

## Terms of Reference

### Terms of Reference (TOR), Consulting Company for Beneficiary surveys and focus groups pertaining to subcomponents, 2.1 and 2.2 of the KODE Project.

Ref. No: KODE/CS/3.2.11/2022

#### I. BACKGROUND

The Government of Kosovo has secured support from the International Development Association (IDA) (hereinafter 'the Bank') for a Kosovo Digital Economy (KODE) Project. The KODE Project aims to improve access to better quality and high-speed broadband services in project areas and to online knowledge sources, services and labor markets among citizens, and public and academic institutions.

It is foreseen **that the Project will achieve its development objective through two main sets of activities:** (1) expanding access of Kosovars to high-speed and better quality digital infrastructure; and (2) support Kosovars to take advantage of regional and global Digital Economy (DE) opportunities, especially for income generation, usage of services, and learning, thus triggering the growth of a DE in Kosovo.

**The Project is structured along three components:** 1. Digital Inclusion, 2. Digital Work and Empowerment, and 3. Project Implementation Support. Two substance components of the Project are outlined below.

**Component 1: Digital Inclusion** component will support digital inclusion through: (1.1) the expansion of digital connectivity through the co-financing of deployment of high-speed broadband connectivity in areas that have been identified as not connected or underserved, and (1.2) improving of the enabling environment for wireless broadband services, through the deployment of the National Spectrum Monitoring System (NSMS).

**Component 2: Digital Work and Empowerment** will support the Youth Online and Upward (YOU) Program and increased access to knowledge, information and online services through subcomponents: (2.1) Youth Online and Upward (YOU) Program; and (2.2) Increasing Access to Knowledge, Information, and Services, consisting of:

- (a) Provision of support to (i) set up a National Research and Education Network (NREN) to improve access of students, researches and educators of Higher Educational Institutions (HEIs) in Kosovo to knowledge, research networks and (ii) connect NREN to the GÉANT network.
- (b) Provision of support to increase use of online labor market information and services to improve information flows about work opportunities, through targeted

awareness raising and information sharing activities in underserved or unconnected areas identified in Subcomponent 1.1 of the Project.

**The present Terms of Reference (ToR) concern the implementation of the Subcomponents (2.1.) and (2.2) of Component 2 of the Project.**

The KODE is implemented by the Ministry of Economy (ME) that provides strategic direction and technical oversight to the entire Project. ME oversees the Information and Communications Technology (ICT) sector development and executes this mandate through the Department of Post, Telecommunication and Information Technology (the Department), which for the purposes of the Project will act as the lead implementing agency and will carry the primary responsibility for all Components of the Project.

## **II. OBJECTIVE OF ASSIGNMENT**

The first objective is to help KODE Project Implementation Unit collect data on key Project results indicators as follows:

1. Percentage of beneficiaries of activities in Component 2 who report being employed, of which female % (*Subcomponents 2.1 and 2.2(b)*);
2. Youth provided with digital skills training under the YOU Program, of which female % (*relates to Subcomponent 2.1*);
3. YOU Program participants expressing satisfaction that the Program responds to their specific needs (*relates to Subcomponent 2.1*).

The second objective is to provide the PIU with the actionable data and data analysis for more effective monitoring of the execution of activities in the field. Below is the brief outline of the duration, sequencing of the subcomponents and their interrelation.

Under the Subcomponent 2.1, the YOU Program is expected to be executed in the main urban centers of Kosovo while targeting 2,000 young men and women (at least 50%). This Program builds on the Women in Online Work (WoW) pilots conducted previously in Kosovo by the World Bank and other donors.

Support to the establishment of Kosovo NREN under Subcomponent 2.2(a) envisages capital investments and other types of support to improve broadband connectivity and interconnectedness among Kosovo's HEIs (located across Kosovo), with an objective of ensuring effective functioning of NREN and its connection to pan-European data network GEANT.

Given that the KODE finances activities different in nature and execution time table, these Terms of Reference (ToR) call for employing a mix of research methodologies and research methods for Monitoring and Evaluation (M&E) purposes. Thus, the description of work is grouped per subcomponent and outlined separately below.

