

# UNICEF Guinea Bissau

## LRQS-2025-9196520

*Conduct a study on knowledge, attitudes and practices (KAP) to assess behaviour drivers of Birth Registration, environment, service access, and use among families and communities in hotspot regions of Gabú, Tombali, Biombo and SAB*

Purpose of Assignment	Conduct a study on knowledge, attitudes and practices (KAP) to assess behaviour drivers of Birth Registration, environment, service access, and use among families and communities in hotspot regions of Gabú, Tombali, Biombo and SAB
Location of Assignment	Guinea-Bissau
Duration of contract	11 weeks
Reporting to:	Child Protection Manager & SBC Officer

***UNICEF Guinea Bissau intends to recruit a reputable institution to conduct KAP study to assess behaviour drivers of Birth Registration, environment, service access, and use among families and communities in hotspot regions of Gabú, Tombali, Biombo and SAB.***

***In this context, UNICEF invites Institutions interested in participating in the Request for Quotation for services, LRQS-2025-9196520.***

***Participation in this tender is open on equal terms to all institutions specialized in the above-mentioned field and are holders of a regular license and in accordance with the rules of the public administration.***

***Interested bidders are invited to submit their technical and financial bids as two separate documents, as follows:***

- 1. LRQS-2025-9196520- Technical Proposal***
  - a. Complete the Form and Declaration: LRQS-2025-9196520- Bid Form and Declaration***
- 2. LRQS-2025-9196520- Financial Proposal***

***Bids must be submitted no later than Wednesday 2 April 2025 at 23:59 local time and be mailed to [bissausupply@unicef.org](mailto:bissausupply@unicef.org).***

***The opening of bids will be conducted on Thursday 3 April 2025 at 15:00 local time by an internal Bid Opening Committee. For any general or technical clarification, contact the UNICEF Bissau Office at [bissausupply@unicef.org](mailto:bissausupply@unicef.org).***

***Note: To optimise your institution's chances, please ensure that your technical bid is compliant/aligned with the requirements in the Technical Evaluation Criteria.***

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## Background

The right of every child to an identity is a fundamental human right enshrined in international regulations on the protection of children, such as the Convention on the Rights of the Child (art.7°) and the African Charter for the Welfare of the Child (art.6°) and the Sustainable Development Goals 2030 (16.9).

A birth certificate is a document that consists of official recognition by the state of the existence of a child, giving them the right to a name, a nationality and a legal identity. This document ensures citizenship and participation in society and is the foundation for the realization of many other human rights that are crucial for a child's healthy growth, harmonious development and well-being. Birth registration is a crucial first step in creating a culture of protection from all forms of violence, abuse and exploitation. Without it, the child's access to basic social services such as education and health care may be compromised.

As individuals grow up without identification, they become invisible to the state and do not form part of national statistics, with negative consequences for the planning of public services and the allocation of adequate financial and human resources to each citizen.

In the context of Guinea-Bissau, nationality is certified through the civil registration system, namely birth registration. In 2006, the birth registration rate for children under the age of five was 39% and decreased to 24% in 2014 (MICS), placing Guinea-Bissau with the 8th worst childbirth registration rate in the world. In recent years, the Guinean government, through the Ministry of Justice and Human Rights, and with UNICEF strong support, has defined and outlined new policies, partnerships and strategies with other public services, namely the health sector and the public-private sector, which has resulted in a considerable increase in the rate of registration of children under the age of 5, as revealed by the MICS6 (2018/2019), the country has gone from 24% to 46% of registered children.

With the aim of eradicating low rates of birth registration in the country and expanding access to basic civil documentation to all Bissau-Guineans, especially newborns and children in the school system and in the communities where these schools are located, the government adopted the first National Civil Registration Plan in 2011 through Decree-Law No. 1/2011 of February 2, which allowed for coordination and partnership with various public and private entities for its implementation, including the Ministries of Health and National Education. In a spirit of cooperation and collaboration, the Ministry of Justice and Human Rights aims to continue implementing the current National Strategy and Action Plan (2018-2028) for Civil Registration and the Production of Vital Statistics “horizon 2028”, essentially with a view to promoting access to identity among children in the most remote areas, by carrying out community mobilization where leaders and health agents and community-based associations play a very active role in mobilizing parents to participate in birth registration in their own community.

