

Research on Mobile Communication

In South-East Asia

Terms of Reference

Background

Markets are growing for mobile technologies especially in Asia and Africa where continued challenges to access economic development have caused a lower PC penetration. This contributes to a worldwide trend of accelerated use of interactive applications for mobile devices (apps) for accessing and sharing information. Especially in areas with high population densities like urban agglomerations where humanitarian organizations are struggling with access issues, mobile devices and apps are opening new communication channels to disseminate crucial disaster risk and preparedness information to otherwise hard to reach population groups.

Recognizing the potential of apps to put information directly into the hands of end users, the Global Disaster Preparedness Center (GDPC)¹, a joint venture between the American Red Cross and the International Federation of Red Cross and Red Crescent societies (IFRC), is collaborating with national societies and other Red Cross actors on the 'Mobile Communication for Preparedness in Southeast Asia'. The project aims to enhance public access to critical preparedness information using mobile communication technologies, specifically focused on developing and rolling out flood hazard preparedness apps in Indonesia, Vietnam, Myanmar, and the Philippines.² The project focuses on Southeast Asia due to its high exposure to natural hazards; high vulnerability, especially due to increasing levels of urbanization and informal settlement; and high potential capacity for the use of new technologies for community awareness and mobilization.

While the spread of new communication technologies opens unforeseen opportunities to access and share information, much is to be learned about how mobile technologies and apps can best be used to reach different population groups and effectively be integrated into humanitarian work. The 'Mobile Communication for Preparedness in Southeast Asia' project incorporates a research component that will address existing uncertainties of how communication technologies can best be used to bring about behavior change.

Justification

For the humanitarian sector and the work of Red Cross and Red Crescent societies it is critically important to find ways to effectively leverage new communication and information sharing technologies, especially in remote areas or densely populated urban settlements where vulnerable population groups are hard to reach with other types of programming like training or educational programs. Mobile communication channels can provide opportunities for raising awareness on disaster

¹ www.preparecenter.org

² The program is funded by the Office for Foreign Disaster Assistance (OFDA) of US Agency for International Development (USAID).

risks and preparedness measures, for disseminating early warnings and for providing information on location and availability of services. In order to make best use of the available mobile technologies and tailor communication and outreach strategies, humanitarian actors need to better understand how people access and process information through apps and other forms of messaging. This includes questions about the determinants for access to mobile technologies, preferences for different information sources, and the usefulness and motivation to act on the information presented. Getting a better understanding of these issues will help to shape project activities and inform the design of future programs that incorporate mobile technologies in their implementation.

Objective

The research component of the ‘Mobile Communication for Preparedness in Southeast Asia’ project aims to provide further insights into the most effective use of apps, where possible in comparison with other forms of public communication tools, to relay vital information and actionable messages on disaster preparedness to the public. The findings will inform other project activities and contribute to the development of a broader evidence base on public communications.

Scope of Work

In undertaking the research, the following components are of interests in the context of the broader project

1. Survey on different communication tools in the context of preparedness information including apps, SMS messaging and different social media platforms to gain better understanding of most effective tools for information sharing and awareness raising.
2. Study of preferences for message content and design of different demographic and geographic groups to be included in the development of key preparedness messages.

In alignment with the broader ‘Mobile Communication in Southeast Asia’ project the research will focus on and include each of the four project countries – Indonesia, Vietnam, Myanmar, and the Philippines. It is highly recommended that the research institution works in close collaborations with local partners in the different project countries to leverage local expertise and ensure the work integrates country-specific parameters. The suggested methodologies for information and data gathering include survey and focus group discussion. The research design will refine the research methodologies based on the expertise of the research institution.