## 1. Description of Work under Subcomponent 2.1

The objective of this task is to help PIU to monitor and evaluate the progress and outcomes of the Youth Online and Upward (YOU) Program by applying rigorous quantitative and qualitative research methods. The YOU Program will target un/underemployed young men and women mainly from uncovered zones. Its aim will be to mobilize and skill 2,000 beneficiaries to work online using Internet job marketplaces, of which at least 50% will be women. The premise behind this intervention is to help beneficiaries generate incomes through online work.

### SCOPE OF SERVICES

**Activity 1.1:** Within the first month of in-class trainings, the firm shall conduct survey research to find out viewpoints of the first batch of the YOU trainees (30% of each batch, among whom at least 50% will be women) for the purposes of establishing the values of baseline indicators, relevant to the impact assessment of the YOU. The firm should subsequently survey every new batch of trainees for the duration of the Program rounds. It is expected that each round of training will last for approximately 6 months, hence the firm will have to ensure that its M&E baseline survey activities coincide with the start of each training round. **There are approximately 17 courses, with 20 beneficiaries per batch. The firm shall conduct a baseline survey for approximately 196 beneficiaries.**

The baseline questionnaire has been already prepared from previous tasks. The questionnaire contains a list of pre-coded questions on demographic indicators, childcare situation, employment/unemployment status, personality traits relevant to the pilot, perceptions and attitudes, specific questions on the pilot, and miscellaneous category of questions. In consultation with the PIU, the firm shall review this questionnaire and adapt it to the specific context of the YOU Program by adding, where needed, more questions or eliminating redundant ones.

The firm shall ensure that its field interviewers are properly trained in the survey research methodology to be able to provide each of the interviewees with the guidance on-site how to fill out a questionnaire, and after the survey is performed ensure data verification (at least 15% of the total sample). The distribution of interviewer/interviewee shall be such as to ensure high quality of data collection.

The output of this activity shall be a data set in SPSS and Excel in the English language with frequency tables on each variable, accompanied by a brief paper in MS Word (5-10 pages) and in MS PowerPoint outlining the findings on the research questions in English and Albanian – for each round of training. Supervision and spot check plans should be ensured to confirm quality of data collection (15% of the random sample). **The firm should prepare monthly report on activity progress if requested.**

**Activity 1.2:** During the last month of the training of the batches of the trainees, the firm shall conduct survey research to find out viewpoints of all the batches YOU program graduates for the

purposes of comparing the baseline vs. exit survey results. The firm should subsequently survey with an exit questionnaire every new batch of program graduates (30% of each batch, among whom at least 50% will be women) for the duration of the Program, hence the firm will have to ensure that its M&E exit survey activities coincide with the end of each training round. **There are approximately 17 courses, with 20 beneficiaries per batch. The firm shall conduct an exit survey for approximately 266 beneficiaries.**

The exit survey has been already prepared and tested during the WoW pilots. In consultation with the PIU, the firm shall review this questionnaire and adapt it to the specific context of the YOU Program by adding, where needed, more questions or eliminating redundant ones.

The firm shall ensure that its field interviewers are properly trained in the survey research methodology to be able to provide each of the YOU graduates with the guidance on-site how to fill out a questionnaire, and after the survey is performed ensure data verification (at least 15% of the total sample). The distribution of interviewer/interviewee shall be such as to ensure high quality of data collection.

The output of this activity shall be a data set in SPSS and Excel in the English language with frequency tables on each variable, accompanied by a brief paper (5-10 pages) and in MS PowerPoint in English and Albanian outlining the findings on the research questions and comparing the changes in the variables of interest vis-à-vis respective baseline surveys - for each round of training. **The firm should prepare monthly report on activity progress if requested.**

**Activity 1.3:** The PIU aims at finding out whether the impact of the YOU Program will be in any way statistically significant on the treatment (graduates) group's employment (indicator: earnings), education (indicator: skills building), and/or empowerment (indicator: level of self-confidence) versus control groups. For this purpose the firm shall conduct survey research to find out viewpoints of the control group members using the questionnaire employed for the treatment group.

