

# **REQUEST FOR PROPOSAL (RFP)**

to conduct

## **Nationally Representative Survey: Understanding the Impact of Klahan9 SPACE Project in Cambodia**

**March 2024**

## PROPOSAL DATA SHEET

**The Client is:** BBC Media Action Cambodia

**Represented by:** Sao Vichheka, Country Director

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**1) Request For Proposal (RFP):**

To conduct a Nationally Representative Survey on “Understanding the Impact of Klahan9 SPACE Project in Cambodia”

**2) Language of the proposal:**

English

**3) The financial offer:**

United States Dollar (USD)

**4) Proposal preparation:**

To apply, please e-mail your proposal (maximum 10 pages) and CV(s) to:

**Email:** [Procurement@kh.bbcmmediaaction.org](mailto:Procurement@kh.bbcmmediaaction.org)

The proposal should include:

- How you meet the criteria
- A draft methodology and workplan
- Financial proposal (including the cost of fieldwork (including travel), project management, any other anticipated costs, and an overall budget).
- The names of two references for which your organisation/company has carried out similar work.

Please include “AgencyName\_Klahan9 SPACE NatRep Survey” in the subject line. Only shortlisted agencies will be notified.

**5) The Deadline for receipt of proposals:**

11<sup>th</sup> April 2024 (at 5:00 PM – Cambodia Time)

**6) Q&A session:**

Interested agencies are cordially invited to an online Q&A session ahead of the deadline for proposal submission. If you are interested, please email

[Procurement@kh.bbcmmediaaction.org](mailto:Procurement@kh.bbcmmediaaction.org) to request the meeting details.

## **TERMS OF REFERENCE**

### **Nationally Representative Survey: Understanding the Impact of Klahan9 SPACE Project in Cambodia**

#### **1. BBC MEDIA ACTION**

BBC Media Action is the BBC's international charity - we believe in media and communication for good. Last year, we reached more than 130 million people in some of the world's poorest and most fragile countries. Our projects and programmes save lives, protect livelihoods, counter misinformation, challenge prejudice and build democracy.

We have been working in Cambodia since 2003, using media and communication to empower and engage young Cambodians, improve health outcomes, and build resilience to the effects of climate change. We have expertise in working with and for young people and their influencers. Much of our work has been tailored specifically to the needs of young people, building knowledge, encouraging discussion, and increasing confidence to act on issues relating to civic engagement.

#### **2. KLAHAN9 SPACE PROJECT**

Klahan9 SPACE project is a 44-month project (1<sup>st</sup> May 2021 – 31<sup>st</sup> December 2024) jointly funded by the Swedish International Development Cooperation Agency (Sida) and the Swiss Agency for Development and Cooperation (SDC). The project aims to increase levels of civic engagement amongst young people in Cambodia by equipping youth with the knowledge, skills, confidence, and networks to participate, and enhancing conditions for them to do so – e.g. by shifting negative attitudes towards their participation – young Cambodians will actively participate in public life which in turn will enable them to better influence decision making.

The project's media content and outputs primarily target young people, aged 15 to 30 either in rural or urban areas in Cambodia, providing them with knowledge, skills, motivation, confidence, network, and way to participate in public life. The creative outputs (TV Programme and Digital Content) use role modelling as the primary tool to nudge constructive intergenerational dialogue specifically between young people, and parents and decision-makers, raise awareness of different ways of engaging in public life, build confidence and motivate young people to engage in public life, encourage discussion on issues that affect young people and the community they live in and showcase young people taking action to address issues of importance to them, their family and society.

The project also reaches parents, community influencers and decision-makers, etc. as the secondary target group since they have a potential influence on young people's decision-making and civic participation. It aims to support these groups to better understand civic engagement, feel confident to support youth participation and discuss civic issues and ways young people can

engage in public life with others. Project strategies include creating inclusive online and offline spaces for civic engagement; amplifying youth voices; encouraging discussion with decision-makers and parents and strengthening the provision of public interest media for, and representative of, young people.