Deliverables & Timeline

Anticipated start date: November 2014

Overall timeframe for research project: November 2014 – February 2015

Phase 1 – Project Design and Initiation		
Deliverables	Content	Timeline
<ul style="list-style-type: none"> Detailed workplan Research design 	<ul style="list-style-type: none"> Key actors, activities and project timeline Detailed research methodology including survey questions and interview guidelines where applicable assumptions and risks methodology for analysis envisioned outcomes 	<ul style="list-style-type: none"> 2 week, including revision based on GDPC feedback
Phase 2 – Implementation		
Deliverables	Content	Timeline
<ul style="list-style-type: none"> Mid-term progress report Mid-term financial report 	<ul style="list-style-type: none"> preliminary findings anticipated project modifications template will be provided 	<ul style="list-style-type: none"> 6 weeks after project start date
Phase 3 – Project Close-out		
Deliverables	Content	Timeline
Deliverables: <ul style="list-style-type: none"> Final project report financial report 	<ul style="list-style-type: none"> final research findings and recommendations for incorporating knowledge in project activities recommendations for future research template will be provided 	<ul style="list-style-type: none"> Due February 28, 2015

Requirements of research institution

1. Expertise in community based disaster preparedness and risk reduction work and community mobilization.
2. Expertise in communication and information technologies.
3. Experience with qualitative and quantitative research design.

4. Working with local partners in the four project countries to implement project is preferred.
5. Familiarity with work of the Red Cross and Red Crescent global network and knowledge of the international humanitarian relief sector.

Budget

The maximum budget allocated for this project will not exceed USD 50,000 including all costs for regional coordination and country implementation.

Selection Process

To apply, please fill out the attached proposal template. The document should not exceed 15 – 20 pages, excluding attachments. The proposal will be evaluated on the above requirements and should include the following:

1. Demonstrated understanding of the terms of reference including an applied research design
2. High level workplan for the implementation and coordination of research activities in the 4 countries.
3. Information on capabilities and experiences of managing partners.
4. Short bios of the key personnel involved in the research project with information on past research experiences as applicable to the project.
5. Concise budget broken down by activities.

Payment Terms

Payments are all-inclusive and are contingent upon above stated deliverables. The initial disbursement will occur upon receipt of the Phase 1 deliverable. The second and final disbursement will occur upon receipt of the Phase 2 deliverable.

Deadline for submission: October 13, 2014

Please send complete proposals to gdpc@redcross.org , specifying 'SE Asia Mobile Communication for Preparedness, [Institution], [Date]' in the subject line. **Only complete submissions will be considered.**

PROPOSAL (max. 15 – 20 pages)

Name of Proposed Project or Initiative

ORGANIZATION	Name Address
PROJECT DURATION	
AMOUNT	USD \$
CONTACT	Name, Title Email Telephone
SUBMISSION INFORMATION	<p>Submitted on:</p> <p>Submitted to:</p> <p>Name, Title</p> <p>Global Disaster Preparedness Center</p> <p><i>hosted by the American Red Cross</i></p> <p><i>2025 E St. NW</i></p> <p><i>Washington, DC 20006</i></p> <p>Email</p> <p>Phone number</p>

CONTEXT

BACKGROUND ON ORGANIZATION

Provide a short description on the background of your organization (max. ½ page)

PROBLEM STATEMENT

- What issue(s) does the project aim to address?

PROPOSED PROJECT

PROJECT RATIONALE

- Why does the project matter?
- What is the target audience for the project?

PROJECT GOAL AND OBJECTIVES

- What does the project aim to do?
- What question will the research answer (or at least help to answer)?

METHODOLOGY AND APPROACH

- What methodology and approach will be used?
- Which local partners is the organization working with to implement the project?

MAJOR MILESTONES AND KEY ACTIVITIES

- What are the major milestones/steps the project will take to achieve its goal and objectives?

PROJECT TIMELINE

- Insert timeline of the information provided in the Major Milestones and activities section

MONITORING AND EVALUATION

- Insert narrative on how progress will be monitored during the project

- Insert narrative on how outcomes and impact will be evaluated at the end of the project.

EXPECTED RESULTS

OUTPUTS

If project goal and objectives are achieved, what difference will it make for DP practitioners within and beyond the RC/RC network? What difference will it make for national societies? What difference will it make for communities?

ORGANIZATION INFORMATION

VALUE ADDED

Why is the organization uniquely positioned to implement this project?

IMPLEMENTATION PARTNERS

Provide a short description that the organization is planning to partner to implement the project?

STAFF BACKGROUND

Provide a short bio on the key personnel for this project.

Appendix I: Workplan

Appendix II: Budget