

TERMS OF REFERENCE

Survey to Measure the Public's Awareness of Sustainable Land Management and the Level of Satisfaction among Land Users regarding Technical Support

1. BACKGROUND

The Government of Grenada through its Ministry of Agriculture has commenced implementation of the *Capacity Building and Mainstreaming of Sustainable Land Management (SLM)* project. Funded by the Global Environment Facility (GEF), the United Nations Development Programme (UNDP), and the Government of Grenada, the long term goal of the project is to ensure that the agricultural, forest and other terrestrial land uses of Grenada promote sustainable systems that maintain ecosystem productivity and ecological functions while contributing to the environmental, economic and social well-being of the country. Specifically, the intervention's objective is to strengthen capacities for SLM within appropriate government, private sector and civil society institutions/user groups, and mainstream SLM principles and practices into long term development planning.

Monitoring and evaluation are critical to the success of the aforementioned Medium Sized Project (MSP), and can significantly contribute to project implementation in a number of areas including:

- Enhanced decision making at national and global management levels;
- Strengthening of the project's accountability;
- Improved communication of project's results;
- Credible determination of the intervention's effectiveness; and
- Provision of opportunities for adaptive learning and knowledge management.¹

In accordance with established UNDP and GEF procedures for MSPs under the SLM Portfolio Project, two sets of surveys will be conducted as part of the overall monitoring and evaluation plan. The first set of surveys representing the pre-test would be administered during the initial stages of project execution. The final study, the post-test would be undertaken towards the middle phase in the project. These surveys are designed to assess the extent to which two of the compulsory indicators for the project are achieved. These are:

¹ United Nations Development Programme and Global Environment Facility. 2007. *Resource kit – Monitoring, evaluation, and reporting for sustainable land management in LDC and SIDS countries.*

1. A compulsory indicator at the project's objective level which requires an evaluation of the public's awareness of SLM.
2. A compulsory indicator for Outcome 1 which requires a survey of a group of land users to determine the percentage that is satisfied with available technical support.

The pre-test survey results will be used to establish the baseline condition of the two indicators providing a benchmark for future evaluations.

2. OBJECTIVE

The proposed assignment seeks to conduct pre-test surveys to measure the extent of the following:

- a) Public awareness regarding SLM among public, private and civil society organizations.
- b) Level of satisfaction among land users (in the agricultural, construction, commercial and tourism sectors) with the available technical support.

3. THE ASSIGNMENT – SCOPE OF WORK

The consultant will be required to:

1. Review relevant secondary literature including the approved project document and the Monitoring and Evaluation Resource Kit for the SLM Portfolio Project to gain an understanding of the projects objectives and specific interventions.²
2. Determine the sample for both the awareness and satisfaction surveys, and develop the research instruments for administration of the surveys. The sample for the awareness survey MUST include representation from individual, government, private sector and civil society organizations.
3. Submit the research instruments to the Project Management Unit (PMU) for review prior to finalization.
4. Administer and analyze the surveys' results.

² Refer to document in aforementioned footnote.

5. Prepare a final report of the study. All results should be disaggregated by gender and target groups. The Consultant will present to the PMU the report of the study for review by the Project Steering Committee (PSC) prior to finalization.

The consultant will follow closely the guidelines for conducting the survey as elaborated in Attachment II of the Resource Kit for Monitoring, Evaluation and Reporting for SLM in LDC and SIDS Countries document.

4. OUTPUTS

The consultant is expected to deliver the following outputs:

- a) A final work plan and detailed methodology within 5 days of signing the contract.
- b) Research instruments to support data collection for the two (2) surveys within two (2) weeks of the assignment.
- c) Final research instrument incorporating the comments from the GSU.
- d) A final report within 8 weeks detailing the extent of public awareness regarding SLM, and the level of satisfaction as it relates to available technical support among the target groups. Two hard copies and an electronic version of the report are expected.

5. PROJECT MANAGEMENT & ADMINISTRATION

The PMU based in the Ministry of Agriculture in collaboration with the PSC will administer this contract. All communications regarding this assignment will be referred to the Project Manager of the PMU.

The PMU will facilitate the work of the consultant by informing all key stakeholder agencies of the impending assignment, and requesting cooperation with the Consultant in completing the assignment prior to commencement. The PMU will collaborate with the Consultant in identifying the population of the various target groups, and provide where necessary the secondary literature required to ensure timely and effective implementation of this assignment.

The Consultant will manage his/her time and responsibilities to ensure timely delivery of the outputs required under this Terms of Reference.

6. QUALIFICATION AND EXPERIENCE OF CONSULTANT

The Consultant is expected to possess a Masters degree in Statistics, Social Science, Environmental Management or other related fields with over 5 years experience in Qualitative and Quantitative Research. Experience in conducting similar studies and working with land users are strongly encouraged.

7. TIMING

It is anticipated that the contract will commence on October 15th, 2009 and be completed no later than December 15th, 2009.