### **Project outputs/activities:**

Klahan9 SPACE was designed as an integrated media and communication initiative, involving mass media content on multiple platforms and carefully designed community outreach activities and media support and trainings. The Klahan9 SPACE Project is implementing its project through:

- **Media Production:** Uses the power of media to reach Cambodian people of all ages through TV and Digital platforms which allow us to engage a wide audience, including those without digital access, in a regular, sustained process. [33 episodes of Sok San Family](#) TV drama, the project's main output, were produced to highlight young people taking actions to address issues of importance and raise awareness of different ways to engage in public life. According to research conducted by Cambodian Broadcasting Service (CBS), Sok San Family TV drama first season had reached an estimated 1.6 million viewers on TV in 2022, which is approximately 15% of the 15+ population. The second season of the drama completed broadcasting on CBS in January 2024, with repeats currently airing until July. In addition to the TV series, 387 short-format digital content and 10 episodes of digital series, [Ban Der Ban Deng](#) have been produced and posted on Klahan9 social media platforms, such as [Klahan9 Facebook](#) page which reached an average of 2.5 million Facebook users annually, [Klahan9 TikTok](#), [Klahan9 Instagram](#), and [Klahan9 YouTube](#). Although, the exposure to the TV drama is thought to be lower among young Cambodians (15-30 years old), they are the prime consumer of Klahan9 SPACE media content online.
- **Outreach:** Community-level opportunities for young people to develop their networks and get involved in both formal and informal civic engagement. Eight Roadshow Academies have been conducted and **reached 919 direct participants in 8 provinces**. In addition to Roadshow Academies, the project has created a community space and strengthened networks by working closely with the implementing partners such as Youth Council of Cambodia (YCC) and Youth Resource Development Program (YRDP).
- **Media Support and Training:** Alongside the work with community outreach partners, BBC Media Action also worked with local media partners to develop content and strategies which hold open civic space for young people in Cambodia over the long-term. Media partners were identified, and capacity development training and mentoring was provided to some young media practitioners by BBC Media Action trainers.

### 3. OVERVIEW OF THE RESEARCH

#### 3.1 Research Objectives

BBC Media Action is now embarking on a programme of evaluation to understand the impact of this work. **This call for proposals relates to one part of the multi-pronged evaluation effort.**

The overall evaluation will assess whether:

- 1) the media outputs and outreach activities (in any way) contribute to improving knowledge, skills, confidence, motivation, networks, and discussion of the young (15-30) Cambodian men and women on civic issues and their participation in public life.
- 2) the media support and training programme contributes to improving knowledge and skills of young media practitioners in delivering engaging and relevant public interest content.
- 3) the media outputs and outreach activities help parents, community gatekeepers, and decision-makers to be more positive towards young women and men's participation in public life.

The evaluation will use a mixed method research approach consisting of a quantitative household survey, qualitative study, experimental study and digital evaluation to address the research objectives. Combining these four different approaches will enrich our knowledge and understanding of the project's impact on the target audience.

**In this call for proposal, BBC Media Action would like to invite research agencies in Cambodia to submit a proposal to assist us with the quantitative household survey only. This will include all aspects of data collection and processing (excluding research report writing).**

#### 3.2 Quantitative survey: methodology and sampling

The quantitative household survey will contribute to the first and third objectives of the project evaluation mentioned above. The following research questions will be guiding this evaluative survey:

- What is the reach of the project's media content and outreach activities and brand awareness among Cambodians of all ages, including young (15-30 years old)?
- What is the impact of these media content and outreach activities on *a*) improving knowledge, skills, confidence, motivation, networks, and discussion of young Cambodians (age 15 to 30 years) of civic issues, and their participation in public life, and *b*) on the attitudes of parents, community gatekeepers, and decision-makers towards young people's civic participation?

We anticipate this will follow a sampling approach that represents the Cambodian population nationally. Therefore, we recommend participating research agencies to propose a sampling

frame that is representative of the population (according to **General Population Census 2019**) of five geographical regions across Cambodia – Phnom Penh (municipality), Plain, Tonle Sap, Coastal and Mountainous. The splits in the sample should be powerful enough to represent these five different regions and the country.

We are open to any random and nationally representative sampling approaches along with a sample size with enough power to measure reach of the media and outreach content. However, we would like participating research agencies to propose the most efficient sampling approach with a minimum confidence level (not below 95%) and a maximum margin of error (5% or less). As an example, one may propose two different options with an estimated representative sample size of: 1) 98% confidence level with a 3% margin of error, and 2) 95% confidence level with a 3% margin of error, for consideration by BBC Media Action.

