

MALAWI ACCELERATOR PROGRAMME (MAP) BASELINE STUDY TERMS OF REFERENCE

1.0 Background

Girls Not Brides is the largest Global Partnership to end child marriage with over 1,400 member organisations in more than 100 countries. The vision of GNB Global is a world without child marriages where girls and women enjoy equal status with boys and men and are able to achieve their full potential in all aspects their lives. The vision challenges deeply embedded social norms that harm the lives of girls, women and their communities. The GNB Malawi National Partnership has a Membership of 96+ civil society organisations working to end child marriage in Malawi. It is operational across the three regions and across the 26 Districts in Malawi.

2.0 MAP Program Overview

Girls Not Brides Global in collaboration with the Government of Malawi through the Ministry of Gender and the national civil society coalition, GNB Malawi has co created a structured, results-driven framework called “The Malawi Accelerator Programme (MAP). The goal of MAP is to support fast-track the implementation of the Malawi National Strategy to End Child Marriage (2024–2030). Its approach is centred on strengthening the national ecosystem to end child marriage. It focuses on mobilising and enhancing coordination mechanisms among key actors, including government institutions, GNB Malawi, civil society organisations, community groups, and development partners. Through this coordinated and collaborative effort, MAP aims to catalyse and drive sustained action by the Malawi Ending CM ecosystem, ensuring that the National Strategy (NS) is implemented effectively and delivers meaningful, lasting improvements in the lives of girls.

MAP will be implemented jointly by Ministry of Gender and Girls not Brides Malawi over a five-year period from 2026 to 2030 and will target two districts in Malawi: Mzimba and Lilongwe. The programme is funded by Girls Not Brides Global Partnership and the United Nations Programme on Ending Child Marriage through UNICEF. Recognising that child marriage is a complex and multi-dimensional issue, MAP focus on four key pillars;

Equip – Strengthening institutional capacity, technical expertise and leadership of GNB Malawi and its partners to effectively lead, influence, and sustain action

Mobilize – Actively mobilising stakeholders at national and sub-national levels to foster collaboration, strengthen coalitions and drive collective action, including community engagement and social norm change

Influence – Driving policy and systems change through evidence-based advocacy and strategic engagement with decision-makers

Invest – Increasing and improving the targeting of domestic and international financing to support programmes and social services

The program has the following expected results;

Program outcomes

- I. Strengthened leadership, collaboration and collective action across the ECM ecosystem create a more coordinated, cohesive and impactful movement to end child marriage
- II. National or sub-national strategies, laws and policy frameworks are developed, strengthened and implemented to prevent and respond to child marriage
- III. Domestic and international financing is increased and better targeted towards social services and interventions that prevent and respond to child marriage
- IV. GNB Malawi is recognised as a trusted and influential partner and thought leader within the ECM ecosystem at both national and district levels
- V. Evidence and learning generated from Girls Not Brides work in Accelerator countries informs and strengthens programming, policy influence, and adaptive implementation in Malawi

Program Outputs

- I. Multi-stakeholder coordination platforms are supported to align diverse actors and coordinate collective action to end child marriage
- II. National or sub-national strategy, policy, legal and implementation frameworks are informed by coordinated technical and advocacy inputs by GNB Malawi and partners.
- III. Context-specific policy analyses, evidence briefs and advocacy tools are developed and applied by GNB Malawi and partners to inform national strategy, policy and legal engagement on ECM
- IV. Increased awareness of national or sub-national strategies, laws and policies and implementation frameworks related to child marriage
- V. Advocacy champions including youth are mobilised and supported at all levels driving stronger, more coordinated efforts to ECM
- VI. Budget advocacy products and targeted engagements with government ministries and key stakeholders, led by GNB Malawi are in place to promote child and gender-responsive budgeting within national planning and financing processes
- VII. Strategic partnerships with private sector, philanthropic actors, donors and other leading actors are established or supported to mobilise financing to support national or sub-national commitments to ECM.
- VIII. Coordination mechanisms to align existing investments across stakeholders in support of reducing child marriages are established or supported
- IX. Technical assistance provided to government agencies to lead and coordinate ECM financing and implementation
- X. GNB Malawi is resourced through collective action grant funding to support advocacy and influence on policy, financing or social norm change
- XI. GNB Malawi has access to tailored technical assistance, accompaniment and learning support responsive to their capacity needs for collective action
- XII. Organisational development support and collective action grant funding are provided to GNB Malawi
- XIII. Evidence-based tools, learning resources and briefs developed and used and made available to support GNB Malawi's efforts.
- XIV. Strategic evidence, learning and impact products are developed to influence government, practitioners and funders to take action at national or sub-national levels
- XV. Shared evidence and learning agendas, co-created with GNB Malawi and partners, are in place to guide evidence generation and accelerate action on ending child marriage in Malawi and elsewhere.

As part of its Monitoring, Evaluation, Accountability and Learning (MEAL) framework, the Malawi Accelerator Programme (MAP) implementation team plans to conduct a baseline Knowledge,



Attitudes and Practices (KAP) study in Machinga and Mzimba. The baseline study will generate evidence to establish baseline values for programme results indicators related to preventing and responding to child marriage. It will assess knowledge, attitudes, practices including the coordination mechanisms, leadership and capacities, while mapping key community structures and partnerships.

