

Request for Proposals

Baseline Survey — Data Collection Company

Seefar | RADIM II | Iraq

Baghdad • Basra • Dhi Qar • Al-Muthanna

I. Background

Raising Awareness of the Dangers of Irregular Migration II (RADIM II) is a migration-focused project that operates across four governorates in Federal Iraq: Baghdad, Basra, Dhi Qar, and Al-Muthanna, each with designated treatment and comparison locations.

A core component of RADIM II is a panel-based Difference-in-Difference (DiD) evaluation, which tracks changes in migration attitudes, intentions, and behaviours among community members over the project period. This requires a baseline survey conducted before any programme activities commence, and an endline survey with the same individuals approximately 8 to 9 months later.

Seefar is seeking to contract a consultancy company to manage all aspects of baseline field data collection across 12 locations (8 treatment and 4 control locations) in the four governorates. The survey instruments will be provided by Seefar; the company is responsible for all field operations, enumerator management, data quality, and data submission.

II. Purpose of the Assignment

The baseline survey will capture the pre-intervention level of community attitudes, knowledge, intentions, and behaviours related to irregular migration among residents in the 12 locations. These findings will then be followed by an endline survey to capture the post-intervention beliefs of the same factors.

Specifically, the survey will capture:

- Direct intent and likelihood of irregular migration
- Motivations, perceived barriers, and planned steps towards migration
- Awareness of risks and knowledge of legal alternatives
- Community norms and influence of social networks on migration decisions
- Awareness of UK migration policy and its perceived implications
- Information sources respondents use to learn about migration

The same respondents will be re-contacted for the endline survey. Hence, collecting valid contact information at baseline is therefore a critical requirement of this assignment.

III. Scope of Work

The M&E consultancy firm will be responsible for the following:

3.1 Preparation and Planning

- Review the Seefar-provided survey instruments (Arabic) and attend a briefing session with the Seefar MEL team to clarify survey objectives and methodology. Seefar welcomes feedback on the instruments prior to finalisation.
- Submit an approach note including: proposed enumerator plan, field schedule across all 12 locations, approach to quota attainment, and quality assurance mechanisms. This must be approved by the Seefar MEL team before fieldwork begins.
- Recruit, train, and deploy a field team capable of completing all baseline data collection by 22 July 2026, with mixed-sex enumerator pairs assigned to each location.
- Identify and confirm entry points (mosques, schools, universities, community spaces) within each location in coordination with Seefar and Tammuz. Final entry points will be agreed jointly.

3.2 Field Data Collection

- Conduct all survey interviews in person. No telephone or remote data collection permitted at baseline.
- Conduct surveys in Arabic, using Seefar-provided instruments. No modifications to question wording without written Seefar approval.
- Obtain verbal informed consent from all respondents before any data is collected. Respondents must be informed of the purpose of the research, their right to withdraw, and how their data will be used.
- Collect the following from each respondent, in addition to survey responses:
 - Full name and primary phone number (required for endline follow-up)
 - Secondary phone number (optional, strongly encouraged)
 - Explicit verbal consent for re-contact at endline, recorded in the baseline survey form
- Distribute incentives to respondents in the form of mobile phone credit. No cash to be distributed. The M&E consultancy firm is responsible for logistics, distribution, and record-keeping of all incentives.
- Record refusals to participate (number and reason, where given).

3.3 Eligibility and Quotas

Survey respondents must meet all of the following eligibility criteria:

- Resident of the survey location (not just passing through)
- Aged 18 or older
- Willing to provide their name and contact details for endline follow-up

Table 1. Quota Requirements per Location

Respondent Group	Description	Treatment Locations		Comparison Locations	
		Min. per Treatment Location	% per Treatment Location Total	Min. per Comparison Location	% per Comparison Location Total

Male youth	Male, aged 18-34	12	~40%	22	~40%
Older male	Male, aged 35+	6	~20%	11	~20%
Female youth	Female, aged 18-34	6	~20%	11	~20%
Older female	Female, aged 35+	6	~20%	11	~20%
TOTAL	All groups	30	100%	55	100%

IV. Survey Locations

Data collection will take place across 12 locations in four governorates. Each governorate has two treatment locations (where RADIM II activities will take place) and one comparison location (where no activities are planned). Treatment and comparison locations are geographically proximate but functionally distinct.

Table 2. Tentative Locations and Sampling Overview

Governorate	Location	Location Type	Baseline Min.	Endline Min.	Quota Focus
Baghdad	Kadhimiya	Treatment	30	20	See Table 1
	Al-Amin	Treatment	30	20	
	Al-Baladiyat	Comparison	55	45	
Basra	Al-Ma'qal	Treatment	30	20	
	Khamsat Mil	Treatment	30	20	
	Al-Tuwaysa	Comparison	55	45	
Dhi Qar	Sumer	Treatment	30	20	
	Al-Salihiya	Treatment	30	20	
	Al-Thura	Comparison	55	45	
Al-Muthanna	Al-Sharqi District	Treatment	30	20	
	Al-Mu'allimin District	Treatment	30	20	
	Al-Askari District	Comparison	55	45	
Total			460	400	

V. Survey Instruments

Seefar will provide all survey questions to the company in advance of fieldwork. The company is not responsible for designing the questionnaire content.