While the representative sample captures a true reflection of estimated reach and awareness of Klahan9 brand, and reach of the media and outreach components among Cambodians of all age groups, we would also like to assess the impact of the same among young Cambodians aged 15 to 30 years old, and 31 to 55 years old. Therefore, it is vital that the survey captures further information from those reached by either or all the types of project content/activities, by asking additional questions. Therefore, we would like the agency to propose a sampling strategy that will ensure the following conditions are met along with the random sample:

- 400 exposed interviews with 15-30 years old who are reached by any of the project's media content
- 100 exposed interviews with 31-55 years old who are reached by any of the project's media content
- 200 interviews with 15-30 years old who are exposed to outreach activities only or along with media content
- 250 interviews with 15-30 years old who are unexposed to Klahan9 media content or outreach activities, i.e. neither exposed to media content nor outreach activities
- 100 interviews with 31-55 years old who are unexposed to Klahan9 media content or outreach activities, i.e. neither exposed to media content nor outreach activities

Although we have not conducted a reach study yet, we anticipate the overall reach of Klahan9 SPACE media content and outreach activities among 15 to 55 years old is more than 10% (this is a conservative estimate). We also believe that exposure to Klahan9 media content through online platforms should be contributing significantly to the overall reach as we have seen some of the posts on Facebook engage as many as 300,000 users. Therefore, we believe this online reach will complement the TV drama viewership among young people. To avoid proposing a very large sample size, research agencies can engage booster samples along with random sampling. As an example, if the selected research agency finds 100 exposed 15-30 year old interviews randomly, then the agency will need a 300 booster sample, plus 200 booster for outreach (assuming no outreach exposed participant was found through nationally representative sampling) to fulfil the conditions above. One of the ways to tackle this would be by applying a

listing method during the representative sample survey to identify reach and eligible exposed respondents, however, we are open to any rational and smart approach.

The sample must reflect the General Population Census of the Kingdom of Cambodia 2019 population distribution in terms of urban/rural areas, gender and age bands, including underrepresented groups such as those with disabilities. We encourage agencies to provide a detailed sampling strategy based on their previous experience conducting household surveys in Cambodia, specifying the data sources used for sampling.

We suggest participating research agencies should include a listing method (as explained above) in their proposed sampling approach, or as one of the approaches if agencies choose to submit multiple ideas/sampling options. We request that they provide a separate itemised budget for all the ideas/options separately if they are proposing multiple sampling approaches. BBC Media Action's technical assessment team will then consider the most preferred option for the procurement.

### **3.3 Data collection and tools**

If pursued, the listing exercise would be designed to take a **maximum of 10 minutes**. The questions will cover demographic information, awareness of Klahan9 brands, and levels of exposure to Klahan9 SPACE programmes. The main impact survey will be designed to take a **maximum of 60 minutes, 30 minutes for the unexposed**. The survey questions will broadly cover youth civic engagement and issues affecting young people, with a mixture of open and closed response formats. This survey will mainly include structured questions and attitudinal statements. All questions will be developed and translated by BBC Media Action, and the agency will be given a structured questionnaire to use for conducting the interviews.

A **face-to-face data collection** method is preferred, which should be recorded using Computer Assisted Personal Interviewing (CAPI). Agencies should highlight any recommendations around data collection method, explaining any suggested alternatives.

A pilot study will be conducted to ensure clarity and comprehension of the concepts addressed. The agency will conduct the pilot systematically, assessing the understanding and relevance of questionnaire questions. This could involve collaborating with BBC Media Action to conduct activities like cognitive testing or small-scale qualitative studies, ensuring respondents grasp the survey topics. Visual and/or audio aids, supplied by BBC Media Action, will be utilised as needed to enhance comprehension during this phase.

### **3.4 Geographical coverage: location observation sheet using GPS technology**

The agencies must present an effective sampling strategy, and we would like to know how the agency intends to monitor the sample's representativeness during fieldwork, and progress against exposed and unexposed interviews to manage boosters.

It is crucial to identify the geographic zones where interviews are conducted to plan for **boosting towards the end of the fieldwork**. Therefore, an observation sheet detailing area information needs to be completed for each sampling point, ideally by the supervisor upon arrival. To facilitate the collection of location data, we request the agency to specify if they have GPS technology capabilities, such as owning handheld GPS devices for interviewers or arrangements for leasing such devices locally.

### 3.5 Timing

The survey will start once the agency undergoes training from BBC Media Action regarding the research project. The overall timeline for the research process is outlined below, but the exact dates will be determined in discussion between BBC Media Action and the agency following an initial meeting.

Please provide detailed timelines including training of data collectors, piloting, fieldwork, analysis, and delivery of final data and data tables. The data collection should start in May and data analysis should end in June 2024.