The control group members should possess similar characteristics to the treatment group, especially in terms of their sex, age group, employment status, and level of education. The Firm should arrive with the robust methodology on how to select candidates for the control group and how to motivate them to comply with the survey requirements.

**One control group survey need to take place at a later stage of YOU.**

The output of this activity shall be a data set in SPSS and Excel in the English language with frequency tables on each variable, accompanied by a brief paper (5-10 pages) and in MS PowerPoint in English and Albanian outlining the findings on the research questions.

**Activity 1.4:** The firm shall organize one focus group per course. Each course has 4 groups with 20 beneficiaries/group, so the firm should randomly select the group that should be interviewed. **In total, the firm should organize 10 focus groups.** The interviews should be conducted during the last month of round of training or after the end of the training to collect qualitative feedback

from the YOU graduates on their training experience, as well as **3 online focus groups randomly selected, to collect qualitative feedback from the YOU dropouts** on their training experience. Both focus groups shall elucidate the participants' viewpoints on the training Program application and selection process, coursework training, training provider, training facility, peer trainees, etc.

Before conducting these focus groups, in consultation with the PIU the firm shall review the focus group methodology, including the list of questions, the exact format of the focus group and its dates, criteria for participant selection into a focus group. The firm shall ensure that its focus group moderators are properly trained in the focus group methodology to be able to collect the highest quality data from focus group participants.

Following the focus groups, the firm shall deliver paper and audio or video transcripts of the focus groups in English and Albanian, accompanied by a brief paper (5-10 pages) and in MS PowerPoint in English and in Albanian outlining the findings on the research questions. **The firm should prepare monthly report on activity progress if requested.**

### Training packages planned for 2022 and 2023:

No	Technical course	Region	Total beneficiaries	Groups	Beneficiaries/Group	Sample size for baseline survey /Group	Sample size for exit survey/Group	Sample size for baseline/Course	Sample size for exit/Course	Estimate start date	Estimate end date	Duration/ Months
1	Python	Prishtina	80	4	20	6	6	24	24	12/15/2021	6/15/2023	18
2	Network Administrator	Prishtina	80	4	20	6	6	24	24	12/17/2021	6/17/2023	18
3	Digital Marketing	Prishtina	80	4	20	6	6	24	24	12/17/2021	6/17/2023	18
4	Mobile Development	Prishtina	80	4	20	6	6	24	24	12/17/2021	6/17/2023	18
5	3D Print & Full Stack	Prizren	90	5	3x20 & 2x15	3x6 & 2x4	3x6 & 2x4	26	26	3/1/2022	6/30/2023	16
6	IT Essentials	Mitrovica	80	4	20	6	6	24	24	3/1/2022	4/30/2023	14
7	Network Administrator	Gjilan	80	4	20	6	6	24	24	5/1/2022	6/30/2023	14
8	IT Essentials	Ferizaj	80	4	20	6	6	24	24	5/1/2022	6/30/2023	14
9	Digital Marketing	Gjakova	80	4	20	6	6	24	24	3/1/2022	4/30/2023	14
10	Video Editing	Peja	80	4	20	6	6	24	24	5/1/2022	6/30/2023	14
11	TBD	TBD	80	4	20	6	6	24	24	10/1/2022	6/30/2023	8
			<b>890</b>				<b>TOTAL</b>	<b>266</b>	<b>266</b>			

**Important note: From the above calculation (shown in table) should be removed baseline survey for 70 beneficiaries, and one focus group which were already done.**

## 2. Description of Work under Subcomponent 2.2(a)

The beneficiaries under this Subcomponent include students, professors or assistant professors, and administrative staff of Kosovo's colleges and universities, which will benefit from capital investments aimed at interconnecting HEIs with an objective of establishing an effective KREN with a working connection to GEANT.

GEANT, the Gigabit European Academic Network, is a pan-European data and communication network for Europe's education and research community. It is co-funded by education networks, European national research, and European commission, and coordinated by the limited liability company DANTE. Across the European continent, the GEANT network provides research data communication, infrastructure and resources for telecommunication and information technology development.

