



## **Terms of Reference: Public knowledge, attitudes and perceptions for air pollution in Ghana**

2022

### **About us**

Air pollution is one of the biggest threats to human health, climate, and the environment. [Clean Air Fund](#) (CAF) is a philanthropic organisation that supports partners to create a future where everyone breathes clean air. We:

- Fund and partner with organisations across the globe that promote air quality data, build public demand for clean air and drive action.
- Influence and support decision makers to act on air pollution.
- Lead a coalition of funders working on climate change, health, mobility, and children.

We run a global programme and country programmes in Bulgaria, India, Poland, and the UK and started a new programme in Ghana in 2022.

### **About this brief**

One of our goals in Ghana is to support local partners to increase public and civil society demand for clean air and for clean energy, transport and waste management solutions that result in cleaner air and reduced greenhouse gas emissions.

To inform our grantmaking and our own advocacy and communication, we are seeking a Ghana- or West Africa-based consultancy to conduct a study assessing public knowledge, attitudes and perceptions related to household and ambient air pollution in Ghana.

### **Purpose and objectives**

Clean Air Fund will use the output to:

- Define a baseline for public knowledge, attitudes and perceptions, and measure progress against this
- Inform messaging and campaign strategy
- Support advocacy if appropriate (e.g. use the data to help make the case for clean air)

We also intend to publish the final report so that it is available for wide use by others.

### **Scope**

To be designed with the consultancy. For now, our current thinking is:

**Geography:** National, to include Accra, at least one other city and one other area. Our working assumption is Tamale plus another rural area to be identified, but we are open to discussion with the consultancy.

**Audience segments:** A representative sampling relevant to the topic at hand, across ages, income levels, language groups, gender, urban/rural, occupation (e.g. Informal sector, transport, health), and others to be agreed with the consultancy.

**Questions:** We will expect the consultancy to design and test a set of agreed questions, working closely with us.

### **Suggested methodology**

The methodology will be defined by the consultancy as part of the project. We anticipate a combination of quantitative and qualitative methods.

### **Outputs and timeline**

Slide deck with key findings and written report. Work to take place as soon as feasible.

### **Budget**

\$50,000-75,000

### **Qualifications**

Experience of conducting qualitative and quantitative research in Ghana on public knowledge, attitudes and perceptions, preferably related to environmental or social issues.

### **Proposals**

Please send to Patrin Watanatada ([pwatanatada@cleanairfund.org](mailto:pwatanatada@cleanairfund.org)) by xxx. An indicative timeline for review, selection and timing of the project is provided below.

Proposals are asked to include:

- outline of expected methodology, including:
  - examples of questions to be asked (can be from previous work)
  - approach to developing a representative sampling
  - field work techniques, and
  - balance of quantitative versus qualitative research,
- short case studies from similar work
- short biographies of team members
- high-level project plan, day rates of team members and estimated number of days / budget for the work

We will be assessing proposals along the following dimensions:

1. **Quality of methodology and relevant past work** – we are seeking rigour, mixed methods, and experience of delivering similar studies for non-academic clients on related social or environmental issues
2. **Outputs and deliverables** – we are interested in user-friendliness, both for us and for other users
3. **Qualifications of proposed team** – we are seeking a core team based in Ghana
4. **Budget / value for money**

Thank you in advance for your time and interest; we're looking forward to hearing from you.

### Indicative timeline

<b>Date</b>	<b>Action</b>
24/1/23	Scope of work advertised
10/2/23	Deadline for submission of proposals
By 17/2/23	CAF to set up calls with shortlisted consultancies and send question shortly afterwards
28/2 or 1/3/23	Calls with shortlisted consultancies
Week of 6/3/21	Consulting firm selected
Work to take place	To start as soon as possible following contracting – aiming to finish in summer 2022 (depending on consultancy's availability and speed of contracting)