ROADMAP FOR WOMEN AND YOUTH DEVELOPMENT (RAWYOD)

CALL FOR EXPRESSION OF INTEREST (EOI)

Recruitment of a Research Firm / Consultancy Firm to Conduct the Endline Assessment of the Football for Social, Education and Environmental Development (FOOT-SEED) Project

Project	Football for Social, Education and Environmental Development (FOOT-SEED)
Implementing organisation	Roadmap for Women and Youth Development (RAWYOD)
Project location	Damaturu and Potiskum Local Government Areas, Yobe State, Nigeria
Funding partner	FIFA Foundation Community Programme
Assignment	Independent Endline Assessment
EOI reference	RAWYOD-EOI-2026-004
Date of issue	18th November, 2026
Submission deadline	2nd December, 2026
Expected assignment period	7th December, 2026
Project completion date	31 December 2026

INVITATION

Roadmap for Women and Youth Development (RAWYOD) invites eligible and qualified research firms and consultancy firms to submit an Expression of Interest to undertake an independent endline assessment of its FOOT-SEED Project, implemented in selected schools and communities in Damaturu and Potiskum LGAs of Yobe State, Nigeria. Interested firms should demonstrate relevant technical expertise, experience in evaluation of education and youth development programmes, strong field research capacity, and the ability to work safely and ethically with children and young people.

1. Background and project overview

Roadmap for Women and Youth Development (RAWYOD) is implementing the Football for Social, Education and Environmental Development (FOOT-SEED) Project with support from the FIFA Foundation Community Programme for the 2025–2026 project period. The project is currently in its final year of implementation and is scheduled to end on 31 December 2026. It is being implemented in Damaturu and Potiskum LGAs of Yobe State, Nigeria.

FOOT-SEED uses football as an engaging platform to promote educational development, school attendance and retention, social cohesion, environmental protection, and safeguarding awareness among children and young people. The project responds to challenges affecting education and community relationships in Yobe State, including low school attendance and retention, and seeks to harness football as a positive and unifying medium.

The project's overall objective is to cultivate educationally transformed young people inspired by football. Its two specific objectives are:

1. To promote game-based learning, educational development initiatives, and school retention for children and young people through football.
2. To facilitate the drivers of social cohesion and environmental protection among children and young people using football as a progressive unifying medium.

The project identified eight selected schools across Damaturu and Potiskum LGAs and a total of 240 girls and boys in FIFA Clubs. The target group are less privileged young people, primarily aged 12–25, who are enrolled in school. The project also identified and engaged 32 teachers (16 female and 16 male) who are trained as FOOT-SEED Coaches.

Key interventions include establishment of FIFA Clubs; weekly Play-to-Learn (P2L) football sessions; training of teachers as FOOT-SEED Coaches; development and distribution of information, education and communication (IEC) materials; annual KAUNA Football Tournament; quarterly community awareness sessions; monthly joint environmental sanitation exercises; and the My FIFA Tree Campaign. The project planted 480 trees through club members.

2. Purpose of the assignment

The purpose of this assignment is to conduct an independent, credible and evidence-based endline assessment of the FOOT-SEED Project at the conclusion of its implementation period, which ends on 31 December 2026 to determine the extent to which the project has achieved its intended objectives, outputs and expected outcomes; assess the relevance, effectiveness, efficiency, coherence, impact and sustainability of the intervention; document changes experienced by children, young people, schools and communities; and generate practical recommendations for RAWYOD, the FIFA Foundation and other relevant stakeholders.

The assessment should establish the project's final end-of-implementation status, covering the full implementation period up to 31 December 2026, against the approved project design, results framework, targets and available baseline or other reference data. The endline data collection and verification of final achievements should take place after the project has ended, or at a point agreed with RAWYOD that allows all activities and results up to the closing date to be captured.

