



## **TERMS OF REFERENCE**

### **Consultancy: Programme and Gender Impact Study Narrowing the Play Gap**

Consultancy to conduct a case study/research on how Social Responsibility and the Just Play Programme specifically have had a significant impact on facilitating the development of the foundation of football in the Pacific, especially in relation to gender inclusion and the empowerment of girls and women both within and outside of the game.

#### **Programme Area**

Study/research should include an analysis of the investment in Social Responsibility over the past 10-years, impact it has had on football and the empowerment and promotion of girls and women both within the game and broader community (looking at perspectives from participants to leaders in the Programme) and mapping of next steps (which should align and champion the priorities of the Social Responsibility and Women's Football Strategies) to grow and broaden this component over the course of the next 4-year period.

#### **Background and Justification**

Oceania Football Confederation (OFC) is focusing on Sport for Development as one critical area of intervention as part of its overall strategy to reduce vulnerability and address social issues affecting children and young people in the Pacific region. By integrating messages into sport and play activities, OFC seeks to reduce exposure to risk factors among children and adolescents in 13 Pacific Island countries and territories (PICTs) [American Samoa, Cook Islands, Fiji, Kiribati, French Polynesia, New Caledonia, New Zealand, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu].

OFC recognises that children who have a positive experience in sport early on in life are more likely to participate in sport and physical activity throughout their lives. OFC also acknowledges that, as a platform, sport helps children and young people to develop lifeskills applicable both on and off the field of play.

Working with key delivery partners, such as the Australian and New Zealand Governments, Football Federation Australia, the UEFA Foundation for Children and UNICEF, OFC uses sport as a programming platform to build confidence in children and young people, creating access to quality sport interventions, educational platforms, advocacy campaigns and public dialogue through active participation. Globally, Sport for Development programmes have been recognized as a key contributor, to the achievement of the Sustainable Development Goals (SDGs), as well as regional and national development priorities.

Therefore since 2009, OFC has implemented a community engagement Sport for Development Programme called Just Play. The purpose is to improve the lives of children and adolescents aged 6-18-years in 8 PICTs<sup>1</sup> through football. Through active participation in a series of interactive sessions with integrated social messages aligned to the four key programming pillars, Just Play supports children to develop healthy lifestyle habits (health and wellness), encourage gender equality, promote social inclusion and child protection, insist on sport for all, and become confident in their abilities.

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<sup>1</sup> Cook Islands, Fiji, French Polynesia, New Caledonia, Samoa, Solomon Islands, Tonga and Vanuatu

As gender equality is a pillar of the Just Play programme, OFC seeks to carry out a case study/research on significant impact on facilitating the development of the foundation of football in the Pacific, especially in relation to gender inclusion and the empowerment of girls and women both within and outside of the game. We would like to see how those who were involved in the programme in the early days have grown into their twenties and how their lives have changed and what can continue to be done to improve social development.

OFC is seeking an experienced consultant(s), to design and lead the delivery of the case study/research into the impact of Just Play programme especially the focus on gender over the past 10 years in the Pacific. In light of the current COVID-19 pandemic, we recognize traditional approaches for implementation of a study/research is not feasible and are therefore looking for consultant(s) that can collect information remotely to inform the study objectives.

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### **Purpose of Assignment**

The overall purpose of the case study/research is to:

- 1) Analyse of the investment that Social Responsibility has invested in Football in the Pacific over the past 10-years,
- 2) Assess the impact the programme has had on football and the empowerment and promotion of girls and women both within the game and broader community, and
- 3) Map next steps to grow and broaden this component over the course of the next 4-year period.

The study/research should include perspectives on the following components:

- Cultural approach to sport and football – with potential mapping of a framework to evaluate progress towards this component moving forward;
- Achievement of implementing a rights-based approach and contribution towards global targets;
- The recognition of the high levels of violence towards women and girls in the Pacific and the impact of this on barriers, participation and retention in football;
- Barriers for the inclusion of girls and women in football – at all levels of the game and administration;
- The success of the Just Play Programme to engage and retain girls and women at all levels; and
- The impact of the Just Play Programme on girls and women in positions of leadership within football.

The findings are to highlight what approaches to continue and address potential opportunities to increase programme impact. The results will help to inform the development of the OFC Social Responsibility and Women's Football Strategies and to shape the creation of pathways and enhance opportunities for the engagement of girls and women in all aspects of football.