Table 1: Key activities and timeline

Activities	Lead	Timeline
Selection of Agency	BBC Media Action	April 2024
Training to Agency	BBC Media Action	
Training to fieldworkers	Agency	
Survey Piloting	Agency	
First 100 cases data collection	Agency	May 2024
Fieldwork paused for quality checks	BBC Media Action	
Resume data collection	Agency	
Data cleaning and analysis	Agency	June 2024
Submission of dataset & tables	Agency	

### 3.6 Quality Assurance

BBC Media Action prioritises research of the highest standard and expects the agency to outline how data quality will be ensured. This includes clearly defined quality maintenance mechanisms for fieldwork, such as monitoring the field process through spot checks and back checks, in addition to those conducted by BBC Media Action staff.

- Supervisors must accompany interviewers for at least 20% of surveys, and the agency should back-check at least 30% of surveys.
- Contact or observation sheets should be utilized to monitor response rates and reasons for refusal.
- Using appropriate ID numbers for questionnaires is crucial for data entry, enabling identification of sample points and incorporation of geographical information collected by supervisors on the contact/observation sheet.

- The agency must provide the first 100 completed cases dataset in SPSS to BBC Media Action for assessment of data quality. After receiving this dataset, the agency should pause fieldwork for 4 to 5 days to allow the BBC Media Action Research and Learning team to assess the data quality.
- At the halfway point of fieldwork, BBC Media Action will request access to or receipt of the completed interview questionnaires in raw dataset format from the agency for cross-checking the data quality.

BBC Media Action researchers will participate in the 4-to-5-day face-to-face training session conducted before both the pilot and full studies with the local agents responsible for fieldwork. A fieldwork pilot will be done and completed by the enumerators and supervisors hired for the study. Also, BBC Media Action researchers will travel to several areas where data is collected to carry out spot checks and back checks at households sampled in the study to monitor the data collection quality control. This monitoring process is standard for all BBC Media Action surveys, and the agency and fieldwork staff should be familiar and comfortable with this level of involvement. The agency is expected to provide a comprehensive fieldwork plan to facilitate monitoring as necessary.

#### **4. ETHICAL CONTROL, RISKS AND MITIGATIONS STRATEGIES**

**In agency proposals a section will be required describing how the agency plans to meet and adhere to ethical protocols and quality control standards including the Global Data Protection Regulation (GDPR).** This requires a full outline of how agencies will adhere to high quality research protocols with regards to the following stages of the survey:

- How the data privacy will be ensured as per the GDPR guidelines. How informed consent will be gathered and recorded during piloting and fieldwork and any issues with using a pre-assigned script from BBC Media Action that will need to be used in accordance with GDPR. It is expected that female interviews will be facilitated by female enumerators and male interviews by male enumerators. All respondents will be required to provide informed consent before the research takes place. For participants under 18 years of age, consent from parents/guardians is also required.
- How all data will be recorded and gathered securely.
- What is the plan for ensuring permission from the government/local authority for the survey.
- Procedures relating to how data will be transported securely during fieldwork and how it will be stored both in hard and soft copy in agency offices and especially how personal data within datasets will be secured.

Researchers and agencies working with BBC Media Action need to adhere to a strict code of ethics and endeavour to address major concerns around consent, confidentiality, anonymity, and the potential impact of the research on both those researched and researchers. When submitting the proposal, the agency needs to address the potential risks that could affect the overall operation of the survey process. These potential risks include, but are not limited to:

- Due to rural-to-urban migration for job opportunities, there may be fewer potential family members, especially youth, available for interviews at home.
- Respondents in rural areas, predominantly farmers, may be occupied with harvesting or planting crops, presenting challenges for conducting interviews during these times.
- Past experience with quantitative surveys in Cambodia has shown that some respondents are unfamiliar with structured survey formats and may struggle with questions using set scales.
- Many individuals in Cambodia, particularly in rural areas, may have difficulty grasping key concepts related to civic engagement.
- Accessibility to certain locations may be hindered by poor road conditions.
- Respondents should be assured that their information will be handled confidentially and anonymously.
- Some respondents may be hesitant to disclose sensitive information or participate in surveys administered by fieldworkers of the opposite gender.

For each risk identified, the agency needs to state a clear mitigation strategy in the proposal.