Under the current rolling workplan (2025-2026) between UNICEF and the Ministry of Justice and Human Rights, it was agreed to undertake a study that aims to better understand behaviour drivers of families and community regarding Birth Registration, environment including the new approaches of interoperability with the health sector, quality service delivery, access to service, and use among families and communities, especially for newborns. This study will offer important evidence to understanding the factors that negatively influence the adoption of sustainable practices by families, communities and service providers, which will improve programming and concrete strategies to promote more conscious behaviour and build more effective and satisfactory relationships between families and civil registration professionals.

## Objectives, Purpose & Expected Results

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The main objective of this consultancy is to generate evidence to inform social and behavioural change strategies and interventions to reinforce the Guinea-Bissau government's response in increasing the current birth registration rates (46% for under 5 and 36% for under 1 children) especially in rural areas and in remote zones of the country. The data collected will allow the Ministry of Justice and Human Rights and partners, to develop strong actions to promote positive behaviours, attitudes and practices of families and communities, increasing the turnout for birth registration services.

## **The study specific objectives are:**

- Identify the drivers, factors, patterns, and trends that negatively influence families' and communities' behaviours, attitudes, and practices, leading to low demand for birth registration services. Additionally, analyse the perceptions, beliefs, and social norms that explain why families and communities behave in specific ways, identifying the most prevalent attitudes and common practices in different contexts.
- Establish a baseline of knowledge of the importance of birth registration by individuals, families and communities to help measure birth registration awareness towards birth registration and the extent to which families are not registering children at birth.
- Identify the key environmental and service-side drivers and factors that influence birth registration uptake and may constitute barriers to demand, preventing families and communities from engaging with the registration process, including barriers like geographic isolation, inefficient infrastructure, bureaucratic complexity, lack of integration with health services etc...
- Increase knowledge and positively shift attitudes and practices of individuals, families and communities towards birth registration.
- Contribute to the design and effective planning of strategies and interventions that take into consideration the local context and the cultural factors, promote positive changes in the behaviors and that are best are suited to community needs.

## **Expected Results**

The institutional contractor will compile a comprehensive KAP narrative report with clear findings drawn from review and assessment exercise conducted. The report should clearly identify the knowledge, perceptions and practices including drivers and trends towards birth registration, by individuals, families and communities, in selected hot spots in the regions of Gabú, Tombali, Biombo, and SAB (in 12 communities and 2 Bissau neighbourhoods).

### **A. Desk Review**

- Undertake a desk review to summarize existing evidence on the behaviour patterns and drivers' broad trends related to birth registration in Guinea-Bissau nationally and regionally with focus on the regions of Gabú, Tombali, Biombo, and SAB to identify gaps in knowledge, attitudes and practices of families and communities.
- Conduct a situation analysis of the current environment of birth registration services including a review of existing literature on legal identity (civil registration/birth registration) to understand the context, identify potential barriers and gaps to quality service delivery and demand.

### **B. Qualitative & Quantitative Research Design**

- Construct or adapt a conceptual framework to guide the design and implementation of data collection.

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- Design questionnaires, interview guides or other data collection instruments that will be used to obtain relevant information.

## **C. In-depth data collection for the KAP research**

- Conduct individual interviews (mothers, fathers, extended families, Birth Registration service provider and key decision makers), focus group discussions (FGDs) and key informant interviews in 6-8 selected hot spots of the four regions.
- Identify best practices by triangulating learnings from the desk review and qualitative data collection to improve and contextualize programs to increase birth registration in Guinea-Bissau.
- Outline processes for quality control and ethical data collection in the methodology and throughout the data collection.

## **D. In-Depth Analysis Report**

- Analyse the data collected using statistical methods and/or qualitative analysis to identify relevant patterns, trends and insights.
- Interpret the results of the data analysis in the light of the study objectives and research questions, identifying significant implications and conclusions.
- Propose recommendations for structural and Social and Behaviour Change based on key findings to for improved birth registration service delivery and access.