3. Specific objectives

- Assess the relevance of the FOOT-SEED design and delivery in relation to the educational, social cohesion and environmental needs of children, young people, schools and communities in the target locations.
- Measure the extent to which planned outputs and outcomes were achieved, including participation, coverage, quality and reach, disaggregated by sex, age, school and LGA where data permit.
- Examine whether and how football-based learning and FIFA Club activities contributed to young people's interest in education, school attendance, retention, life skills, mental well-being, positive peer relationships and football skills.
- Assess the effectiveness and functionality of the eight FIFA Clubs, including the quality and consistency of weekly P2L sessions and the roles, preparedness and ongoing engagement of trained FOOT-SEED Coaches.
- Examine changes in social cohesion, inclusion, community participation and relationships among children, young people, schools, parents, community members and relevant institutions.

- Assess the implementation, participation, quality and observable results of environmental activities, including monthly sanitation exercises and the My FIFA Tree Campaign, including tree survival and maintenance where feasible.
- Review the integration and practical application of gender equality, disability inclusion, child safeguarding, PSEA, GBV awareness, referral pathways and safe participation across project activities.
- Assess project efficiency, implementation arrangements, coordination, resource use, monitoring, data quality, risk management and adaptive management.
- Identify intended and unintended positive or negative effects, barriers to participation, differential experiences and factors that influenced results.
- Assess the likelihood that benefits and project structures, particularly FIFA Clubs, trained coaches and environmental actions, will continue after project closure.
- Document good practices, innovations, lessons learned and actionable recommendations for future programming and potential replication or scale-up.

4. Scope of work

4.1 Geographic and population scope

The assessment will cover the full FOOT-SEED implementation period, from project commencement in 2025 through its scheduled completion on 31 December 2026, in Damaturu and Potiskum LGAs, Yobe State, and the eight project-supported schools. The firm is expected to propose a defensible sampling strategy that provides coverage of both LGAs and the different categories of project stakeholders.

The assessment should include, as applicable: FIFA Club members (girls and boys); other students in participating schools; trained FOOT-SEED Coaches and school management; parents and caregivers; community leaders and members; relevant LGA and state government stakeholders; project implementation personnel; and other stakeholders directly involved in or knowledgeable about project delivery.

4.2 Thematic scope

- Education and school engagement: school attendance and retention, interest in learning, educational motivation, perceived barriers to schooling, and the contribution of P2L sessions and club membership.
- Football and life skills: participation, football skills, teamwork, discipline, confidence, communication, leadership, problem-solving and psychosocial well-being.
- Social cohesion: peer interaction, trust, inclusion, cooperation, tolerance, relationships across groups, community-school connections and the role of football in bringing people together.
- Environmental protection: participation in sanitation activities, environmental knowledge and practices, tree planting, care and survival of planted trees, and community ownership.
- Gender and inclusion: equitable participation and influence of girls and boys, barriers faced by vulnerable groups, accessibility and meaningful inclusion.
- Safeguarding and protection: awareness of safe conduct, PSEA and GBV prevention messages, child safeguarding measures, reporting and referral information, and safe activity environments. The assessment must not investigate individual allegations or solicit unnecessary disclosures.
- Project performance and sustainability: achievement of outputs and outcomes, implementation quality, efficiency, coordination, monitoring and prospects for continuation.

5. Key evaluation questions

The firm should refine the following questions in its inception report and evaluation matrix. The final questions and indicators should be aligned with the approved project documents and monitoring framework.

Evaluation area	Indicative evaluation questions
Relevance and design	To what extent did FOOT-SEED respond to the priority needs and context of participating children, young people, schools and communities? Was the football-based approach appropriate, accessible and acceptable to girls and boys?
Effectiveness	To what extent were the planned activities delivered and intended outputs achieved? What evidence demonstrates

	changes in school engagement, life skills, social cohesion and environmental practices? Which activities were most and least effective, and why?
Education outcomes	What changes, if any, are evident in school attendance, retention, motivation, attitudes towards education and participation in learning? What contribution do participants, parents and teachers attribute to FIFA Clubs and P2L sessions?
Social cohesion	Have relationships, trust, teamwork, inclusion and cooperation among students and between schools and communities changed? How has the KAUNA Football Tournament contributed to these changes?
Environment	To what extent did community sanitation activities and tree-planting actions take place as planned? What proportion of planted trees remain alive and are being maintained, where this can be verified? Are environmental practices continuing?
Gender and inclusion	Did girls and boys participate meaningfully and equitably? What barriers affected participation and leadership? Were children and young people with disabilities or other vulnerabilities able to participate?
Safeguarding	Were safeguarding, PSEA and GBV prevention measures integrated into implementation? Do relevant stakeholders understand safe conduct, reporting options and referral pathways? Were activities conducted in a safe and age-appropriate manner?
Efficiency and management	Were resources, staffing, time and partnerships used efficiently? What operational constraints affected implementation, and how were they addressed?
Sustainability	Are FIFA Clubs, trained coaches, school-community partnerships and environmental actions likely to continue? What capacities, resources and commitments are in place?
Learning and impact	What intended and unintended changes occurred? What contextual or project factors influenced these changes? What lessons and recommendations should inform future programming?

