

TERMS OF REFERENCE FOR

The Consultancy Services for “Community Needs Assessment in 5 Regions of Georgia”

A. INTRODUCTION

- Project name: Log-in Georgia
- Employer: Open Net NNLE
- Consultancy Assignment Title: Community Needs Assessment
- Reporting to: Communications Commission (ComCom)
- Contract Duration: Six (6) months

B. DESCRIPTION OF THE LOG-IN GEORGIA PROJECT

The Government of Georgia has received financing from the World Bank for the implementation of Log-in Georgia Project. The proposed Project development objective is to increase access to affordable broadband internet and to promote its use by individuals and enterprises, in targeted rural settlements.

The Project consists of the following key components:

Component 1: Increasing access to broadband – this Component will help expand access to broadband internet in rural settlements across Georgia and improve the enabling environment for digital development.

Component 2: Promoting the use of broadband-enabled digital services – this Component will support the development of Georgia’s digital economy through a strengthened enabling environment, promoting digital use-cases of broadband, and addressing barriers to the participation of individuals in the digital economy. In addition, it will promote digital inclusion amongst minority groups and support the use of the internet and digital services by women, social minorities, and persons with disabilities in selected settlements.

Component 3: Project implementation support – this component will support the management and implementation of the Project and associated activities.

Detailed information on the Log-in Georgia Project is available in the Project Appraisal Document (PAD) at the following link: <https://documents.worldbank.org/en/publication/documents-reports/documentdetail/996651598925686197/georgia-log-in-georgia-project>

The Project will be implemented over five years by the Open Net NNLE as the Project Implementing Entity (PIE), with the oversight and implementation of the Ministry of Economy and Sustainable Development of Georgia (MOESD) and the Communications Commission (ComCom). Activities under Component 2 will be implemented in coordination with the Media Literacy Development Department (MLDD) of ComCom, with the support of the PIE.

C. BACKGROUND OF THIS ASSIGNMENT

Through the Log-in Georgia project, the World Bank will support Georgia's National Broadband Development Strategy for 2020-2025, which was approved by the Government of Georgia in January 2020. The project will help connect up to 1,000 villages, including highland settlements, with high quality and affordable high-speed internet service. The project will benefit approximately 500,000 people who currently live in areas without high-quality, high-speed Internet access.

In addition to increasing rural high-speed internet coverage, the Project will provide nationwide awareness building, training, and capacity building programs, to facilitate the use of digital services and to promote digital inclusion. The project will promote use-cases of improved connectivity such as digital financial services and e-commerce as well as e-government services. In addition, the project will support the increased use of distance learning and telemedicine. These efforts will support the Government to develop an enabling environment for the digital economy. Promoting use-cases and increasing digital inclusion will help increase the use of broadband connectivity by rural users, helping to achieve the Project's development objective.

These activities will need to be delivered at the settlement level and will rely on extensive citizen engagement in their design and implementation. Activities' design will rely on surveys, focus groups, and beneficiary engagement to collect detailed information about the status quo of Internet use and to identify relevant needs and use-cases for each of the settlements to be covered by the Project.

For this, the Project intends to undertake: (1) intensive and regular stakeholder and citizen engagement to match use-cases to settlements through participatory needs assessment and prioritization exercises, (2) coordination with public and private organizations to extend the use of their existing digital platforms or services to selected settlements, raise awareness of capabilities, and increase the adoption of broadband, (3) delivery of training and capacity- or awareness-building programs in selected settlements on identified use-cases, and (4) providing input to public agencies on the needs of the selected settlements and user-groups, to inform their design or rollout of platforms or services based on citizen and stakeholder feedback, including beneficiary dialogues.

Support to Digital Inclusion and Citizen Engagement

The Project will include special measures undertaken in the selected rural settlements to facilitate the use of the Internet and digital services by women and women-headed households, ethnic and social minorities, and people with special needs. In this, the Project intends to support engagement with women's groups at the local level, ensure the mobilization of communities to increase support for women using technology and digital services, and delivered at the local level to maximize participation and inclusion. Specific efforts will be made to ensure the participation of women entrepreneurs in these activities, including facilitating their connection with public and private platforms to access resources and markets.

D. OBJECTIVE OF THIS ASSIGNMENT

The objective of the assignment is to undertake qualitative and quantitative research within the Log-in Georgia Project Component 2 to identify the digital needs in the targeted rural settlements of Guria, Imereti, Samegrelo-Zemo Svaneti, Racha-Lechkhumi-Kvemo Svaneti, and Adjara to help ComCom define Digital Adoption Program training modules for the communities.

