



## SCOPE OF WORK

(Environmental KAPB and Brand awareness Survey)

(July 14<sup>th</sup>, 2020)

### A. OBJECTIVE.

1. Co-Design KAPB study method and questionnaire
2. Data gathering and processing
3. Analyses & Reporting

### B. BACKGROUND (of the project)

WWF Guianas' mission is: together with the people of Suriname and Guyana we conserve their natural heritage for their wellbeing for now and generations to come.

The Guianas is still privileged to be one of the very few regions of the world that is living within its ecological boundaries, but threats are lurking, Irresponsible gold mining, unsustainable species harvesting, marine fishing and forest management put an increasing pressure on nature. And in the near future offshore oil and gas exploration will be a new challenge for nature preservation.

We believe that the Guianas can be a beacon of hope for the world. As a leading conservation organization WWF will help to achieve this ultimate goal. In Suriname and Guyana WWF Guianas has a track record of a successful implementer of conservation projects and reliable partner for government, businesses and institutions.

WWF Guianas seeks to reposition itself in the coming strategy period 2020 – 2024. From being primarily an implementer, the organization seeks to become an transformer and convener in order to influence government and business policies on green development and protecting the natural resources.

WWF Guianas has chosen four thematic areas and goals:

- Freshwater systems: 50 per cent reduction of the use of toxic mercury in gold mining
- Forests, 25 per cent of the forests are sustainably managed
- Oceans, improvement in sustainable fishing practices
- Wildlife populations, protection and recovery of the iconic species sea turtles, jaguar, Guianas river dolphin).

These goals will be achieved by collaborating with partner organizations to build capacity in communities, government and businesses for environmental solutions and equal possibilities for the people in Suriname and Guyana's. Therefore, WWF and its partners have been collaborating in the program Shared Resources Joint Solutions (SRJS) to:

- advocate and campaign for better environmental policies,
- support capacity building in local and indigenous communities and
- work on best practices in conservation and transform policies to green economic development.

To achieve the goals WWF and its partner organizations need to monitor the knowledge, attitude and behavior of the general population and stakeholders on the environment and nature. And to be

able to influence policies WWF will have to increase its brand awareness. To monitor the effect of its interventions a baseline survey is needed. Due to COVID-19 the survey will be limited to online, as physical meetings are currently not advised.

### C. STATEMENT OF WORK

This consultancy is for a period from Augustus 01, 2020 – November 30, 2020.

#### General tasks for the consultant

- Design a mixed method Knowledge Attitude Practices and Behavior (KAPB) evaluation survey, in close collaboration with a WWF Guianas team;
- Lead the ethical approval process;
- Coordinate the data gathering process
- Write up research findings;

#### Specific tasks for the consultant

Activities	Month					
	1	2	3	4	5	6
<b>Objective1: Co-Design KAPB study method and questionnaire</b>						
1. Co-design study method in collaboration with WWF Guianas team						
2. Co-develop questionnaire based on agreed themes						
3. Finalize the questionnaire						
4. Submit study for ethical approval						
5. Build the questionnaire on an online survey platform in English and Dutch						
6. Pre-test questionnaire, adjust and finalize questionnaire.						
<b>Objective2: Data gathering and processing</b>						
7. Launch survey online and share survey link through email in collaboration with partners.						
8. Close off online data gathering and download data overview						
<b>Objective3 Analyses &amp; Reporting.</b>						
9. Analyze data						
10. Write-up draft report and submit in English						
11. Finalize report based on WWF Guianas team feedback and submit.						

### E. QUALIFICATIONS

#### Qualifications Consultant

- At least a MSc. in Natural or Social Sciences.
- Prior experience of field research in developing countries;

- Advanced and practical experience of evaluation design and analysis including quasi-experimental and cross-sectional designs including sample design, questionnaire design and advanced statistical analysis;
- Ability to learn new methods and willingness to experiment;
- Initiative, drive and the ability to define research strategies from scratch;
- Ability to write clear English language evaluation reports;
- Strong quantitative and qualitative evaluation skills;
- Demonstrated ability to manage time-bound research;
- For Suriname, Dutch is a pre-requisite

## **F. REPORTING**

- Submit for review and comments by **(date)** to the (Director for Suriname) a draft program of action (one electronic and one printed copies) with the major recommendations.

Submit by **(date)** to the (Director for Suriname) a set of one electronic and 3 printed and bound copies of the final Report which will reflect the comments of the client (opdrachtgever). The electronic text should be in MS Word. In addition to the narrative section and the annexes, the final report will include an Executive Summary and a Table of Contents. The cover page will follow the (WWF) cover page format

## **H. SUPERVISION**

The consultant is responsible to the Communication manager or his designee. He/she will work under the specific technical guidance of the Communications Manager in Suriname.