6. Proposed methodology and technical approach

The assessment is expected to use a mixed-methods, participatory and utilisation-focused approach, combining quantitative and qualitative methods to assess results and explain how and why changes occurred. The firm is responsible for proposing a robust and context-appropriate methodology, sampling plan, tools and analysis strategy.

6.1 Inception and document review

The firm will review the project proposal and approved revisions, logical framework/results framework, indicator definitions, work plans, monitoring databases, attendance and participation records, activity reports, training records, school-level information available to the project, tournament records, sanitation activity records, tree-planting and follow-up records, safeguarding and referral protocols (without accessing confidential case files), relevant policies, and other supporting documentation. The firm will identify data gaps and agree the evaluation matrix with RAWYOD.

6.2 Quantitative data collection

The firm should propose an appropriate survey or structured assessment with a clearly justified sample. The design should consider the total number of club members (planned 240), the eight participating schools, both LGAs, sex and age groups, and the availability and quality of beneficiary lists. A census may be considered for a small or accessible population, but the firm must justify the approach, account for non-response and avoid overstating statistical representativeness.

Structured tools may assess education-related attitudes and self-reported school engagement, exposure to project activities, life skills, social cohesion, environmental knowledge and practices, safeguarding awareness and satisfaction. Where school attendance or retention records are available and permission is granted, the firm should analyse relevant administrative data and explain limitations. Any comparison with baseline or earlier values must use comparable definitions, populations and periods.

6.3 Qualitative data collection

- Focus group discussions (FGDs) with girls and boys, organised separately where appropriate, using age-appropriate facilitation and safe participation arrangements.
- Key informant interviews (KIIs) with school heads, trained coaches, teachers, parents, community leaders, relevant government representatives and RAWYOD project personnel.
- Participatory discussions or observation with FIFA Club members to understand their experiences, inclusion, perceived changes and recommendations.
- Observation checklists to assess the functioning of FIFA Clubs, selected P2L sessions where still operating, school/community environmental activities and the condition of planted trees, where feasible.
- Short case studies or outcome stories illustrating significant changes, with informed consent and without identifying children in public outputs.

6.4 Sampling

The firm must present a sampling framework specifying the target population, sampling unit, sample size, selection method, school and LGA coverage, sex and age disaggregation, inclusion of vulnerable groups, and proposed number of FGDs and KIIs. The sampling design should be proportionate to the project's scale and the time available. The firm should avoid convenience-only sampling and explain how it will reduce selection and response bias.

6.5 Data quality and analysis

- Develop an evaluation matrix linking each question to indicators, data sources, methods and analysis.
- Pilot all tools and revise them based on pilot findings.
- Use trained enumerators, daily field supervision, completeness checks and documented quality assurance procedures.
- Use appropriate statistical analysis, including descriptive analysis and disaggregation by sex, age, LGA and school where sample sizes permit.
- Analyse qualitative data systematically using a documented coding framework and triangulate findings across respondent groups and data sources.
- Assess data reliability, missingness, recall bias and inconsistencies between project targets and reported achievements.
- Clearly distinguish verified findings, respondent perceptions, plausible contribution and causal claims. Do not claim attribution unless the design supports it.

6.6 Ethical and safeguarding requirements

Because the assessment involves children and young people, the firm must apply the highest standards of research ethics and child safeguarding. This includes informed consent from adults; age-appropriate assent from children and consent from their parent or legal guardian where required; voluntary participation; the right to decline or withdraw; confidentiality and secure data handling; safe and accessible venues; gender-sensitive and culturally appropriate facilitation; and a clear protocol for responding to disclosures or safeguarding concerns. No child should be interviewed alone in an unsafe or non-observable setting.

