

Enhancing Youth Employment (EYE)

Conducting a survey on Public Employment Services (PES) Terms of Reference (ToR)

April 2018

1. Introduction

Enhancing Youth Employment (EYE) is a programme funded by the Swiss Cooperation Office in Kosovo and implemented by the consortium of HELVETAS Swiss Intercooperation Kosovo and MDA - Management Development Associates. The overall goal of EYE is to improve the labour market conditions in Kosovo hence increasing the employment opportunities of the young Kosovar women and men by contributing towards a going out from VET (Vocational Education and Training) schools and universities and facilitating their transition from school to work. One of the project objectives is to ensure that matching and career guidance services enable young women and men access to more job opportunities. In this regard, EYE has partnered with the Employment Agency of the Republic of Kosovo (EARK) aiming at improving the quality of Public Employment Services (PES) and its efficiency in order to serve more jobseekers and businesses as well as to serve better the needs of unemployed.

2. Background

EYE- Enhancing Youth Employment is a Swiss Agency for Development and Cooperation (SDC) project implemented by Helvetas Swiss Intercooperation and MDA-Management Development Associates.

It supports employment opportunities of young women and men graduates from schools and universities by facilitating their transition into the labour market.

The project addresses three sides of the labour market by focusing on:

1. Skills Supply according to market demand
2. Improved Job Matching Service and Information
3. Private Sector Development

EYE has started its second implementation phase 2017-2020 after completing the first phase of the project which was implemented from June 2012 to December 2016.

In this context, SDC EYE, in cooperation with the Employment Agency of the Republic of Kosovo (EARK) within the Ministry of Labour and Social Welfare (MLSW), has adopted an objective to provide assistance in raising the public awareness and knowledge on the employment services offered by the public institutions, targeting general public and businesses/employers.

4. Objectives of the assignment

In order to build an effective and efficient awareness raising campaign for the Kosovo's public, an essential initial component of the project would be measuring the existing levels

of knowledge and awareness of the public – Kosovo citizens, and active private sector companies on the issue of employment services provided by public institutions.

Subsequently, in response to the measurement requirements a baseline study shall take place as an initial step for the project. The study should contain specific and measurable indicators that would enable EARK to see the levels of the public awareness, information and perception of public employment services.

The baseline study results should serve for:

1. Having a better overview of the level of information on public employment services;
2. To identify citizens' perceptions regarding the Public Employment Services namely , Employment Offices;
3. To identify employers' (private sector) perceptions regarding Public Employment Services, namely Employment Offices;
4. To identify the optimum outreach channels to reach the citizens and private companies with the aim of increasing information for public employment services;

In order to carry out this assignment, the contractor will be required to:

1. Conduct nationwide survey to understand what are the perceptions of unemployed citizens as well as registered jobseekers about the Public Employment Services (PES)
 - Present the sample size according to the instructions below
 - Prepare the questionnaire
 - Develop final report, including interpretation of the final results

2. Conduct nationwide survey with active private sector businesses to understand what are the perception of businesses about the Public Employment Services (PES)
 - Present the sample size according to the instructions below
 - Prepare the questionnaire
 - Develop final report, including interpretation of the final results

4. Survey Methodology

Target Population of the survey

Target group for the first study should be:

1. unemployed citizens (age group 15 – 64), whether they are registered in employment offices or not. The survey should provide data for the target population disaggregated by:

- Gender (male-female)
- Residence (rural- urban)
- Municipalities (38 in total)

-Ethnicity

For ethnicity, three main ethnic grouping should be subject of analysis as following: K-Albanian as one sub-group, K-Roma, Ashkali and Egyptians communities as a separate sub-group, and K-Serbian, Bosnian, Turk and Gorani communities as another sub- group.

Target group for the second study should be:

2. Active Private Sector Companies based on the number of active tax payers according to Tax Administration of Kosovo.

Sampling methodology

In order to ensure representatives of the sample a Random probability sampling method should be used for both survey. Probability sampling ensures representatives as it is the only method that provides equal chances for every member of the population to participate in the survey.

Sampling Frame

Sampling frame for the first survey should be the population estimates by municipalities from the Population Census Data of 2011 which are published by the Kosovo Agency of Statistics.

Sample Size

The sample of respondents in the first study (Kosovo citizens) should be representative within the segment of unemployed. The sample size should be calculated considering the confidence level of 95% and margin of error of 3%. The sample should be designed in a way that would be representative and should be designed in these stratifications; ensuring gender distribution, settlement representation and proportional distribution on the municipality level of all ethnic groups, based on the latest national census (2011). The surveys should be conducted with Computer Assisted Personal Interviewing (CAPI) method by experienced interviewers.

The sample of respondents in the second study (private companies) should be representative of respective population of active firms according to Tax Administration of Kosovo. The sample size should be calculated considering the confidence level of 95% and margin of error of 5%.

5. Tasks/Scope of Work

Preparing the questionnaire

Questionnaires for each study should be prepared by the contractor and approved by EYE Project and Employment Agency of the Republic of Kosovo (EARK). EYE should provide all the information available regarding the topic.

Questionnaire will focus on what are the perceptions of unemployed citizens both passive and active jobseekers and private companies about PES services, as well as providing an overview of the awareness of the citizens and businesses about PES and what would be the best promotional campaigns of the services provided by the PES.

Contractor is responsible for translation of questionnaire into Albanian and Serbian. Contractor is in charge of conducting this survey simultaneously in both Albanian and Serbian Languages. The printing of questionnaires for the Pilot Study will be done by the Contractor.

