

**Terms of Reference  
For  
Baseline Survey**

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**Youth Empowerment for Sustainable Aquaculture  
Markets and Job Creation Programme**

**May 2024**

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## List of Acronyms

Acronym	Full Expression
AA	Aquaculture Agents
BDS	Business Development Services
BMU	Business Management Units
BSF	Black Soldier Fly
CV	Curriculum Vitae
ECAT	Enterprise Capacity Assessment Tests
FGD	Focus Group Discussions
GAP	Good Agricultural Practices
IDP	Internally Displaced Persons
KII	Key Informant Interviews
KSH	Kenya Shilling
LLF	Linear Log frame
LSP	Local Service Providers
MEL	Monitoring, Evaluation, and Learning
MLP	Monitoring and Learning Plan
MSME	Micro Small Medium Enterprise
MT	Metric Tonnes
NGO	Non-Government Organization
ODK/ONA	Open Data Kit/Organizational Network Analysis
OECD/DAC	Organization for Economic Cooperation and Development/ Development Assistance
PC	Project Coordinator
PM	Program Manager
PWD	Persons With Disability
ToR	Terms of Reference
USD	United States Dollar
VBA	Village Based Agents
YISA	Youth in Sustainable Agriculture

## 1. Background

### About Farm Africa

Farm Africa is an innovative charity organization that reduces poverty in rural eastern Africa by helping farmers grow more, sell more, and sell for more: we help farmers not only boost yields, but also gain access to markets, and add value to their produce. We place a high priority on environmental sustainability and develop approaches that help farmers to improve their yields and incomes without degrading their natural resources. Our programs vary hugely, ranging from helping crop farmers to boost harvests, livestock keepers to improve animal health, and forest coffee growers to reach export markets, but core to all of them is a focus on the financial sustainability of the farmers' businesses and environmental sustainability. We are increasingly designing and implementing complex and integrated multi-sector projects, some by ourselves and some others in partnership with like-minded organizations in the form of consortiums.

### Programme Context and Need

Youth Empowerment for Sustainable Aquaculture Markets and Job Creation program also known as "Youth in Sustainable Agriculture (YISA) program, is a five-year program that is supported by the Mastercard Foundation. The program is being implemented by a consortium of six partners and aims to change the perceptions of the potential offered by the mariculture and aquaculture for entrepreneurship and employment, building knowledge and capacity so that young people, especially women, are attracted by the opportunities and growth potential offered by working in aquaculture and mariculture.

YISA will create opportunities for youth who are currently excluded and have limited prospects for employment or entrepreneurship, including internally displaced persons and people with disabilities. The focus is therefore to develop entrepreneurs across the entire value chain either as input providers, service providers, cage and pond farmers, franchisees targeting financially excluded young men and women as a means of poverty relief. It will also address socio-cultural norms and attitudes to increase the inclusion of women in a sector that is currently male dominated.

The consortium is also working closely with financial service providers to ensure the flow of resources (financing and inputs) to aquaculture and mariculture enterprises and entrepreneurs. A digital platform will be established to connect actors and communities across the value chain, stimulating innovation and collaboration for increased productivity and aggregation to facilitate offtake.

At impact level, the project will aim to create employment opportunities for 150,000 young men and women in the aquaculture sector. The project is being implemented in six counties (Kisumu, Kakamega, Homabay, Siaya, Busia, and Kilifi.)

Attaining this level of impact will require a robust and evidence-based measurement system and approaches that is anchored on best practice. The core measurement focus is to ensure that the reported impact is of the right quality in terms of depth and breadth. This term of reference seeks to build an evidence base that serves as the performance benchmarks (baseline) for tracking impact during implementation.

## Project Implementing Partners and Roles

The YISA programme will be implemented by a consortium of six partners led by Farm Africa. The allocated partner roles are based on their specific experience in the different programme activities and target areas. The partners are: Echo Network Africa, Lattice Consulting Ltd, Ramogi Institute of Advanced Technology, Livingwood Consulting Ltd, Hydrovictoria and Aquarech Ltd. Further, the programme shall work closely with the county governments, community-based organisations, and private sector actors.