The firm and all team members must sign and comply with RAWYOD's applicable Code of Conduct, Child Safeguarding and PSEA requirements, and must disclose any actual or potential conflict of interest. The assessment is not a safeguarding investigation. Enumerators must not probe for personal experiences of sexual exploitation, abuse or GBV. Any spontaneous disclosure or immediate protection concern must be handled through the agreed referral and escalation protocol, with no promise of absolute confidentiality.

The firm must obtain approval for all tools and consent/assent procedures before fieldwork. Personal identifiers should be minimised, stored separately from research data and removed from analytical datasets. Photographs, audio recordings and quotations require separate informed permission and must not expose children to risk.

7. Expected deliverables

Deliverable	Minimum expected content

1. Inception report and evaluation matrix	A concise but comprehensive report setting out understanding of the assignment, refined evaluation questions, methodology, sampling plan, tools, analysis plan, ethical and safeguarding protocols, risk mitigation, detailed workplan and deliverable schedule. Submit for RAWYOD review and approval before data collection.
2. Data collection tools and fieldwork package	Final survey questionnaires, FGD and KII guides, observation checklists, consent/assent forms, enumerator guidance, safeguarding/referral protocol and data quality procedures. Tools should be submitted in editable formats and, where relevant, configured for digital data collection.
3. Fieldwork completion and cleaned datasets	A brief fieldwork completion note stating actual sample achieved, respondent profile, locations visited, response rates, deviations from the approved plan and limitations. Provide cleaned, anonymised quantitative datasets, codebook, qualitative transcripts/notes in anonymised form, and analysis syntax where applicable.
4. Preliminary findings presentation	A presentation of emerging findings, achievement against key indicators, emerging conclusions and issues requiring factual validation. Present to RAWYOD and incorporate factual corrections without compromising evaluator independence.
5. Draft endline assessment report	A full report containing executive summary, background, purpose and scope, methodology, limitations, findings against evaluation criteria and questions, results against targets, analysis by sex/age/location where possible, conclusions, lessons learned and prioritised recommendations.
6. Validation workshop	Facilitate a findings validation session with RAWYOD and relevant stakeholders, present evidence and collect feedback. The evaluator retains responsibility for independent conclusions and documents how feedback was addressed.
7. Final endline assessment report and presentation	A professionally edited final report incorporating agreed factual corrections and management comments, plus a concise presentation/slide deck. Include annexes such as evaluation matrix, tools, sample details, list of stakeholder categories consulted, indicator performance table and limitations.
8. Data and supporting files	Submit all final datasets, codebook, analysis files, anonymised qualitative materials, consent/assent templates, photographs only where separately authorised, and other deliverable source files in editable and commonly usable formats.

8. Indicative assignment schedule

Timing requirement: The project's implementation end date is 31 December 2026. The evaluator must assess the completed project, not an interim snapshot. Any pre-closure data collection must be limited to preparatory work or clearly identified interim information; final outcome measurement and verification must account for implementation and results through the closing date.

The assignment is expected to commence during the final implementation period, with inception, document review and preparation completed before or around project closure, as appropriate. Final endline data collection should capture results through 31 December 2026 and should therefore take place after the project end date, unless RAWYOD approves a methodologically sound alternative. The firm should propose a realistic schedule, normally within with 7 working days from contract signing, covering inception, document review, tool development, approval, training, post-completion fieldwork, analysis, reporting, validation and finalisation. The final schedule will be agreed with RAWYOD.

Phase	Indicative timing
Inception and desk review	Before project closure
Tool development, review and pilot	Before fieldwork
Enumerator training and post-completion endline field data collection	After 31 December 2026 / [agree dates]
Data cleaning and analysis	7 Days
Draft report and presentation	5 Days
Validation and final report	7 Days

9. Required qualifications and experience

The EOI is open to legally registered research firms, evaluation firms or consultancy firms with demonstrated capacity to deliver independent evaluations in Nigeria. Interested firms should meet the following minimum requirements:

- At least five years of relevant organisational experience in research, monitoring and evaluation, programme assessments or evaluations.
- Demonstrated experience conducting endline evaluations, outcome assessments or similar assignments in education, child/youth development, sport for development, social cohesion, environmental programming or related sectors.
- Strong mixed-methods research capacity, including survey design, sampling, qualitative research, statistical analysis and report writing.
- Experience working with children, adolescents, schools and communities, with demonstrable child safeguarding and research ethics procedures.
- Ability to deploy a qualified, gender-balanced field team with appropriate language skills and knowledge of the Yobe/Northeast Nigeria context.
- Evidence of data protection, quality assurance, field supervision and secure data management systems.
- Relevant registration and statutory documentation in Nigeria, including evidence of legal status and applicable tax compliance documentation.
- Ability to complete the assignment within the agreed timeline and provide all deliverables in professional, editable formats.

9.1 Proposed team composition

The firm should propose a team with clearly defined roles. The team is expected to include:

- Team Leader / Evaluation Lead: postgraduate qualification in social sciences, education, development studies, public policy, statistics or a related discipline; substantial evaluation experience; strong leadership, analytical and report-writing skills.
- Quantitative Research / Data Analysis Specialist: demonstrated competence in sampling, survey design, statistical analysis and data quality assurance.
- Qualitative Research Specialist: experience facilitating FGDs and KIIs, analysing qualitative evidence and producing case studies or outcome narratives.
- Field Coordinator / Supervisors and Enumerators: experienced in community and school-based data collection, fluent in relevant local languages, and trained in safeguarding and research ethics.

One individual may cover more than one role where the firm demonstrates that workload, independence and technical quality will not be compromised. CVs of proposed key personnel must be included.

10. EOI submission requirements

Interested firms should submit a concise but sufficiently detailed Expression of Interest containing the following:

- Cover letter expressing interest, signed by an authorised representative, including the firm's full legal name, address, contact person, email and telephone number.
- Company profile, legal registration details, ownership/management information and a brief description of core services.
- Technical capability statement explaining the firm's understanding of the assignment and proposed approach to conducting the endline assessment.
- Evidence of at least three relevant assignments completed within the last five years, including client, project/assignment title, location, period, scope and contactable reference where available. Attach sample reports or links where disclosure is permitted.
- CVs of proposed key personnel, highlighting relevant qualifications and assignments.
- Proposed team structure and availability of key personnel.
- Evidence of registration and relevant statutory/tax documents, as applicable.
- Statement confirming ability to comply with child safeguarding, PSEA, confidentiality, data protection and research ethics requirements.

- Declaration of any actual, potential or perceived conflict of interest.
- Indicative assignment duration and a brief statement of availability.

A detailed financial proposal is not required at the EOI stage unless specifically requested by RAWYOD. Shortlisted firms may be invited to submit a full technical and financial proposal or participate in a clarification discussion. RAWYOD reserves the right to request additional information to verify submitted credentials.

11. Submission procedure

Expressions of Interest should be submitted electronically in PDF format to the email address below, with the subject line: "EOI – FOOT-SEED Project Endline Assessment – [Name of Firm]".

Submission email: procurement@rawyod.org

Submission deadline: 2nd December, 2026 at 5:00PM West Africa Time (WAT).

Enquiries and clarification requests: procurement@rawyod.org no later than 25th November, 2026.

Late submissions or submissions sent to an address other than the designated submission email may not be considered. RAWYOD may issue clarifications or amendments to this EOI through the same communication channel used for the call.

12. Shortlisting and selection criteria

EOIs will be reviewed against the criteria below. RAWYOD may conduct due diligence and contact references before shortlisting. The EOI stage is intended to identify firms with the strongest relevant capacity; shortlisted firms may be assessed further through a detailed technical and financial proposal.

Assessment criterion	Description	Weight
Relevant organisational experience and track record	Relevant evaluations and research assignments, quality of past work and client references.	**30%**
Technical understanding and proposed evaluation approach	Clear understanding of the project and endline purpose; credible mixed-methods design, sampling, analysis and quality assurance.	**25%**
Qualifications and experience of proposed key personnel	Relevant academic qualifications, evaluation leadership, technical specialisms and field management experience.	**25%**
Experience in child-centred, school-based and community research, including safeguarding	Demonstrated ethical research practice and practical safeguarding/PSEA arrangements for engagement with children and young people.	**10%**
Local contextual knowledge, field deployment capacity and availability	Ability to access and manage fieldwork in Damaturu and Potiskum, relevant language capacity and realistic availability.	**10%**
Total		**100%**

RAWYOD may adjust the detailed evaluation procedure for the subsequent procurement stage, provided the process remains fair, transparent and documented. The final selection will consider technical quality, value for money, availability and satisfactory due diligence.