This Terms of Reference is for the research company (Consultant) to undertake the community needs assessment. The study will have a quantitative as well as qualitative aspects and data collection methodologies will be designed appropriately. **Phase 1** is Quantitative survey that is conducted in 5 regions and focuses on the needs, problems, perspectives of internet use in rural areas, as well as stakeholder mapping and recruitment questions for phase 2. **Phase 2** is Qualitative research using FGDs. Based on agreed instruments the Consultant is entitled to connect with the target groups and acquire the needed information.

The completed questionnaires and the data are to be developed and collected in an electronic form that will allow future analysis. For this purpose, the research company should undertake the research that will answer to following questions:

- What are the main digital skill gaps of the community?
- What are the main skills people want to learn (topics of interest)?
- What are the main services that are in use / need?
- What are useful applications for people to learn (for example, e-banking services, mails, etc.)?
- Do citizens of the selected regions feel the need for capacity-building programs?
- What proportion of the target population is aware of the negative and positive impact of internet use?
- What are the perceptions of personal and community risk about the digital world?

For this assignment the Consultant shall:

- a) Undertake surveys and focus groups in Guria, Imereti, Samegrelo-Zemo Svaneti, Racha-Lechkhumi-Kvemo Svaneti and Adjara to collect data to inform a demand assessment and identify digital needs of individuals, representatives of private (MSMEs), public, and civic institutions:
 - Mid-point Sample Survey - Obtain data on the knowledge, attitudes and practices of a random sample of 1810 interviews in targeted rural settlements of Guria, Imereti, Samegrelo-Zemo Svaneti, Racha-Lechkhumi-Kvemo Svaneti and Adjara who are 14+ years of age.

Region	Number of interviews
Guria	350
Imereti	340

Samegrelo-Zemo Svaneti	360
Racha-Lechkhumi-Kvemo Svaneti	380
Adjara	380

- Focus Group Discussions (FDGs) of the stakeholders and citizens – In addition, a target sample is a select number of stakeholders and citizens, including those who have not participated in the quantitative survey. The Consultant should conduct 25 FDGs (5 in each region).

b) Based on the data collected compile and prepare the analysis which shall:

- Segment the beneficiaries in each region and understand their potential digital needs;
- Identify digital skill gaps;
- Identify digital challenges;
- Identify training module themes;
- Identify possible groups – for example, women, minorities, persons with disabilities, etc. for specific training needs.

The Consultant will survey the field and prepare the final survey report. The final stage will comprise a summary report on the methodology and activities undertaken.

E. TASKS AND RESPONSIBILITIES

To undertake the Community Needs Assessment the Consultant is responsible for the following activities:

Initial situational analysis

- Review of project documentation

Obtaining necessary permits or clearance for the survey

- Acquire all permissions necessary for conducting the survey, including relevant permissions from public authorities as needed;
- Adhere to local formalities and obtain any required permits related to the survey implementation, as well as survey team health and accident insurance, salary, taxes, and others as necessary.

Pilot of all instruments, definition of sampling plan

The instruments for the data collection (survey questionnaire and FGD Guide) are to be developed and delivered by the ComCom team, but this does not preclude the Consultant from providing advice and enhancement on its content. The questionnaire can still be adapted even during the training of enumerators.

ComCom team will provide the survey instruments in word format but preparing the script for using CAPI methodology is the Consultant's responsibility.

The Consultant shall pilot the instruments under real conditions, monitor time per module for estimation of average time per questionnaire, and any programming challenges. The pilot data shall include a minimum of 10 observations for the survey and one FGD.

In addition to the above, the Consultant should prepare a detailed sampling plan and sampling strategy for data collection. The sample size is calculated by the client using standard statistical formula and the Consultant shall prepare a detailed sample plan based on the geographic map of rural areas of Guria, Imereti, Samegrelo-Zemo Svaneti, Racha-Lechkhumi-Kvemo Svaneti and Adjara regions, using 95 percent confidence level with the margin of error of 5 percent (List of targeted settlements will be provided by COMCOM team).

Detailed Project Implementation Plan

The Plan will detail the following:

- Fieldwork implementation plan during the pandemic of Covid -19
- Protocols for ensuring full adherence to the sample frame and high-quality data, and to ensure confidentiality and anonymity;
- Travel and lodging logistics;
- Management information/reporting tools to track data collection;
- Procedures for field data backup and submission to the research team every two weeks;
- Develop the necessary protocols to ensure participants can be included in a follow-up survey, if required;
- Supervision and spot check plans to ensure adherence to data collection protocols and Consultant quality of data collection.