## **E. Presentation of Findings**

- In addition to the in-depth analysis report, the contractor will prepare a presentation in the form of PPT summarising the report findings and recommendations will coordinate with UNICEF and Ministry of Justice and HR and RO focal point to organise a meeting or a webinar to share the summary of findings.
- Prepare a detailed report based and policy brief on the results of the KAP study, including analysis, conclusions and recommendations of targeted behaviour change interventions for increase demand for birth registration services including recommendations to address the constraints/challenges/barriers to access.

## **Description of the deliveries by end of the contract**

It is expected that the service provider will undertake the following tasks:

### **Activity 1: Inception report**

Conduct a short review and assessment of birth registration selected interventions and solutions including wide-ranging reference list of documents on birth registration and relevant birth registration programme related documents.

- Draft inception Report including a summary of preliminary conclusions including a detailed work plan based on desk review

### **Activity 2. Prepare a quantitative and qualitative assessment (data collection instruments).**

- Define the survey protocols (design the survey questionnaire)
- Qualitative research: Define the profile of respondents (mothers, fathers, community leaders, civil registry officers etc), select communities, and develop research.

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- Conduct working session with UNICEF and Ministry of Justice HR to validate the research questions and ensure that they address local and cultural realities, adjusting the questions if necessary to ensure relevance and cultural sensitivity
- Test the research instruments to ensure that the surveys and interview questionnaires are adapted to correctly reflect the cultural and social realities of the communities.

## Activity 3. Conduct KAP survey

- Conduct interviews with the target individuals and groups, including mothers, fathers, community leaders and registration professionals, respecting ethical standards and ensuring informed consent.
- Organize, synthesize and analyse the data from the interviews and surveys, identifying patterns and insights into the challenges faced by families and communities in accessing birth registration.

## Activity 4. Develop an in depth KAP analysis report of the intervention

- Organize, synthesize and analyse the data from the interviews and surveys, identifying patterns and insights into the challenges faced by families and communities in accessing birth registration.
- Consider the barriers and constraints to the wider adoption of effective interventions, such as cost, accessibility and lack of knowledge about the value of birth registration.
- Assess the role of grassroots associations and community leaders in raising awareness and facilitating access to birth registration, highlighting how these actors can be better integrated into future registration strategies.
- Develop a research report including the socio-cultural, economic and structural barriers that prevent the widespread adoption of birth registration.

## Activity 5: Present findings to key stakeholders

- Prepare a clear and concise presentation summarizing the report's findings, with an emphasis on practical recommendations and strategies for overcoming barriers to birth registration.
- Share the findings with UNICEF and key stakeholders, including the Ministry of Justice and HR, Civil Society Organizations (CSOs)/NGOs, through participatory meetings or workshop.
- Discuss the implications for public policy and possible future interventions based on the study's findings, with practical suggestions on how to improve access to birth registration, based on the most effective solutions identified during the research.
- Organize a sharing session with local communities, where the findings will be presented in an accessible way, using easy-to-understand materials to ensure that all members of the community benefit from the study's findings.

## Deliverables, timelines, and payment schedule

Total estimate costs: number of working days + flights = approximately

### Deliverables:

Key Activities	Deliverables	Timeline	Schedule of Payment
<b>1. Kick-off meeting &amp; inception report:</b> <ul style="list-style-type: none"><li>• Establish overall methodology, approach, and timeline, prepare inception report which is to include a preliminary desk review.</li></ul>	<ul style="list-style-type: none"><li>• Inception Report with a work plan and timeline approved by UNICEF and Ministry of Justice &amp; HR.</li></ul>	8 days	Mid- April 2025  10%