**Activity 2.1:** The Firm shall organize **8 online focus groups** to collect qualitative feedback from a **sample of students** mixed from college or university participating in the KREN on their perceptions of KREN, its benefits, improved broadband speeds through the GEANT, and other relevant topics. Four focus groups shall take place for the first time after the KREN got established, but not yet connected to GEANT, and other four focus groups shall take place next year when connection to GEANT is done.

Before conducting these focus groups, in consultation with the PIU the Firm shall propose a focus group methodology, including the list of questions, the exact format of the focus group and its dates, criteria for participant selection into a focus group. The Firm shall ensure that its focus group moderators are properly trained in the focus group methodology to be able to collect the highest quality data from focus group participants.

Following the focus groups, the Firm shall deliver paper and audio or video transcripts of the focus groups in the Albanian and English languages, accompanied by a brief paper (5-10 pages) and in MS PowerPoint in English and Albanian outlining the findings on the research questions. **The firm should prepare monthly report on activity progress if requested.**

**Activity 2.2:** The Firm shall organize **8 online focus groups** to collect qualitative feedback from a **sample of professors and (or) assistant professors** mixed from college or university participating in the KREN on their perceptions of KREN, its benefits for research and development and other activities, improved broadband speeds through the GEANT, and other relevant topics. Four focus groups shall take place for the first time after the KREN got established, but not yet connected to GEANT, and other four focus groups shall take place next year when connection to GEANT is done.

Before conducting these focus groups, in consultation with the PIU the Firm shall propose a focus group methodology, including the list of questions, the exact format of the focus group and its dates, criteria for participant selection into a focus group. The Firm shall ensure that its focus

group moderators are properly trained in the focus group methodology to be able to collect the highest quality data from focus group participants.

Following the focus groups, the Firm shall deliver paper and audio or video transcripts of the focus groups in English and Albanian, accompanied by a brief paper (5-10 pages) and in MS PowerPoint in English and Albanian outlining the findings on the research questions. **The firm should prepare monthly report on activity progress if requested.**

**Activity 2.3:** The Firm shall organize **8 online focus groups** to collect qualitative feedback from **a sample of IT/administration/management personnel** mixed from college or university participating in the KREN on their perceptions of KREN, its benefits for research and development and other activities, improved broadband speeds through the GEANT, and other relevant topics.

Four focus groups shall take place for the first time after the KREN got established, but not yet connected to GEANT, and other four focus groups shall take place next year when connection to GEANT is done.

Before conducting these interviews, in consultation with the PIU the Firm shall propose an interview methodology, including the list of questions, the exact format of the interview and its dates, criteria for participant selection as an interviewee. The Firm shall ensure that its interviewers are properly trained in the interview methodology to be able to collect the highest quality data from the interviewees.

Following the interview, the Firm shall deliver paper and audio or video transcripts of the interviews in the Albanian and English languages, accompanied by a brief paper (5-10 pages) and in MS PowerPoint in English and in Albanian languages outlining the findings on the research questions. **The firm should prepare monthly report on activity progress if requested.**



### III. REQUIRED QUALIFICATIONS FOR THE FIRM

The selected Firm must possess the following qualifications:

- Demonstrated capacity and experience in planning and organizing survey and focus groups; *(General qualifications of the company to REOI)*
- Demonstrated capacity to engage with public institutions, national and local authorities; *(General qualifications of the company to REOI)*
- Demonstrated experience working with government or international donors; practical knowledge of administrative, monitoring and reporting procedures used under the IDA/World Bank-financed projects is an advantage; *(General qualifications of the company to REOI)*
- Demonstrated experience in organizing survey and focus group logistics, understanding and experience in customer satisfaction measurement, as well as experience in the quantitative and qualitative research relevant to this assignment; *(Relevant experience with similar assignments)*
- Demonstrated experience working with youth related projects; *(Relevant experience with similar assignments)*
  
- The firm must present the key staff comprised of:
  - Project Manager with minimum 4 years experience in similar assignments with Bsc. Degree on Management, Business Development or any other relevant field; Master's Degree will be an advantage; Excellent project management skills, ability to meet tight deadlines; Excellent command of English.
  - Senior Researchers with minimum 4 years experience in similar assignment; with Bsc. Degree on Management, Economics, Business Development or any other relevant field; Master's Degree will be an advantage; Excellent command of English; Excellent ability to effectively articulate key findings in the oral and written formats.
  - Researchers with minimum 2 years experience in similar assignment; with Bsc. Degree on Management, Economics, Business Development or any other relevant field; Excellent command of English; Excellent ability to effectively articulate key findings in the oral and written formats.
  