The Consultant must submit the Plan for comments and review to the ComCom before the start of fieldwork and revise, if necessary, according to the feedback. The Consultant must follow the plan as closely as conditions allow during survey implementation. If field conditions dictate significant adjustments to this plan, the Consultant is obliged to inform the research team via management in the form of a written report or progress report.

Recruitment and Training of Field Staff/Interviewer Briefing, as needed

- Recruit or enlist focus group facilitators, interviewers with experience conducting surveys and familiarity with FGDs;
- Train all focus group facilitators, interviewers, supervisors, and data manager on the administration of the questionnaires. The training should also serve as a screening process for skilled interviewers and data entry agents.

Phase 1: Quantitative Survey Data Collection (CAPI offline)

- Implement the survey within different locations
- Develop a system to track questionnaires completed and replacements (GPS tracking, silent recordings, etc.)

- All surveys must be collected and stored electronically and updated daily
- Consultant is responsible for Venue hire/rent of facilities
- Consultant is responsible for script writing and hosting
- Prepare technical reports detailing number of interviews completed, challenges faced, modifications made to the Field Procedure Plan, and any other notable occurrences
- Pilot survey - at least 10 observations

Field work:

- In Guria, Imereti, Samegrelo-Zemo Svaneti, Racha-Lechkhumi-Kvemo Svaneti and Adjara regions (F2F Random Sampling)
- 1810 interviews
- Representative sample by settlements
- Random selection of households, random selection of respondent in the household (using next or last birthday rule)
- Duration: 15-20 minutes
- Age Groups: 14+
- Area: In total 114 villages in Guria (10), Imereti (7), Samegrelo-Zemo Svaneti (9), Racha-Lechkhumi-Kvemo Svaneti (37) and Adjara (51)
- Interviewing in local language

Correct all inconsistencies and problems identified by the research team in data quality checks, which may require re-visiting households (the list of data quality checks will be shared in advance of the start of data collection).

Phase 2: Focus Group Discussions

- Implement one FGD with the objective of questionnaire testing and identifying any gaps or additional relevant aspects
- Conduct 25 FGDs in Guria, Imereti, Samegrelo-Zemo Svaneti, Racha-Lechkhumi-Kvemo Svaneti and Adjara (5 in each region). Convenience sampling or a snowball recruitment approach may be used for selecting focus group participants (snowball should be used especially for recruiting stakeholders, women, ethnic minorities, etc.)
- Document electronically the results of the focus groups (transcripts)
- Provide technical report to ComCom detailing the outcomes of the focus groups, challenges faced, new themes that emerged, and any other notable occurrences.
- Focus groups details:
 - 5 regions; Recruitment based on Phase 1
 - Number of people in 1 FGD: 6-8 (2 reserve respondents for each group)
 - Number of FGD: 25
 - Duration of FGD: 1.5-2 hours
 - Age group: 14+
 - Moderation in local language

FGD discussions should include:

- Population living in selected settlements

- Males and Females
- Households headed by women
- Older people
- Social and ethnic minorities
- People with disabilities
- Enterprise owners, including local internet providers
- Local civil society representatives

As mentioned above, the task is to cover the total sample including social minorities, ethnic minorities, people with disabilities, etc. Please note this while preparing the sample plan.

Preparing and Reporting of Results

Complete Quality Control and Data processing

- The Consultant is to use agreed on questionnaires and guides
- Data collection will be undertaken using visits to place to ensure the completion of questionnaires
- The Consultant will be responsible to check for completion errors
- The company will also ensure a system that minimizes data capture errors caused due to faulty coding or incorrect data entry.

The Survey Consultant will be considered to have failed to comply with this contract if, based on a random and representative sample, it is determined that either:

- It is shown that 1% or more of the questionnaires that are presented were filled without the Consultant having visited the household
- It is shown that 1% or more of the questionnaire is inconsistently completed.

The ComCom will use its right to conduct its own checks on up to 15 to 30% of the interviews (in addition to the proposed check-backs of the Consultant). If the survey data does not meet the ComCom's requirements in terms of integrity of data, the team will reserve the right to request a repetition of the work or the option of not paying for the work done (being reimbursed for any initial payment).

- Provide analytical Final Report submitted at the end of the data collection period, listing the identified needs and training topics for each region and recommendations.