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<b>2. Preparation of data collection instruments</b> <ul style="list-style-type: none"> <li>Define survey protocol.</li> <li>Design survey questionnaire.</li> <li>Pre-test and finalize questionnaire.</li> </ul>	<ul style="list-style-type: none"> <li>Survey protocol, including sampling strategy and data collection instruments, and contextualised protocols by region and community.</li> </ul>	8 days	<div> <div></div> </div> (no payment)
<b>3. Conduct the KAP survey</b> <ul style="list-style-type: none"> <li>Conduct interviews with individuals, families, community leaders, civil registration officers and other key informants.</li> <li>Compile the results.</li> </ul>	<ul style="list-style-type: none"> <li>Clean, transcribed datasets</li> <li>Codebook and analysis for qualitative data.</li> <li>In-depth analysis report</li> </ul>	15 days	May 2025  35%
<b>4. Develop KAP Report</b> <ul style="list-style-type: none"> <li>Analyse the data of the survey.</li> <li>Implement data analyse plan.</li> <li>Development of an in-depth report highlighting the strengths and weaknesses of the birth registration interventions.</li> <li>Analyse of compliance/adaptation to the local context (cultural, social and economic barriers).</li> <li>Identify of beneficiaries' preferences and possible alternative solutions.</li> <li>Assessment of the contribution of grassroots associations and community leaders to facilitating birth registration.</li> <li>Analyse of the role of each actor in the awareness-raising and implementation process.</li> </ul>	<ul style="list-style-type: none"> <li>Draft report with analysis of interventions, barriers, alternative solutions and evaluation of the role of community actors.</li> </ul>	18 days	End of May 2025  35%

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<b>5. Present findings to the key stakeholders and report validation:</b> <ul style="list-style-type: none"> <li>• Prepare a presentation summarizing report findings and share with the UNICEF stakeholders, Ministry of Justice and HR and other representatives from the government, Civil Society Organizations (CSOs)/NGOs.</li> <li>• Organizing a sharing session with local communities, using accessible materials.</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation workshop/webinar of KAP findings to key stakeholders, including community leaders (including a sharing session with local communities from target region).</li> <li>• Final approved report</li> </ul>	6 days	1 <sup>st</sup> week of June 2025  20%
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## Reporting Requirements

*During the assignment the following reports are to be prepared and submitted electronically in word and pdf format, in **English** and **Portuguese** (to allow timely sharing of the process/results or recommendations with national stakeholders) as follows:*

- Inception Report with a work plan (in English and Portuguese).
- A wide-ranging reference list of documents on Civil Registration/birth registration and relevant birth registration programme related documents.
- Summary of preliminary conclusions based on desk review and assessment (in English and Portuguese).
- Draft In-Depth KAP survey Report (in English and Portuguese).
- Mission report.
- Approved In-depth Review and Analysis KAP survey Report including recommendations (in English and Portuguese).
- Presentation for the webinar of findings to the key stakeholders.

## Location and Duration

- Starting period: **April 2025**
- Foreseen finishing period or duration: **June 20<sup>th</sup>, 2025**
- Project time frame: **11 weeks** (55 days)
- Location: Home-based (virtual), with a 3-week data collection mission

## Qualification Requirements

*Specifies the professional requirements of the individual(s) and/or team(s) for the assignment including required experience, skills and qualifications; if applicable:*

- The contracted service provider must meet the following requirements:
- A team of experts with the following academic background: 1) a chief of team, with qualifications on Sociology, anthropology, Social and Behaviour sciences, law (family and civil registration laws), international development, social statistics in legal identity, gender and development, and/or other related social sciences. 2) technical experts with academic background in: survey methodology, statistics, social communication, public health, or relevant social science.

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- The company should have a minimum of six years of professional experience in conducting KAP researches, evaluations, and assessment of social interventions, at national and international levels, including experience in beneficiary needs assessment and gaps analysis, benefit realization, including on birth registration.
- Companies and team members proposed, with strong understanding of legal identity issues, civil registration and vital statistics systems, especially birth registration of children, in developing countries, are an asset.
- Excellent written and verbal communication skills in English and Portuguese required, including the ability to translate complex concepts in a simple manner for a non-technical audience is an asset, as the company has to have the capacity to conduct the survey at sub-national level, where the creole will also be the communication language.
- Experience working with multi-cultural and multi-disciplinary stakeholders simultaneously whose commitment and availability vary greatly.
- Experience working with the social impact and international development space.