- The firm must also present the access to a network of experienced enumerators, supervisors and data managers speaking local languages (Albanian, Serbian, Bosnian, Turkish, Romani, etc.) and experienced in similar assignments

A consultant will be selected in accordance with the Consultants Qualification -based Selection (CQS) set out in the Procurement Regulation for IFP Borrowers, July 2016.

#### IV. TIMELINE AND PAYMENT SCHEDULE

Under Subcomponent 2.1 the training activities are ongoing. Upon the contact signature the firm must start with the baseline exit and focus group interviews of YOU batches.

Under Subcomponent 2.2a the universities soon will set up their physical connection to the KREN. Upon the connection is done and the universities starts to use the KREN services, the focus groups will take place.

English and Albanian to be used for the deliverables produced. Quality assurance and proofreading of the final versions of the deliverables must be included as part of the offer. All deliverables should be submitted in both hard and soft (MS Word, SPSS, Excel, PowerPoint) copies if needed.

The Consultant will receive lump sum payment according to the following payment schedule:

<b>Output/Deliverable</b>	<b>Description</b>	<b>Deadline</b>	<b>Payment in %</b>
Activities 1.1 to 2.3	1. Inception report (methodology for YOU Program batches). 2. Inception report (description of methodology, finalized questionnaires for surveys/interviews and field procedure plan for KREN focus groups).	End-Aug 2022	10%
Activity 1.4 5 Focus groups completed	Paper and audio or video transcripts of the focus groups in the Albanian and English languages, accompanied by a brief paper (5-10 pages) and in MS PowerPoint in English and in Albanian outlining the findings on the research questions.	Mid-December 2022	15%
Activities 2.1, 2.2 and 2.3 12 Focus groups completed for year 2022 Before connection to GEANT	Paper and audio or video transcripts of the focus groups in the Albanian and English languages, accompanied by a brief paper (5-10 pages) and in MS PowerPoint in English and in Albanian languages outlining the findings on the research questions.	Mid-December 2022	15%
Activity 1.1 Baseline survey finished for all beneficiaries	Brief report, PowerPoint, and data sets	January 2023	10%

Activity 1.4 5 focus groups completed	Paper and audio or video transcripts of the focus groups in the Albanian and English languages, accompanied by a brief paper (5-10 pages) and in MS PowerPoint in English and in Albanian outlining the findings on the research questions.	March 2023	15%
Activities 2.1, 2.2 and 2.3 12 Focus Groups completed for year 2023 After connection to GEANT	Paper and audio or video transcripts of the focus groups in the Albanian and English languages, accompanied by a brief paper (5-10 pages) and in MS PowerPoint in English and in Albanian languages outlining the findings on the research questions.	Mid-June 2023	15%
Activity 1.2 and 1.3 Exit survey for all beneficiaries and control group survey finished	Brief reports, PowerPoint, and data sets	Mid-June 2023	20%

## V. REPORTING OBLIGATIONS

The Firm will report to and work under the direction of the Project Implementation Unit (PIU) within the Department.

In seeking to attain the objectives envisioned by this assignment, the firm shall carry out the work as specified under the scope of work and shall carry out any additional work the firm deems necessary to meet the objectives of the assignment. The firm shall also ensure regular interactions with the ME/KODE to transfer the knowledge of the work process and methodology. The firm has to provide reports as requested in the table above (Timeline and Payment Schedule), acceptable to the Client.

## VI. CONTRACT DETAILS

The contract is expected to start in September 2022. The duration of the assignment lasts until the end of the KODE Project, June 2023.

The Level of effort is 250 man-days.

This assignment will require intensive field work across Kosovo. Organization and costs of this work shall be covered by the Firm as part of the contract.