Implementation of the survey/Carrying out face-to-face interviews

The contractor will carry out interviews and will be responsible for coordination of the fieldwork for implementation of the survey by means of face-to-face interviews. This can be done through CAPI (Computer-assisted personal interviewing). The interviews should be completed through the “interviewer completion” approach. The contractor is expected to implement the survey within two weeks. Before commencing the survey, the contractor is responsible to organize training for interviewers to ensure interviewers are fully prepared to conduct the survey by exercising questions, the logical flow of questionnaire, sampling methodology and quality assurance processes. The EYE project will also participate to this training. In addition, the contractor is responsible to prepare and distribute all interviewer’s full written instructions on all aspects of the survey. Furthermore, the contractor will do the selection of enumerators, enumeration places, as well as control and monitor progress of the opinion poll survey. Every day, supervisors and field staff should check individual interviewers’ progress and monitor success rates, numbers of refusals as well as interviewing process on the spot. Dates and times of all interviews and their outcome should be registered by interviewers using the contact sheet documenting each address visited and each attempt to contact or interview the selected individual.

Quality Control by the contractor

In addition to daily supervision and control of interviewers, the contractor should validate the completed questionnaires. The contractor should ensure that a minimum of 20% of all completed questionnaires are validated. Validation and quality control should be conducted by telephone call or by personal visit to the respondent’s house which will consist of approximately 5 questions from the questionnaire. In case any irregularity with interview procedures has been detected, even in one interview, all interviews in that given place as well as all other respondents interviewed by the same interviewer will be discarded. The discarded interviews will be conducted again by another interviewer. The contractor is requested to prepare a full fieldwork report showing not only full number of the interviews completed but also the results of all quality control procedures.

Quality Control by the EYE

The contractor will submit all questionnaires completed and contact sheets to EYE. EYE in return, will validate and control at least 10% of all completed questionnaires. In case any irregularity is detected, EYE will request a correction of irregularities and repetition of the interviews.

Data Entry

Statistical Package for Social Sciences (SPSS) will be used for data entry. The data obtained from the opinion poll survey in both languages will be entered into the database which will contain variable and value names in English. Once the coding is complete and variable names and values are created in database, the database will be tested with hypothetical data in order to confirm that the database’s and the questionnaire’s variable

names and value labels correspond. Once this is done, questionnaires will be entered into SPSS. For contractor that will use CAPI, they should ensure smooth transfer of the data into the database. The contractor should also verify the data entry quality and conduct a logical check and cleaning of database in the end using the questionnaire's codes.

Data Cleaning

Once the data is entered into database, simple frequency tables will be generated in order to check for numbers/entries that are above or below the required range of responses for each questions. Once the problems are spotted for each error the data entry clerks will go back to original interview and check the response and recode. The contractor is expected to conduct range checks, rigorous checking of routing (skips) and consistency checks. Finally, once the data is entered, the demographic checks will be conducted for the sample to check the representativeness of the sample. This will be done by comparing the demographics of the sample with demographics of target population based on the Population Census Data from ASK.

6. Expected deliverables

- a) detailed working methodology and work plan (simple design, drafting of the questionnaires, timeline of activities);
- b) Fieldwork (technical) report containing the outcomes of the data collection process, including results of the back checking;
- c) Dataset in SPSS (in English) which will remain an ownership of EYE/EARK
- d) EXCEL tables of survey results (frequencies and cross-tabulations);
- e) Final survey report, incorporating EYE's suggestions and recommendations;

7. Evaluation criteria

The evaluation panel will consist of three members, who will evaluate proposals based on:

- a) Professional capacity of the bidder – 40%;
- b) Methodology, content, work plan and timing – 30%; and
- c) Financial offer – 30%.

8. EYE Contacts:

email: eyeinfo@eye-kosovo.org

*Prishtina
April, 2018*

SECTION TWO PROPOSAL SUBMISSION FORM

I. LANGUAGE

Proposals should be submitted in English Language (one original signed and three copies). All reports and deliverables produced under the subcontract shall be in English.

II. INFORMATION'S REQUIRED FROM PROPOSALS

Proposals from bidders should include at least the information listed below:

Basic Information

- Organization's legal name
- Official address
- Contact Information (Telephone, E-mail)
- Contact Person
- Legal status of the organization: (*Please submit a copy of your registration document with the proposal*)
- Date and number of registration
- Tax Information Number
- Copy of the statute or incorporation document proving Kosovo ownership of the company
- Certificate from the tax authority that the legal entity has no liability

Technical Proposal – General Public

The bidder should submit 2 Proposals, one pertaining to the general public (citizens survey) and the other to the private sector companies, with the following items:

- Implementation plan of the survey with detailed schedule and timing;
- Methodology of data collection and analysis used for addressing the objectives and tasks defined by the TOR
- Description of activities for each task; provide the following information:
 - Task description
 - Start and end dates
 - Responsible personnel

Experience & Capacity

- General background information of the Company;
- Registered business operating for at least 3 years
- Experience implementing similar activities over the past 3 years
- List three independent qualified professional references

Financial offer

Bidders have to supply one original signed financial offer together with three copies (in separate envelope from technical proposal) consisting of the following:

- A complete budget presented in Euro for the Citizens Survey
- A completed budget presented in Euro for the Survey with Private Businesses
- And a General budget consisting of both surveys

The price proposed in this offer should be all inclusive; EYE is exempt from VAT, thus the cost should be exclusive of VAT. The contractor is responsible for all other taxes and duties in compliance with the Law of the Republic of Kosovo.