

**Public Opinion Research Working Group (PORWG)  
for Canada's International Development Sector**

**DRAFT Terms of Reference and Members (Updated November 2022)**

**Mandate:**

The ad hoc Public Opinion Research Working Group (PORWG) for Canada's International Development Sector will support collaboration among Canadian organizations that regularly or occasionally commission public opinion research on Canadians' views, perspectives, beliefs and associated trends around international development broadly, including, but not limited to, Canadian development and humanitarian investment (aid), projects, programs and activities in low- and middle-income countries.

Key objectives for the working group are to:

- Identify opportunities for alignment, consistency and best practice in POR across the development sector.
- Enhance capacity and knowledge within the development sector around POR best practices, opportunities, effectiveness, reporting, etc.
- Explore greater collaboration and potential partnerships to address gaps or overlap in POR across the Canadian international development sector.
- Keeping the working group and broader sector informed of POR work that's on the horizon and sharing the results.
- Explore opportunities for the sharing of data from public opinion polls to facilitate more in-depth and comparative analysis in POR.
- Realize operational and cost efficiencies for organizations undertaking POR, including through new collaborations.

**Membership:**

Canadian-based non-governmental organizations, civil society organizations, academic institutions, government or private sector companies that undertake public opinion research to assess Canadian opinions on international development. Organizations fitting this criteria can request membership in the PORWG at any time. An organization with membership on the working group should designate a representative who leads and has decision-making influence for their organization's POR activities.

***This is an ad hoc working group with its structure and operations to be assessed every six months.***

**Co-Chairs:**

Two co-chairs will be selected to guide the work planning, meeting agendas and activities for the PORWG with support from the CanWaCH secretariat.

**Meetings:**

Inaugural meeting to be held late September 2021. Meetings to be held once every 1-2 months (depending upon work planning) for between 60 to 90 minutes depending upon agenda items, number of participants and guest speakers. Meetings will be held via Zoom.

**Secretariat:**

Secretariat support will be provided by the Canadian Partnership for Women and Children's Health (CanWaCH) including: working group communications; scheduling and hosting of meetings (via Zoom); coordination of agenda items, meeting materials, speakers (including guest speakers), presentations, meeting minutes; and, working group membership.

**Current Membership:**

1. Guelph Institute of Development Studies (GIDS), Spencer Henson (Co-Chair)
2. Aga Khan Foundation Canada, Cédric Garnier
3. Bigger Than Our Borders, Louis Bélanger
4. CanWaCH, Charmaine Crockett
5. Cooperation Canada, Gabriel Karasz-Perriau
6. CUSO International, Eileen Melnick
7. Oxfam Canada (replacement TBD)
8. Plan International Canada, Anjum Sultana/Rudy Broers
9. Save the Children Canada, Tiffany Baggetta
10. World Vision Canada, Martin Fischer