## Evaluation process and methods

- Describe overall flow of the evaluation process - sequence of key stages
- Describe the overall evaluation approach. The weight allocated between technical and price proposal. The ratio between the technical and the commercial criteria established in the RFPS depends on the relative importance of one component to the other. e.g., 60/40 (technical/commercial) or **70/30** (technical/commercial). **Sum of technical and commercial must always equal 100 points.**
- Minimum Technical Qualification Score (**70%** of the Technical Points can be adjusted to 60% if required),
- Technical evaluation criteria. Please refer to below table as an example on technical criteria and relative points

First, the Technical Proposals will be evaluated. The Technical Proposal was allocated a total possible score of 60/70 points (pt) using following criteria. Technical Proposals receiving 70% of obtainable points (60/70 pt) or higher, will be considered technically responsive and the Price Proposal will be opened. Proposals which are considered not technically compliant and non-responsive, will not be given further consideration.

ITEM	TECHNICAL EVALUATION CRITERIA	MAX OBTAINABLE POINTS
<b>1</b>	<b>Overall Response</b> <i>The understanding of the assignment by the proposer and the alignment of the proposal submitted with the ToR</i>	<b>20</b>
<b>1.1</b>	• Completeness of response	10
<b>1.2</b>	• Overall concord between TOR/needs and proposal	10
<b>2</b>	<b>Company and Key Personnel</b>	<b>30</b>
<b>2.1</b>	• Range and depth of organizational experience with similar projects	5
<b>2.2</b>	• Samples of previous work	5
<b>2.3</b>	• Number of customers, size of projects, number of staff per project	5
<b>2.4</b>	• Client references	5
<b>2.5</b>	• Key personnel: relevant experience and qualifications of the proposed team for the assignment as per ToR.	5



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	<ul style="list-style-type: none"> <li>Company policy on Child labour, Safeguarding and Prevention of Sexual Exploitation and Abuse (articulate policies for the protection &amp; safeguarding of children and prevention of PSEA) - mandatory</li> </ul>	
<b>3</b>  <b>3.1</b> <b>3.2</b> <b>3.3</b> <b>3.4</b>	<b>Proposed Methodology and Approach</b> <i>Work plan showing detail sampling methods, project implementation plan in line with the TOR activities and deliverables.</i> <ul style="list-style-type: none"> <li>Technologies used to perform the KAP survey</li> <li>Project management, monitoring and quality assurance process</li> <li>Innovation approaches</li> <li>Instructional strategies</li> <li>Gender and disability considerations – As required</li> <li>Organization commitment to Sustainability (Please provide details (including and targets and achievements) of your organization's sustainability management policy, management system to control sustainability issues. e.g. Environmental Management System, Social Accountability e.g. your contribution to local community etc.) that covers the service required</li> </ul>	<b>20</b>   4 4 4 3 3 2
<b>TOTAL TECHNICAL SCORE</b>		<b>70</b>
<b>TOTAL FINANCIAL SCORE</b>		<b>30</b>
<b>SUMMARY OF TECHNICAL &amp; FINANCIAL SCORE</b>		<b>100</b>

**Minimum technical score: 70% of 70 points = 49 points**

## **FINANCIAL EVALUATION (30 points)**

Only those financial proposals for bidders which have been technically accepted according to the above criteria will be opened. The Financial proposal will be weighted based on the clarity and appropriateness.

The price should be broken down for each component of the proposed work. The maximum points allocated for the price component is **30**. The maximum points will be allotted to the lowest price proposal that is opened and compared among those invited firms/institutions which obtain the threshold points in the evaluation of the technical component. All other price proposals will receive points in inverse proportion to the lowest price, e.g.:

**Max. Score for price proposal \* Price of lowest priced proposal**

**Score for price proposal X =** -----

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## **Price of proposal X**

The Contract shall be awarded to a bidder obtaining the highest combined technical and financial scores. Proposals not complying with the terms and conditions contained in this ToR, including the provision of all required information, may result in the Proposal being deemed non-responsive and therefore not considered further.

## **Project Management**

- The selected bidder will report to the Child Protection Manager & SBC Officer