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### **Objectives**

The main objectives of the case study/research in 8 Oceania countries are to:

1. Conduct an investigation into how vulnerability, gender and culture affect participation in Football in the Oceania;
2. Develop a gender equality/empowerment framework to assess the impact of the Just Play programme, of both the beneficiaries of the programme and the institution itself;
3. Review the existing programme data and information with a gender inclusion lens. Identify what data gaps exist.

4. Collect case studies and conduct research that highlights the investment into football in the Pacific and identify the significant achievements that empowered and promoted girls and women both within the game and broader community
  5. Coordinate with the KAP study that is identifying the main individual and social behaviour change communication channels through which Just Play and non-Just Play audiences receives programme information; and
  6. To inform the gender component of the programme by providing recommendations on what are the major influencers to empower and promote girls and women to close the gender equality gap in football and how to support social change in the community for gender inclusion.
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### **Scope of Work/ Work Assignments**

The study/research will provide details on how well the programme has raised awareness on football, gender issues and addressed gender equality.

The consultant(s) will develop the case study/research methodology. In collaboration with the Just Play Programming teams, the consultant will identify children, adolescents, parents, teachers, principals, schools, communities members and stakeholders in select countries to include in the study. Some of the study participants may be outside the region.

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### **Methodology**

It is expected that multiple methods will be adopted (case-study, desk review, focus group discussions, individual interviews, key informant interviews) to determine impact, gender inclusion and effective approaches.

The consultant(s) are expected to develop work plans, research protocol, data collection instruments and consent forms (translation will be conducted in-country) to respond to the research questions. At minimum the consultant(s) is (are) expected to take into consideration the below:

#### **1. Desk review**

- Review available literature<sup>2</sup> for 8 target Oceania countries (Cook Islands, Fiji, French Polynesia, New Caledonia, Samoa, Solomon Islands, Tonga, Vanuatu) to inform context, develop the framework and review programme data and information.
- Identify gaps in information based on the data from the desk review.

#### **2. Design case study/research methodology:**

- It is expected that multiple approaches will be adopted (e.g. focus group discussions, individual interviews, key informant interviews) to provide the multiple sources of evidence for the case studies and analysis of investment.
- The consultant(s) is(are) expected to:
  - Select appropriate research methods that are the 'best fit' to investigate the different perspectives;
  - Identify appropriate sampling methods including sample size, sites, target groups and individuals for the identified research methods; and

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<sup>2</sup> Including but not limited to: Solomon Islands (2007, 2015); Vanuatu (2007; 2013); HIES; Formative research on EPI communication strategy for Solomon Islands; Formative Research on MCH communication strategy for Vanuatu.

- Develop data collection tools with Just Play Steering Group and finalize the gender equity/empowerment framework with them.
3. Participation of key stakeholders and data collection:
- Facilitate the development of content required to carry out meetings to collect the research information;
  - Ensure cultural requirements/protocols are observed and facilitate the engagement of translators/transcribers where required; and
  - Plan human resources and logistics in consultation with the OFC and Just Play country teams.
  - Protect data storage according to good practices ensuring consent for published stories and confidentiality and anonymity of the other study respondents;
4. Recommendations and reporting
- Draft preliminary and final reports with key findings, discussion and recommendations;
  - The report should include the analysis of investment to determine areas of future investment in football and gender inclusion; and
  - The report should present data with relevant tables, graphs and quotations to illustrate key data and core messages along with specific recommendations that could refine the design of the existing programme.

The research protocol should adhere to the principles of human rights and a gender-sensitive approach. The consultant(s) are expected to identify all relevant ethical issues from the proposed methodology, propose mitigation measures and seek ethical clearance as appropriate.

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### **Work Schedule**

The consultancy is expected to begin February 2021, with the desk review and framework to be completed by March 2021. Data collection is expected to commence in April, with the final report completed no later than August 2021.

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### **Payment Schedule**

Payment is based on deliverables outlined in the Deliverables/End Product section detailed below.

The consultant(s) will be responsible for arranging his/her/their own travel. Reimbursements will be made upon submission of the receipts.

