

TERMS OF REFERENCE

For a Research House to conduct a survey on financial inclusion in Angola

FinScope Consumer Survey Angola 2022

FinMark Trust

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FinMark Trust invites proposals from research houses/ companies with relevant research experience and expertise to conduct the FinScope Consumer Survey Angola 2022. The scope of work is provided in the terms of reference.

1. Introduction and background

FinMark Trust (FMT) is an independent trust established in 2002 with the objective of making markets work for the poor. The initial core funding was provided by UK Aid from the Foreign, Commonwealth & Development Office (FCDO) formerly Department for International Development (DFID) through its Southern Africa office. Recently additional funders have come on board including the UNCDF, the Bill & Melinda Gates Foundation, the MasterCard Foundation as well as private and public institutions at country level. Thus, FMT has a catalytic role, driven by its purpose to start processes of change that ultimately lead to the development of inclusive financial systems that can benefit all consumers and/or businesses.

To fulfil its objectives, FMT developed the FinScope Survey. It is a nationally representative survey of how individuals or business owners source their income, and how they manage their financial lives. It also provides insight into attitudes and perceptions regarding financial products and services. To date, FinScope Consumer Surveys have been conducted in 36 countries while MSME Surveys have been implemented in 8 countries. Further details on these surveys are available from <https://finmark.org.za/data-for-financial-markets> or on request. This is the first time the FinScope Consumer Survey is being conducted in Angola. This survey is based on a national representative sample size of about 6 000 households.

2. Survey objectives

The key objective of FinScope is to measure and profile levels of access to and use of financial services by all adults, across income ranges and other demographics, and making this information available for use by key stakeholders such as policymakers, regulators, and financial service providers.

The information provided by this survey will help extend the reach of financial services in Angola as it provides an understanding of the Angola's adult population in terms of:

- Their livelihoods and how they generate their income
- Their financial needs and/or demands
- The levels of financial inclusion (formal and informal) and the types of financial products (formal and informal, credit, savings, etc.)
- Their financial perceptions, attitudes and behaviours
- Their demographic and geographical distribution
- The obstacles they face and the factors that would have an influence on their financial situations
- Current levels of access to, and utilisation of, financial services and products (formal and/or informal)
- The landscape of access (i.e. types of products used in terms of transactions, savings, credit, insurance, mobile money, and remittances)
- Drivers of financial products and service utilisation
- Barriers to, utilisation of, and access to, financial products and service

As such, the **main objectives** of the FinScope Survey are:

- To **measure the levels of financial inclusion** (i.e. the proportion of the population using financial products and services – both formal and informal)
- To describe the **landscape of access** (i.e. the type of products and services used by financially included individuals)
- To determine the **needs for financial products**, as well as the gap between need and:
 - Financial products (formal and informal) available, and
 - Financial product usage (formal and informal)
- To identify the **drivers of, and barriers** to the usage of financial products and services
- To provide an assessment of whether the current financial policy and regulatory environment creates a conducive environment for deepening financial inclusion
- To provide baseline information through which the impact of interventions to enhance access could be assessed by means of follow-up surveys.
- To stimulate evidence-based dialogue that will lead to effective public and private sector interventions that will increase and deepen financial inclusion strategies

3. Scope of work

For the implementation of the FinScope Consumer Survey Angola 2022, the Research House will be required to:

- Participate in a one-day FinScope **briefing session** conducted by FinMark Trust
- Participate in **meetings of the Steering Committee** that will oversee the implementation of the FinScope Survey (in Luanda, Angola)
- Input into the design of the **sample** for the survey in close cooperation with Instituto Nacional De Estatísticas (INE). The methodology assumes a sample size of about **6 000 adults**, including an initial **listing exercise**. The sample should be representative on the following levels: national, urban/rural, and province – using the following approach:
 - Maps and listing exercise:
 - A list of all census enumerator areas (EAs) per province is obtained
 - EAs are then stratified into urban and rural areas
 - EAs are sampled for each stratum using probability proportional to size (PPS)
 - Then all households in the selected EAs are listed
 - Within the households, all adults who are **15 years** or older are then identified
= **Sampling frame**
 - Survey:
 - Within **each selected EA**, about **8 households** are selected systematically, selecting every k^{th} household (systematic random selection)
 - The sample interval is determined by the listing exercise
 - Within selected households, where there is more than one qualifying respondent, an electronic Kish Grid is used to randomly select the one household member with whom to complete the interview (this individual will be the ultimate sampling unit) – interviews are to be conducted

using **Computer Assisted Personal Interviewing (CAPI)** or **Electronic Device Interface (EDI)** with **GIS enabled devices to capture GIS coordinates**