To support this process, the MAP implementation team intends to recruit an individual national consultant to provide technical expertise in the design, coordination, and implementation of the baseline study. The consultant will support the development of the study methodology, data collection tools, sampling approach, data analysis plan, and reporting framework, as well as oversee data collection, analysis, and preparation of the final baseline report. The assignment is expected to contribute to strengthening evidence-based programme implementation, monitoring, adaptive learning and future evaluation of MAP interventions.

3.0 Purpose and objectives of the Knowledge Attitude Practice (KAP) Baseline Study

3.1 Purpose of the Knowledge Attitude Practice (KAP) Baseline Study

The purpose of the baseline study is to establish baseline values and generate contextual information on child marriage, which will serve as benchmarks for measuring project progress over time and informing effective monitoring, evaluation, learning, and adaptive programming.

3.2 Objectives of the Baseline Study

The specific objectives of the study are to:

- Determine baseline values for the project outcome indicators related to the prevention and response to child marriage.
- Map key stakeholders, community structures, coordination platforms and partnerships that contribute to efforts to prevent and respond to child marriage in the programme intervention areas.
- Assess the status and effectiveness of leadership, collaboration, coordination mechanisms, and collective action among stakeholders working to end child marriage at national and district levels
- Assess attitudes, perceptions, and knowledge of girls, boys, parents, and community members regarding ending child marriage and girls' rights.
- Examine the roles and capacities (knowledge, skills, influence, and competence) of community leaders, civil society organizations, parents, and other stakeholders in preventing and responding to child marriage.
- Identify social norms, cultural practices, policies, economic factors, and other barriers that contribute to child marriage and hinder girls' education, protection and empowerment.

4.0 Scope of the Assignment

The scope of the assignment will include the development of the baseline study methodology and tools, coordination of data collection activities, data analysis, and report writing. The assignment shall include, but not be limited to, the following tasks:

Stage 1: Inception Phase

In consultation with the Project Management Team, the consultant/team of consultants shall:

- Develop and submit an inception report/technical proposal outlining the consultant's understanding of the assignment, proposed methodology, sampling approach, data collection tools, and a detailed costed work plan.
- Develop appropriate quantitative and qualitative data collection instruments for the baseline study.

Stage 2: Data Collection, Analysis, and Reporting Phase

Upon approval of the inception report, data collection tools, and work plan, the consultant/team shall undertake the following tasks:



- Conduct a comprehensive desk/document review in consultation with the Project Management Team.
- Coordinate and oversee data collection using surveys, Focus Group Discussions (FGDs), Key Informant Interviews (KIIs), and stakeholder consultations/meetings.
- Coordinate data entry, data cleaning, validation, and analysis of both quantitative and qualitative data.
- Prepare and present a draft baseline study report, including a community mapping report to GNB Malawi and relevant stakeholders for review and feedback.
- Finalize the baseline study report by incorporating comments and recommendations from stakeholders.
- Support dissemination of the study findings to GNB Malawi and program partners.

4.0 Key Deliverables

The consultant/team of consultants shall be expected to produce the following deliverables:

- I. An inception report detailing the consultant's understanding of the assignment, proposed methodology, sampling procedures, sample size, data collection methods, and data collection tools.
- II. A draft KAP baseline study report, including the community mapping report.
- III. A final KAP baseline study report incorporating feedback from MAP/GNB Malawi and stakeholders.
- IV. PowerPoint Presentation/Factsheet of the KAP Baseline Study Findings

5.0 Assignment Duration and Timeframe

The assignment is expected to be undertaken and completed within a period of 30 days in accordance with the approved work plan.

6.0 Consultant Qualifications and Competencies

To be considered for the assignment, the consulting team must demonstrate the following qualifications and competencies:

Team Leader

The Team Leader must possess:

An advanced university degree in Psychology, Statistics, Research Methods, Education, Social Sciences, or another relevant field.

A minimum of five (7) years of progressive experience in conducting research, evaluations, or baseline studies.

Team Members

- Team members must demonstrate:
- Strong knowledge and experience in qualitative and quantitative research methodologies.
- Extensive understanding of Malawi's education sector, policies, and systems.
- Proven experience in data collection, analysis, interpretation, and report writing.
- At least five (5) years of experience in education, social sciences, or related research assignments.
- A minimum of a university degree in Statistics, Social Sciences, Psychology, Education, or a related discipline.

7.0 Submission of Letters of Expression of Interest



Interested consultants/consulting firms are invited to submit a Letter of Expression of Interest (LoEI) of no more than three (3) pages outlining:

- Relevant experience in conducting similar assignments;
- A brief description of the proposed methodology for undertaking the assignment; and Updated Curriculum Vitae (CVs) of the proposed consultant(s).
- Samples of previous similar work undertaken

Please note that only shortlisted consultants/consulting firms will be invited to submit a full technical proposal.

Applications should be submitted no later than 12th June 2026 to:

**The Chairperson
Internal Procurement Committee
Centre for Youth Empowerment and Civic Education
P/Bag B347
Capital City
Lilongwe**

Or via email to: vacancies@cyecemw.org
CC: linda.kamlomo@girlsnotbrides.org

Applications may also be delivered by hand to the CYECE offices in Area 15, Gogo Jenala Compound, Lilongwe.

