Report writing and finalizing the baseline report by incorporating comments from the AmCross	5
vii. Submitting all required deliverables and supporting documents	1
Total	25 days

5. Required Qualification and Application Procedures

5.1. Consultant Profile

The evaluation will be conducted by external consultant(s) selected based on the following qualifications:

- i. Five years of experience conducting and leading both quantitative and qualitative, three of which should be with international organizations;
- ii. Excellent knowledge and skills in research method both quantitative and qualitative research methodology. Be able to show experiences in designing formative evaluation including baseline survey, managing and analyzing quantitative data;
- iii. Experiences in leading evaluation, preferably for community-based disaster risk reduction projects;
- iv. Demonstrated experiences in questionnaire development, particularly using mobile application for data collection;
- v. Demonstrated experiences in training enumerators and mobile data collection preferably using ODK/KoboToolbox;
- vi. Advanced computer skills (SPSS/STATA and Excel);
- vii. Excellent communication skills for training and facilitation, and leadership to manage and coordinate a team of data collectors/enumerators;
- viii. Ability to work independently, ability to juggle and coordinate various tasks simultaneously, ability to prioritize tasks, well organized, reliable and trustworthy.

5.2. Application materials

The candidates are expected to submit the proposed baseline study proposal. Content of the proposal must include details as follow:

¹ Suggested number of days, consultant can propose different number based on methods

- i. **Consultant profile**, summary of the Consultant team, explaining in short paragraphs all members' education background and relevant working and baseline study experiences [2 pages at max]. Details of each members' relevant background and expertise must be summarized in CV (max. 2 pages) that is part of Annex. **We only read relevant information.**
- ii. **Baseline study purpose**, stating objectives of Baseline study as written on the TOR
- iii. **Scope of work**, stating the scope of work that is cited from the TOR. If there is more than one consultant on the proposed team, please provide the number of persons needed for both for quantitative and qualitative methodologies.
- iv. **Enumerator training**, stating who will be responsible for enumerator training and include information on prior experience and describing how training will be provided, the topics covered, expected duration, and logistic and administrative support needed from American Red Cross team.
- v. **Quality control mechanism**, providing a section detailing the mechanisms to ensure data quality by clearly specifying steps for data validation. This section may also include supervisory mechanism for data quality and the role of field supervisors.
- vi. **Data management**, including mechanism for data entry, validation checks, and data processing.
- vii. **Analysis plan**, explaining data analysis plan, software used, and working duration for the baseline study. The consultant team must explain strategy to avoid potential bias from the proposed baseline study design.
- viii. **Baseline study plan and budget**, providing a breakdown of all associated costs for the Baseline study in USD. The consultant is requested to provide 2 proposed budgets: one for the package that includes enumerator-assisted on-site in-depth interviews for household surveys with on-site training to enumerators, and another one for the package that includes on-site in-depth interviews assisted by local Red Cross volunteers with provision of remote training to volunteers in communities for household surveys. If alternative methods (in addition to or in place of what is recommended in this ToR) are proposed to align with the current COVID-19 operational context, this should be clearly reflected in the budget with appropriate cost breakdown analysis provided.
- ix. **Writing Sample**, providing one sample of a recent baseline study (or related work) completed for another client where you are the lead author and principal researcher.
- x. **Professional Reference** (least 3 references)

5.3. Application procedures

Please submit your proposal application in English not later than **COB of 10 October 2021** to amcrossvn@amcross.org.vn with the subject **"Greening RC– Baseline Study 2021"** and label your CV, proposal, and writing sample with your name and document type in the file names. Only shortlisted candidates will be notified and contacted for an interview. Applications received after the deadline or incomplete applications will not be considered.

6. Selection Criteria and Payment Term

6.1. Selection Criteria

- i. Qualifications section
- ii. Quality of proposal
- iii. Experience in evaluation study/Research
- iv. Expertise in disaster risk reduction
- v. Number of days and timeline availability and rationality of budget plan
- vi. Previous evaluations within the country and for AmCross/Red Cross and Red Crescent Movement