13. Management, coordination and reporting arrangements

The selected firm will report to the RAWYOD-designated focal person and work in coordination with the project and MEAL teams. RAWYOD will facilitate reasonable access to available project documentation, relevant staff and stakeholder contacts, and support introductions to schools and relevant authorities. The firm remains responsible for its methodology, staffing, field supervision, data quality, analysis and independent findings.

The firm must obtain prior approval before visiting schools, contacting participants through project channels, collecting data, recording interviews or taking photographs. RAWYOD's review of deliverables is intended to verify factual accuracy, completeness and compliance with the agreed scope; it will not compromise the independence of the assessment.

14. Confidentiality, ownership and data protection

All documents, data, records, tools, analyses and reports produced under the assignment will be the property of RAWYOD and, where applicable, may be shared with the FIFA Foundation in accordance with project obligations. The firm must not publish, circulate or use any project information, findings, images or participant quotations without prior written authorisation from RAWYOD.

The firm must maintain strict confidentiality, use data only for the agreed purpose, store information securely, restrict access to authorised team members, and hand over all agreed data and materials at the end of the assignment. Identifiable participant data must not be included in the final report unless strictly necessary, justified and explicitly authorised.

15. Safeguarding, PSEA and professional conduct

The selected firm must demonstrate zero tolerance for sexual exploitation, abuse, harassment, child abuse, fraud, corruption and other prohibited conduct. All personnel who may interact with children or project participants must undergo appropriate screening, sign the applicable code of conduct and complete safeguarding/PSEA orientation before deployment. Any safeguarding concern arising during the assignment must be promptly reported through the agreed RAWYOD reporting channel. The firm must not conduct independent investigations or retaliate against any person who raises a concern.

16. General conditions and reservation of rights

- Issuing this EOI does not constitute a commitment by RAWYOD to award a contract or reimburse costs incurred in preparing an EOI.
- RAWYOD reserves the right to accept or reject any EOI, cancel or amend the process, request clarification, verify information and shortlist firms at its discretion, subject to applicable organisational procurement procedures.
- All information submitted by applicants must be accurate and may be subject to verification. Material misrepresentation may lead to disqualification.
- Firms must disclose any actual, potential or perceived conflict of interest, including prior involvement in project design or implementation that could affect independence.
- The selected firm will be required to enter into a written contract setting out deliverables, timelines, payment milestones, confidentiality, safeguarding and other contractual conditions.
- All costs associated with preparing and submitting an EOI are the responsibility of the applicant.

17. Important notes for applicants

The project proposal is the primary reference for this call. The project is in its final year and is scheduled to close on 31 December 2026. Applicants must plan the assessment as an end-of-project exercise that captures the complete implementation period and verifies final results up to the closing date. It identifies eight selected schools, 240 intended FIFA Club members, 32 teachers to be trained as FOOT-SEED Coaches, and activities across education, football, social cohesion and environmental protection. Some proposal entries contain differing or incomplete figures and dates, including the tree-planting target. The selected evaluator will be expected to verify the approved targets and actual implementation status against the latest authorised project documents and RAWYOD's records during inception; applicants should not treat every figure in the original application as a confirmed final achievement target.

The EOI is a call for expressions of interest, not a request for a full evaluation report or a completed research design. Applicants should provide enough information to demonstrate their capability and approach. Shortlisted firms may be requested to submit a more detailed technical and financial proposal.

18. Contact information

Roadmap for Women and Youth Development (RAWYOD)

Plot No. 27 & 28, Office Suite along Maiduguri Road, beside Nishadi Kilishi Suya Spot, Damaturu, Yobe State, Nigeria.

Website: www.rawyod.org Email: procurement@rawyod.org | General enquiries: info@rawyod.org