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### **Deliverables/End Products**

<b>Deliverable</b>	<b>Details</b>
Deliverable 1	<ul style="list-style-type: none"> <li>• Draft desk review.</li> <li>• Gender equity/empowerment framework.</li> <li>• Identify applicable SDGs.</li> </ul>
Deliverable 2	<ul style="list-style-type: none"> <li>• Research methodology and associated toolkit, guides, tools and resources, link to child rights, gender inclusion and institutional strategies.</li> <li>• Plan for Just Play country teams to support data collection.</li> </ul>

Deliverable 3	<ul style="list-style-type: none"> <li>• Data collection including transcriptions/translations.</li> <li>• Preliminary report with key findings and specific recommendations to strengthen the foundation of football in the Pacific.</li> <li>• Presentations (PowerPoint) on key findings and recommendations.</li> </ul>
Deliverable 4	<ul style="list-style-type: none"> <li>• Final Report submitted to OFC (after review and feedback by partners and OFC).</li> <li>• Case studies</li> </ul>

**Supervisor Name and Type of Supervision that will be provided:**

The consultant(s) will work under the overall supervision of the OFC Social Responsibility Programme Manager.

Technical direction and quality assurance will be provided by the OFC Social Responsibility Department in partnership with GHD on behalf of the Australian and New Zealand Governments and UNICEF Pacific.

Just Play Programme Managers in football Member Associations will coordinate and supervise in-country components and facilitate operational support as required in Cook Islands, Fiji, French Polynesia, New Caledonia, Samoa, Solomon Islands, Tonga and Vanuatu.

The consultants will work closely with the OFC, Ministries of Education, Sport, Health, GHD, the New Zealand Government and UNICEF for review and approval of the research protocol, planning and implementation of the gender impact study and dissemination of the key findings and recommendations.

The study protocols including methodology and the study report will be reviewed by the OFC, GHD, the New Zealand Government and UNICEF Pacific (including programme specialists where appropriate and as required) for quality assurance and approval.

**Consultant's Work Plan and Official Travel Involved:**

No travel is anticipated as part of this consultancy, however, should travel be required, the consultant(s) is (are) required to make his/her own return travel arrangements required to facilitate the effective delivery of the consultancy on the most direct route and economical class. Travel costs will be reimbursed to the consultant(s) upon submission of invoice and travel documents for any pre-approved travel.

The consultant(s) is also required to organize his/her own visa as required to facilitate the delivery of the consultancy components – OFC/football Member Association will provide a support letter to assist with visa approval.

**Consultant's Workplace:**

The Consultants is required to work from their existing home base. The consultant will maintain regular contact/communication (once per week) with the technical supervisor for technical support and for providing weekly updates by email, skype or telephone as required.

## **Qualifications or Specialized Knowledge/Experience Required:**

### Qualifications

Consultant(s): Advanced degree in health, social sciences and/or any other relevant field.

### Experience

- At least 5-years of recent documented work experience in gender analysis with focus on the Sport for Development, social development, health, education, child protection and behavior change
- Demonstrated, documented and recent work experience in formative, anthropological or operational research, data management and analyses (published materials, tools, reports etc.)
- Documented work experience in Sport for Development
- Strong understanding of and documented work experience in individual and social behaviour change techniques and strategies and community platforms for Sport for Development delivery
- Equipment, tools and facilities to implement the study (software programmes and equipment for transcription, data analyses)
- Familiarity with information technology, including proficiency in word processing, spreadsheets, and presentation software
- Previous working experience in the Pacific and with Sport for Development and child/adolescent programmes
- Proven analytical and report writing skills
- Experience working with the Australian/New Zealand Governments, UNICEF, UN and government
- Knowledge of the Pacific region required
- Demonstrated analytical skills, strong interview and report writing skills
- Excellent communication, coordination and team working skills
- Strong inter-personal, teamwork and organizational skills

### Languages

- Fluency in written and spoken English required. Fluency in French an asset.

### Competencies

- Good research, facilitation, negotiation, communication and advocacy skills

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## **Call for Proposals**

To apply for this consultancy, interested consultant/agencies should submit expressions of interest together with:

1. A cover letter, no longer than two pages and a curriculum vitae showing how the consultant/agency has/have the skills, qualifications and experience to carry out the study;
2. A technical proposal, no longer than four pages, highlighting:
  - a. The methodology that the consultant/agency will use;
  - b. Work plan which outlines the time frame, risks and highlights key milestones; and
  - c. A financial proposal/budget inclusive of all fees and costs to undertake the review.