## **5. DELIVERABLES FROM AGENCY**

The following deliverables are required to be provided by the agency:

- A full pilot with a short pilot report detailing feedback.
- A fully briefed and trained interview team consisting of female and male enumerators.
- Fieldwork permission from the government
- Weekly fieldwork updates
- A full fieldwork report detailing the process of data collection and any unforeseen deviations from the original plan will be submitted at the end of the survey.
- First 100 cases in SPSS file for preliminary data quality check by BBC Media Action
- Interim data for further quality checks
- Cleaned and weighted SPSS dataset, and syntax with clearly labelled variables and values, and an accompanying code book
- Excel spreadsheet with defined cross-breaks (examples include gender, age, income, level of education, urban/rural, etc.). BBC Media Action will advise on specific cross-breaks required.
- Signed consent forms (electronic or on paper) for all participants and parental consent forms for any participants under the age of 18 years old, managing the fieldwork and the collected data to the highest research and ethical standards.

## **6. SUPPORT FROM BBC MEDIA ACTION**

The following support will be provided by BBC Media Action:

- Face-to-face briefing from BBC Media Action in-country researcher – to explain key terms and context of the study, tools, safeguarding and ethical guidelines
- Consent forms and parental consent forms for participants
- Guidance for the interviewers
- Agreement on the sampling approach
- Questionnaire with interview guidelines and showcards
- Location observation sheet template

- Guidelines for data analysis including code lists, template of cross break tables
- Feedback on the quality of fieldwork and data collected throughout the assignment.

## 7. OVERALL PROPOSAL REQUIREMENTS

BBC Media Action invites detailed proposals that include:

1. Technical proposal – including key sections: research design and sampling strategy/methodology, field operation plan, research project management plan, data management and processing plan, quality assurance/ethic protocol, and detailed timeline.

The following are key points to be considered/incorporated for required sections of the technical proposal:

- Proposed sample size and sampling approach, with reference to the listing exercise and full survey
  - List of sampling points (including a note on how sampling will be conducted and how sampling points/districts/units will be selected)
  - Description of piloting of survey procedures
  - Details on field operations and management
    - Information on briefing interviewers
    - Information on supervising interviewers
    - Details on how supervisors will fill in observation sheets
    - Details on data inputting capacity
    - Type of tasks supervisors will complete
  - Detailed time plan highlighting survey piloting, fieldwork, data cleaning, data weighting and delivery of data tables
  - Activities that will be required to gain permission to do research in Cambodia
2. CVs of people working on all elements of the research (put in annex)
  3. Brief of profile and experience showing examples of similar research conducted by the agency (put in annex)
  4. The names of two references for which your organisation/company has carried out similar work to (put in annex)

## 8. COST

Please provide a detailed cost breakdown for ALL aspects of the project (including personnel cost, fieldwork and data collection cost including piloting, quality control and monitoring, data management (including cleaning and weighting) and preliminary analysis and analysis tables).

Please provide cost for

- 1). Listing exercise (if you are proposing it in sampling approach)
- 2). Main impact survey including booster sample for two options:
  - Main impact survey with young people aged 15-30 only
  - Main impact survey with young people aged 15-30 and elders aged 31-55
- 3). If the agency is providing multiple sampling approaches, please also provide separate cost breakdown for each approach.

## 9. CONFIDENTIALITY

All documents prepared during the assignment will be treated as BBC Media Action's Property. The documents or any part, therefore, cannot be sold, used and reproduced in any manner without prior written approval of BBC Media Action. The contracted agency/firm will submit all original documents, materials and data (hard and/or soft copy) to BBC Media Action.

## 10. DECISION ON TENDERS

We will award this contract competitively. Overall assessment of proposals will be concerned with both quality of the proposal and value for money. In particular, assessment will focus on:

- Relevant and sufficient experience of running large scale surveys, especially related to research on the areas of youth, media and communication.
- A research design which clearly states proposed methodology and sampling strategy and how quality assurance will be achieved.
- A detailed time plan of field work accompanied by an explanation of how the project will be managed to deliver the data to us consistently on time and to a high standard. Please outline how long it will take to collect the data and how many teams you will send into the field and how this process will be overseen and managed.
- Specification of how and where the data will be entered into electronic format. Please specify how many people will be allocated to this task and how you will quality control this process. We are particularly interested in finding out whether your data will be processed locally or whether you intend to send it to an external data processor (given the extent to which this limits our ability to oversee and quality control and the risk of delays). Please address this issue in your proposal. **The agency must adhere to GDPR data protection standards.**
- Complete breakdown of costs by activity for all elements of the research.
- A detailed outline of what challenges the agency feel they may face in carrying out this research and how they will tackle these issues.