The Final Report should include the results of both qualitative and quantitative research and answer the research questions. Analysis of quantitative research should be based on descriptive and analytical statistics, meaning that results should be presented in a standard academic format and include the following statistical calculations – Frequencies, Percentages, Measurements of Central Tendency with appropriate variability criteria, Between Group comparisons (T-test, ANOVA test, Chi-Square, Mann Whitney u test, etc.), (Partial) Correlations and Regressions. The data and conclusions in the final report should be presented separately for each region and demographical between-group comparisons (gender, social and economic status, age, education, etc.) should be made for each region, including identified general tendencies in the regions.

F. Expected Outputs and Payment Schedule

	Output	Timeline
0	Project Implementation Plan (timing, sequencing of activities, etc.) - Please provide a fieldwork implementation plan during the pandemic of Covid -19	Contract Signing
1	Evidence of clearances, insurances, and permits for implementing the survey and other data collection activities <ul style="list-style-type: none">a) Preparatory workb) Pilot dataset 10c) Recruitment Questionnaire and Recruitment Criteriad) Plan submissione) Submission of a roster of field staff	+ 3 weeks
2	(a) Weekly field Progress Reports and Raw Data Delivery, including: <ul style="list-style-type: none">• Technical report, covering issues of both random and targeted sampling and interviewing• Technical report on conducting studies and QC• Video-records of FGDs• Transcripts (Georgian, Word) (b) Corrections resulting from consistency checks <ul style="list-style-type: none">• Cleaned database (SPSS, R, STATA or equal program)	+ 5 weeks
3	Final analytical reports: Final report (into local and English languages, PPT presentation of findings, and Word report) - integrated qual and quant	+ 4 weeks

G. DATA PRIVACY

All the data and information collected or received for the purposes of this study will be kept strictly confidential and will be used exclusively to execute the terms of reference. All the intellectual property rights stemming from the execution of the terms of reference belong to ComCom. The content of the written materials that are obtained and utilized during this task will not be shown to third parties without the written consent of ComCom.

Georgian legislation on privacy, confidentiality, and data protection will apply.

H. COMCOM'S RESPONSIBILITIES

- Briefing prior to the research about tasks and objectives, moderation, detailed discussion of the guide

- Questionnaire development
- Guides development
- Screeners development
- List of targeted rural settlements
- Fieldwork and FGD observation
- List of FGD target groups
- Final report approval

I. CONSULTANT QUALIFICATIONS

Required Qualifications

The selected Consultant must possess the following qualifications:

- Legal status enabling the Consultant to implement surveys in Georgia;
- Demonstrated prior experience in surveys of households and public and civic institutions. The Consultant must have knowledge of local formalities and customs in fieldwork implementation;
- Demonstrated capacity and experience in planning and organizing survey logistics in rural areas of Georgia;
- The Consultant must have access to a good network of experienced interviewers, supervisors and data managers. The names of the data managers and survey managers, and their specific responsibility must be mentioned in the Consultant's offer;
- A strong system for data quality control checks that can be accessible by the ComCom team without any restriction.

General Experience – Research experience for externally funded projects

Specific Experience – Minimum 5 assignments in the coordination and/or management of quantitative and qualitative research and data collection (at least 2 in rural areas).

Required qualification of staff

The Consultant should be able to mobilize a team of experts dedicated to this exercise during the contract period. The team should comprise experienced in data collection:

Key Staff:

- Team Leader/Project Manager
- Project Coordinator
- Data analysis expert
- Statistician
- Scriptor
- Data cleaning specialist

- Area expert, who should be able to provide support and knowledge guidance to the team in preparation of questionnaires and data analysis

Non-Key Staff:

- Required number of data collection monitoring specialists
- Minimum 4 moderators; and
- Required number of interviewers

One employee can be holding of more than one role.

The Key staff shall have:

- At least 5 years of experience in research field;
- Demonstrated change management skills;
- Demonstrated ability to supervise a team of experts, interface with the team, work with multiple stakeholders (including government, private, and development partner agencies), address contract execution issues as they arise, and ensure the timely delivery of contract outputs;
- Excellent Georgian and English language skills with the ability to deliver oral presentations and produce high-quality written reports

In addition, each Consultant should submit a description of three previous research projects they have completed in the past 3 years. Each submitting Consultant should complete the table below and attach it to budget narrative.

Title of Research <i>(e.g., Adolescent Reproductive Health Study)</i>	Survey Population Characteristics <i>(e.g., boys & girls 15-17 yrs. old)</i>	Sponsoring Agency <i>(e.g., USAID)</i>	Date Conducted <i>(e.g., Spring 2019)</i>
1)			
2)			
3)			

Interested Consultants must provide information verifying that they are qualified to perform the services and meet minimum required experience criteria.