- If a selected person is unavailable, then up to three recalls at various times of the day and days of the week are made to maintain the integrity of the sample
 - If a person is repeatedly unavailable or refuses participation, then extremely strict substitution rules are applied
 - The substitute is also chosen using randomisation techniques
 - No substitution of individuals within a household is allowed
- d) **Instrument design:** Evaluate the existing FinScope core questionnaire and contextualise it to suit the Angolan context, including workshops to obtain stakeholder input, as well as translations of the final research instruments. The first review of the questionnaire will be conducted by the FMT and RH team and signed off by the Steering Committee. Questionnaire administration takes about **70 minutes**.
- e) **Pre-test** the translated version of the questionnaire in field by conducting several face-to-face interviews and adapt the translation where necessary
- f) Recruit an adequate number of supervisors with appropriate skills and enumerators to ensure that **fieldwork is completed** within a period of **six to eight weeks**
- g) Produce enumerator **training materials** and **field manuals** (in Portuguese and English)
- h) Conduct supervisor and enumerator **training** with assistance from FinMark Trust, allowing for **eight days of training** which will include a **field pilots** to assess enumerators' readiness to go to field in terms of having mastered the questionnaire as well as the sampling approach
- i) Conduct a pilot survey at the end of the enumerator training to assess the ability of the enumerators to conduct the fieldwork in terms of:
- Implementation of survey methodology (selection of EAs, correct listing, selection of right respondents)
 - Administration of the FinScope Angola questionnaire
- j) Conduct the **fieldwork** for the FinScope Consumer Survey Angola 2022 on the following basis:
- Obtaining the EA maps for the selected EAs in the sample from INE
 - Systematic random selection of about 8 households from each sampled EA
 - Listing all household members in the selected household and selecting one qualifying individual using the Kish grid
 - Conducting **about 6 000 face-to-face interviews using CAPI methodology** with each of the selected respondents (duration of the interviews is about 70 minutes)
 - Data collection implementation to account for the upcoming elections in Angola.
 - Implementing necessary **quality control** measures to ensure the validity and accuracy of the data collected by:
 - Having adequate supervision teams and processes in place
 - Ensuring that adequate back-check procedures as well as questionnaire checking processes are in place
- k) **Capturing Script for the survey data** and produce a **clean dataset**. Quality control measures should include:
- a. Data capture training - ensuring inter alia a thorough understanding of the questionnaire
 - b. Data checking procedures and data validation programmes

- l) Produce a **final clean dataset in SPSS** for the purpose of data weighting and analysis – ensure the correct weighting is done in consultation with FMT
- m) Produce a **technical report** in English addressing the sampling approach, the fieldwork and quality control process as well as data capture and cleaning processes
- n) Analyse the survey data with technical assistance from FinMark Trust
- o) Present the topline findings of the data to the Technical Steering Committee for contextual input
- p) Produce a written report of the findings of the FinScope Consumer Survey Angola 2022

= data deliverables: clean, weighted dataset in SPSS (in English and Portuguese) as well as technical report

Note: A listing exercise at EA level may be required. Please show this cost separately for consideration purposes only. Also indicate the amount of time this will impact on the data collection.

- q) Analysis and report writing may be required. A separate line cost should be included in the budget as optional. The timelines for analysis and report writing will also be required. To demonstrate your analysis capabilities, please add or showcase a maximum of 3 analysis outputs (as appendix or separate documents).

Note: FMT will shortlist the potential candidates. These candidates will then be expected to showcase outputs similar or related to this assignment. Visit www.finmark.org.za for further information.

4. Budget

The financial proposal should provide a detailed and comprehensive costing for the scope of work and deliverables described above. There should be no unaccounted-for costs that the provider would request reimbursement later on. Costs should be broken down into professional fees and expenses and quoted in **United States Dollars (USD)**. Please also break down your costs by activities, as per the following scheme:

Cost category	Cost (USD)
Questionnaire design	\$
Fieldwork preparations including piloting	\$
Fieldwork training	\$
Data collection	\$
Quality control	\$
Data cleaning and dataset preparation to give final well labelled dataset	\$
Total	\$

NB: Please add a separate cost item for listing exercise. This is an option only in the event that the research house cannot get latest population information at EA level from INE. Listing assumes that there is no latest information on the number of households, number of people and number of adults in a particular EA and therefore does a 'mini-census' in that EA in order to create a sampling frame to select the required 8 households.

