

Terms of Reference

Consultant for Baseline Survey on Canadians' Awareness of Nature-based Climate Solutions and Farm Radio International

Background

Farm Radio International, a Canadian non-profit organization, enables African rural communities' to meet their rights to information and communication through the innovative use of radio, mobile phones, other digital tools and traditional face-to-face methods. Together with broadcasting and project partners, we help increase access for tens of millions of small-scale farmers and people in rural areas across the continent to life-changing information and facilitate strengthening and amplifying their voices in their own development. FRI is committed to gender equality and inclusion (GEI) as we are well-placed to facilitate ongoing dialogue to contribute to the transformation of inequitable gender norms and relations of power and the advancement of human rights, especially those of women.

In April 2022, Farm Radio began implementation of a 5-year, multi-country project about gender inclusive **nature-based climate solutions** (NBS) with financing from Global Affairs Canada. The project will use Farm Radio's interactive local radio programming to achieve enhanced rural community action on climate change adaptation and biodiversity using locally-relevant, gender-inclusive nature-based solutions. This project will help to create a common understanding of climate change, in particular how nature-based solutions can be used to address climate adaptation needs and enhance or protect biodiversity. It will offer a means for local communities (particularly women and youth) to identify and express their adaptation needs, expand access to NBS information across Sub-Saharan Africa; support rural communities in learning about, customizing and applying NBS for climate adaptation; and raise Canadian awareness of, and engagement with these solutions. There are six focus countries – Burkina Faso, Côte d'Ivoire, Ghana, Ethiopia, Uganda and Zambia.

In Canada, the public education and engagement work will advance global gender-inclusive NbCS through use of content from the project to directly engage and educate Canadians about Nature based Climate Solutions in Africa and Canada, including related elements of gender equality and inclusion. Farm Radio International intends to conduct a baseline and endline survey on Canadian public awareness and engagement regarding NbCS, to enable an assessment of progress by the project.

Also in 2020, in order to advance and monitor progress in realizing its five-strategic plan targets, Farm Radio International conducted a survey on ways of connecting with a wider and younger audience of prospective donors. FRI hopes to double the number of individual annual donors while tripling the revenue from the top 25% of supporters by 2024-25. In addition, the organization would like to see

continuous growth in the number of globally-concerned Canadians that engage with FRI as advocates, champions, volunteers and/or donors.

In 2020, a survey of Canadians was conducted to gauge Canadian awareness of the work of Farm Radio International, as well as their interest in philanthropically supporting the objectives that FRI seeks to achieve. Now, two years later, FRI would like to ask several of the questions posed in 2020 to see if there has been any change. Thus, the survey on NbCS awareness and action described above should also include 5-6 of the questions asked in 2020.

This ToR is designed to recruit a consultant to conduct the baseline study.

Objective

The objectives of this research effort are:

1. Determine Canadian's current state of knowledge, attitude, practices and support for the employment of NbCS in Africa, Canada and globally, to mitigate and adapt to climate change..
2. This research will also equip FRI with actionable insights on how to educate and engage Canadians on NbCS.
3. Assess the changes among the Canadian public regarding their awareness, impressions and understanding of FRI and its initiatives, and engagement with the organization.

Scope of Work

Public Opinion Survey

- Conduct a national survey of n=2,000 Canadians.
- The survey will be conducted with a representative sample according to age, gender, region, language (English and French) and educational attainment.
- Collaborative survey design and questionnaire development, in English and French
- Data collection, analysis/interpretation and reporting, covering NbCS and FRI awareness aspects in distinct sections.
- Briefing session

Expected deliverables

- A detailed dataset of the survey
- Summary of key findings and strategy recommendations on educating, engaging and mobilizing canadian support for NbCS, in PowerPoint format
- A briefing on the survey including process, results and strategy recommendations
- A comprehensive analytical survey report.

Expert Profile

The consultant should have substantive experience conducting quantitative phone based surveys in Canada. The consultant should have great communication skills and excellent written and verbal English and French language skills.

How to apply

Applicants should submit their offers electronically only to the email addresses below. Faxed documents or hard copies will not be considered or admissible. A complete application should include the following:

- A technical proposal, comprising the following;
 - A description of the technical approach / methodology for the survey.
 - A proposed work plan: chronogram of activities which includes specific dates of key activities - survey design, questionnaire development, data collection, analysis and reporting.
 - List of similar work completed by the consultant.
- A financial proposal showing the estimated cost of delivering the assignment, including details on number of days and fee rates.

The deadline for submission of applications is 21 June 2022. Documents submitted should be sent in PDF format to jobapps@farmradio.org with the subject line "NbCS survey."