Seefar's responsibilities:

- Provide the full questionnaire in English
- Share the instrument with the company for review and comments before questionnaire finalisation
- Conduct a briefing or training session with the company's senior field staff if needed, to clarify research objectives and administration approach

The company's responsibilities:

- Review the instrument and raise any concerns or suggested amendments in writing before the agreed finalisation date
- Provide or commission Arabic translation and back-translation for verification
- Ensure all enumerators are fully trained on the instrument, including informed consent procedures, skip logic, and sensitive question handling
- Administer the instrument as finalised, without modifications in the field
- Manage Arabic-English consistency in data capture and flag any translation issues to Seefar
- Translate any Arabic text based responses asked by Seefar if needed.

VI. Data Quality and Integrity

The company must implement robust quality assurance throughout the data collection period.

Minimum requirements:

- Daily review of incoming data by the company's field supervisor, checking for completeness, internal consistency, and outlier survey interview durations
- Seefar will conduct callback verification on 5% of the baseline sample (approximately 23 to 25 calls) to verify interview administration and response consistency. The company must provide full respondent contact details to enable this.
- Any suspected data fabrication or enumerator misconduct must be reported to Seefar immediately and addressed within 24 hours
- Data collection occurs only on the electronic tool provided by Seefar. Paper entries are not permitted.
- Datasets must include: unique respondent ID, location, enumerator ID, interview date, interview duration, and all survey responses, all of which are already embedded in the survey tool.
- Contact details (name, primary and secondary phone number, social media handle where collected) must not be stored independently by the organization and will be shared back to the organization prior to the endline surveys.

VII. Deliverables

The company is expected to deliver the following to Seefar after being selected, assuming the company and Seefar begin collaboration on 1st July 2026:

#	Deliverables for Baseline Survey	Due Date
1	Revised approach note: proposed field plan, enumerator plan, sampling approach, and schedule across all 12 locations	6 July 2026 (Monday)

2	Finalised and piloted survey instruments (Arabic), incorporating any feedback from Seefar following training/briefing session	10 July 2026 (Friday)
3	Baseline field data collection completed across all 12 locations in four governorates	22 July 2026 (Monday)
4	Cleaned and validated datasets submitted to Seefar in agreed formats (Excel/CSV), including unique respondent IDs and secondary contact details	25 July 2026 (Thursday)
5	Field completion report: methodology, coverage, quota attainment, quality checks, limitations, and any deviations from plan	To be decided
6	Debrief meeting with Seefar MEL team to discuss data, coverage gaps, and endline preparation	To be decided

VIII. Endline Survey

This contract covers both the baseline and endline surveys. The endline is expected to take place approximately 8 to 9 months after the baseline, with the same respondents contacted by telephone.

Key endline requirements (to be detailed in a separate endline addendum)

- Contact all baseline respondents by telephone, using primary and secondary numbers and social media details collected at baseline
- Endline instruments will again be provided by Seefar; the company's role mirrors the baseline in terms of administration and data quality
- Minimum endline response rate: 87% (400 out of 460) of baseline respondents per location
- The company should flag any systematic attrition risks (e.g. a location with unusually low re-contact rates) as soon as identified, especially if a location has low response rates during the baseline period as well.

X. Ethical and Safeguarding Requirements

The company must comply with the following non-negotiable requirements:

Informed Consent

- Verbal informed consent obtained from all respondents before data collection begins
- Participation is voluntary; respondents may skip questions or withdraw at any time without consequence
- Separate verbal consent obtained for endline re-contact and optional secondary contact details

Do No Harm

- Survey questions must be administered in a neutral, non-judgemental manner
- Enumerators must be trained to recognise respondent discomfort and pause or halt interviews where needed

- Sensitive questions about migration intentions must not be asked in settings where responses could be overheard by third parties

Confidentiality and Data Protection

- No personally identifiable information to be included in the main analysis dataset
- Contact details stored separately, encrypted, and accessible only to authorised personnel
- Data submitted to Seefar via secure transfer method (to be confirmed at contract stage)

Safeguarding (SEAH)

- Zero tolerance for sexual exploitation, abuse, or harassment
- All field staff trained on safeguarding and bound by codes of conduct
- Clear reporting pathways for SEAH concerns, consistent with FCDO requirements

Fraud Prevention

- Phone credit incentives only — no cash
- Incentive distribution records must be submitted alongside the dataset
- The company is responsible for ensuring incentives are distributed only to genuine respondents

XI. Eligibility Criteria

Before applying, companies should ensure they meet the following eligibility criteria:

- Prior experience conducting field-based surveys with 350+ people.
- Prior experience conducting phone based surveys or follow up surveys with 350+ people.
- Experience working in Iraq or similar cultural contexts.
- Based in Iraq or has a team that can work on the field in Iraq.
- Has a team with fluency in Arabic, Kurdish and basic knowledge of English, with the head of the team having fluency in English.
- Strong understanding of ethical data collection and safeguarding practices.
- Experience or an established presence in the Kurdistan Region of Iraq (KRI) is an added advantage, given the possibility of activities extending to the region.
- Availability during the assignment period of both baseline and endline, tentatively July 2026 and January/February 2027.

XII. Apply

On or before 26th June 2026, complete the [application form](#). Submit any queries as part of your application. Seefar reserves the right to negotiate on methodology and costs prior to contract signing. Shortlisted companies may be invited to a brief discussion before a final decision is made.