5. Timeline

The anticipated timing of the project is **six months** (assuming no delays) from the time of selection of the Research House. The Research House should provide a detailed timeline for executing the project activities as outlined above including perceived project risks and contingency plans. Questionnaire and sample design phases are

estimated to be completed within four weeks running concurrently. The data collection phase needs to be completed within six to eight weeks. Bidders are to provide detailed general timelines, as well as attached to the expected start, and to account for elections, and the anticipated impact, if any, these would have on actual implementation timing.

6. Technical and financial proposals

Research houses are invited to submit technical and financial proposals in **English**, clearly indicating the budget for sample of n=6 000 that address the scope of work outlined above within the suggested timeframe.

Proposals are to be no more than 20 pages in length.

Below is a table of disbursements linked to actual Research House deliverables. In your proposal, please indicate your proposed payment schedule taking into account the scope of work to be done per milestone.

Milestone	Milestone detail	Tasks	Proposed payment schedule (%)
1	Inception	Inception report	%
2	Fieldwork preparation finalised	Questionnaire design Fieldwork training	%
3	Fieldwork	Fieldwork Data file	%
4	Finalisation	Technical report	%

7. Required skills and qualifications

Proposals from interested research houses must provide evidence of the technical capacity of the Research house to undertake this exercise. This includes capacity to deliver the results in the timeframe provided, as well as indication of prior experience in conducting a survey of this magnitude within the financial services sector.

The application must identify the core management and technical team, their technical expertise in sample design, statistical analysis, fieldwork, questionnaire review, and overall project management. Core team members' CVs must be included, as well as a description of any further resources that may be required. The company's client portfolio and past experience in the financial services industry must be included.

8. Selection criteria

Contract selection criteria and award will be made based on the following scoring mechanism:

	Criteria	Weighting
1	Technical soundness of the proposal and general approach	35%
2	Competence and previous experience of the research house	20%
3	Knowledge of the financial services sector in Angola	15%
4	Involvement of local (Angola) capacity	10%
5	Financial proposal	20%
	Maximum score	100%

9. Submission and Communication of bids

Proposals should be addressed to Abel Motsomi (abelm@finmark.org.za) and Dr Kingstone Mutsonziwa at (kingstonem@finmark.org.za) **via email**. FinMark Trust is located at Sanofi House 2nd Floor, Grand Central, 2 Bond Street, Midrand. The deadline is **31 May 2022**. Research houses should provide electronic versions of all documentation.

Shortlisted research houses may be invited to make a 30-minutes virtual presentation of their proposal on a date to be announced. The selected research house and its key project personnel must be prepared to meet with FinMark Trust on a date to be announced, for a briefing.

Once the selection process has been completed, FinMark Trust will issue a contract confirming the appointment of the research house. If no communication has been received from FinMark Trust after 1 month of your submission, please consider yourself as unsuccessful.

Any queries relating to the preparation of the proposal should be referred to Abel Motsomi by email: abelm@finmark.org.za and Dr Kingstone Mutsonziwa at kingstonem@finmark.org.za.

Guidance notes to bidders

FinMark Trust reserves the absolute right to use its discretion in the interpretation of these award criteria. The following notes are intended to provide broad guidance only on how proposals will be evaluated. Bidders may be required to clarify their proposals by way of a virtual call or presentation.

“Relevant, demonstrated competence of firm(s) in this area” - you should aim to demonstrate how the firm’s collective experience can be applied (or adapted) to address the specific brief set out in the terms of reference. You are welcome to describe the firm’s overall experience of financial sector development issues (e.g., in other geographies or topical areas) but the evaluation will focus particularly on the application of that experience for the specific task at hand.

“Demonstrated expertise of key individuals to be involved in this project” – the evaluation places considerable emphasis on the role and demonstrated expertise (i.e., track record) of the key individuals to be involved on the project rather than on the expertise of the firm itself.

“Use of local professional capacity (consulting, analysis, coordination, etc.)” – FinMark Trust wishes to ensure that local capacity is used and developed. International firms are therefore encouraged to partner with local organisations.

“Content, quality and originality of proposal” – proposals should address the brief set out in the terms of reference in a comprehensive manner. Bidders should aim for innovation as well as professional presentation. Whilst similar, relevant experience in other markets will be an advantage for a bidder, each market is different and so proposals need to reflect the characteristics of that market, as well as the challenge set by the terms of reference.

“Fee basis” – value for money, as well as absolute cost, will be considered.

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