

Image survey/stakeholder mapping of partner institutions in Strategic Sector Cooperation projects

Terms of Reference

1. Background and context for the image survey

Statistics Denmark and the Danish Ministry of Foreign Affairs has signed a framework agreement covering the period from 2024-2027 including four Strategic Sector Cooperation projects in Ghana, Morocco, Vietnam and a fourth country, which is yet to be identified. The projects run in different phases¹

The main objective of the projects is that the National Statistical Institutions (NSIs) in the partner countries are in a better position to consistently provide a reliable and credible evidence-base to sensitize decision-makers responsible for the development of society and a just green transition. Likewise, the NSIs should be positioned to provide citizens and civil society organisations with information that allow them to hold governments accountable to their obligations.

Monitoring and evaluation of the outputs, outcomes and impacts is an intrinsic part of the projects. A Statistical Capacity Assessment Tool and Score (SCATS) - a tool developed by Statistics Denmark - will be used to assess the statistical capacity of our partner institutions. SCATS will be used both as a baseline, a mid-term and a final assessment. SCATS provides a quantitative measure of relevant technical capacity but does not address the perception of the NSI in society as trusted data providers.

Therefore, Statistics Denmark would like to undertake a qualitative image survey of the NSIs that can provide information about the NSIs role in society as trusted data providers. The image survey must be designed in such a way that comparative information can be collected at baseline and at the end of a phase.

2. Purpose of the activity

Statistics Denmark would like to contract a consultant to perform the initial image survey in the two countries where phase II of the projects has begun namely in Ghana and Morocco.

The objective is to conduct an image survey of the partner institutions: The Ghana Statistical Service (GSS) and Haut-Commissariat au Plan (HCP). The image survey should be based on interviews with relevant stakeholders in country i.e. data providers, mass media and institutional users of statistics produced by the NSIs.

¹ The first 3 year phase (2020-2023) has been finalised in Ghana and Morocco and both countries started phase II in January 2024, Vietnam and the new country will start phase II and phase I respectively in January 2025.

The survey should be designed based on internationally recognized methods and guidelines for evaluating the image of governmental institution including the Fundamental Principles of Official Statistics, which provides guidelines for the work of national statistical institutes².

3. Content of the activity

The image survey should be carried out similarly in the two countries to allow for comparisons and should be based on structured interviews with the stakeholders. In collaboration with the respective embassies Statistics Denmark will provide a list of potential national stakeholders for the two countries in question. The interviews and reporting must be done in such a way that a similar survey can be conducted at a later time to show potential changes in the image of the institution. The survey must capture the perception of the partner institution among relevant stakeholders. More concretely, the image survey is intended to measure the specific outcome:

“The role of statistical institutes as trusted data providers, their capacities to cooperate and access relevant sector data, and their provision of relevant and in demand statistics to government, private institutions and the general public relevant to a just green transition strengthened.”

4. Scope of work and deliverables

The scope of work will include:

- Short desktop study to familiarise the consultant, Statistics Denmark and partners with relevant methodology and best practices for capturing perceptions of a government institution.
- Design of the image survey – content and process.
- Design of the questionnaire/question frame in collaboration with Statistics Denmark.
- In cooperation with the Danish Embassies in the partner countries identify relevant stakeholders for interviews.
- Conducting between 10 and 15 interviews with stakeholders in Ghana and Morocco respectively. Interviews should be distributed equally between the different stakeholder groups. The interviews will be conducted without the presence of the development partners (NSIs, Statistics Denmark and the Embassies).
- Compile and analyse the results for both countries in a report.

5. Qualifications of the consultant

The submitted bids for the assignment will be evaluated based on the principle of ‘best value for money’.

The consultant should be able to demonstrate knowledge about and experiences with conducting image surveys/stakeholder mapping as well as experience and knowledge about either the countries in question and/or working in a development context. The consultants’ bid should demonstrate an understanding of external stakeholders’ expectations to a NSI.

² Different concepts for estimating the value and perception of statistics can be found in i.e <https://unece.org/statistics/news/unece-report-sets-new-agenda-delivering-value-of-ficial-statistics>

The consultant will collaborate with the team leader for International Consulting, Statistics Denmark and project managers from Statistics Denmark, the Strategic Sector Counsellors and local staff members from the Danish Embassies in Ghana and Morocco before, during and after travelling to Ghana and Morocco. Knowledge of and access to local consultancy partners is an advantage.

The consultant is expected not to have any previous, present or immediate future professional relation to the NSIs in Ghana and Morocco.

6. Location/venue

Accra, Ghana and Rabat, Morocco and meetings with Statistics Denmark in Copenhagen (or alternatively online).

7. Time schedule and deadlines

It is a pre-requisite that the consultant is able to travel to Ghana and Morocco for approximately two weeks preferably during weeks 21-26 2024.

The report should be finalized at the latest one month after ending the latest of the two trips.

The deadline for quotations for this assignment is 12 April 2024.

8. The proposal should contain:

- How qualifications are met
- Demonstrate experience with similar or comparable assignments
- Description of the process for undertaking the assignment
- Description of deliverables
- A budget – travel costs and per diems will be covered by Statistics Denmark according to Danish Government rules and are not to be included in the budget.

9. Contacts

Statistics Denmark

Mr Klaus Munch Haagensen, Chief Adviser and Project Manager for the SSC-project in Morocco.

Statistics Denmark will provide further contact information for the relevant persons to be involved in the task once the supplier of the image survey has been selected.