**Table 1: List of interventions and implementation areas**

Main interventions	Counties
<b>Intervention 1.1:</b> Provide gender-responsive entrepreneurial (BDS, mentoring, coach) support youth owned enterprises grow and expand their operations.	Kilifi, Busia, Kakamega, Siaya, Kisumu, Homa Bay
<b>Intervention 2.1:</b> Develop capacity of local service providers (young women and men) and other ecosystem players to provide bundled services (last mile distribution of inputs, extension, and aggregation of produce)	Kilifi, Busia, Kakamega, Siaya, Kisumu, Homa Bay
<b>Intervention 2.2:</b> Build the capacity of key actors in the input market (such as Aqua Barn, BioFit etc.) to produce quality inputs and develop last mile distribution pilot models	Busia, Kakamega, Siaya, Kisumu, Homa Bay, Kilifi
<b>Intervention 3.1:</b> Develop viable route to market channels (e.g. franchise model etc.) to enhance access to quality fish for local fish traders (Mama Samaki)	Busia, Kakamega, Siaya, Kisumu, Homa Bay
<b>Intervention 3.2:</b> Build the capacity (value addition, PHLM, food safety, smart kiosks etc.) of local fish traders (e.g. Mama Samaki) and link them to existing market channels	Busia, Kakamega, Siaya, Kisumu, Homa Bay
<b>Intervention 4.1:</b> Establish gender responsive catalytic fund (Challenge Fund and Revolving Fund) to enhance equal access to finance for value chain actors	Busia, Kakamega, Siaya, Kisumu, Homa Bay, Kilifi
<b>Intervention 4.2:</b> Develop the capacity of FSPs (e.g., SACCOs, commercial bank etc.) to develop aqua centric financial (e.g., insurance, loans) products services	Busia, Kakamega, Siaya, Kisumu, Homa Bay, Kilifi
<b>Intervention 5.1:</b> Employ GALS methodology to address the gendered norms, attitudes, and perceptions that bar young women from substantively participating across the aquaculture value chain	Busia, Kakamega, Siaya, Kisumu, Homa Bay, Kilifi
<b>Intervention 5.2:</b> Strengthen capacity of market actors (community, off-takers) in gender transformative approaches	Busia, Kakamega, Siaya, Kisumu, Homa Bay, Kilifi
<b>Intervention 5.3:</b> Build the capacity of BMUs on governance and gender transformation approaches	Busia, Kakamega, Siaya, Kisumu, Homa Bay, Kilifi

**Intervention 6.1:** Enhance collaboration between research and training institutions (e.g. RIAT, KEMFRI etc.) to promote knowledge transfer and technology adoption to value chain actors.

Busia, Kakamega, Siaya, Kisumu, Homa Bay, Kilifi

## Project Participants

The YISA project will engage different types of participants in the value chain to ensure a holistic approach is embraced in improving the sector. This includes Input providers, Producers and Market actors. The aim of the engagement will be to create 150,000 jobs for young women and men including both primary jobs (through direct engagement) and secondary jobs (through employees of directly engaged enterprises). Table 2 below provides a breakdown of the different participants that will contribute to the total target number. The consultant will be expected to generate a representative sample across these key respondent groups.

**Table 2: Target project participant types**

Participant Type	Totals
Industrial feed millers	4
Cottage feed mixers	200
Hatcheries and juvenile nurseries (including youth engaged)	6,400
Youth in BMUs	3,000
Individuals (including youth) engaged in Cage farm	14,500
Individuals (including youth) engaged in pond farming	23,250
Individuals (including youth) engaged in Mariculture farms (Kilifi)	4,500
Soy bean farmers	33,000
Black Soldier Fly (BSF) Producers	4,500
Number of Mama samakis / fish traders	22,500
Number of Local Service Providers (LSPs) including Village Based Advisors (VBAs) and Aquaculture Agents (AAs)	250
Number of TVETs & Village polytechnics reached	6
Students who have graduated from TVETs & Village polytechnics	60
Individuals employed in MSMEs and SMEs engaged	37,836

## 2. Baseline Objective

Farm Africa Kenya is commissioning a baseline to provide a detailed assessment of the key performance indicators for this project, as defined in the Monitoring and Learning Plan (MLP). The baseline will seek to assess the status of key indicators, detail a clear understanding of prevailing conditions and perceptions of the target group in the implementation areas, and serve as a point of comparison for future evaluations. Results will also be used to further refine project targeting and, where possible, to understand the relationship between variables to inform project design.

The specific objective of the baseline as follows:

- **Baseline values:** Determine the baseline values for selected output, outcome, and impact indicators, which will enable the project to monitor and compare progress throughout the project lifetime.
- **Learning:** Generate a synthesis of insights that can inform the program learning agenda in line with the current list of learning questions.
- **Incentives:** Map out the key incentives that entice the target group, particularly the youth to participate in the project interventions.
- **Inclusion:** Generate baseline metrics that inform the project capacity to reach participants in an inclusive manner, particularly women, youth, persons with disability (PWD), and internally displaced persons (IDPs).
- **Sustainability:** Analyse the risks that are likely to affect the attainment of project outcomes in the short, medium, and long term.
- **Challenges & Opportunities:** Identify key challenges and opportunities that the project may encounter and provide suggestions at how these can be leveraged on.
- **Recommendations:** Identify forward looking recommendations that could guide the project in their interventions and to further strategic and project planning, design, and management.

The baseline study should align to the OECD/DAC criteria (Relevance, Efficiency, Effectiveness, Sustainability, Coherence, and Impact). The consultant should clearly demonstrate their approach to ensure they meet / fully respond to the specified objectives.

### 3. Approach and Methodology

The programme will implement a routine monitoring system based on a Linear Log Frame (LLF) approach and a corresponding monitoring and learning plan (MLP) to track progress against key indicators for each intervention as defined in the project. The consultant will be required to develop a rigorous approach for ensuring accuracy and validity for each baseline value. Below is a list of indicators to be assessed. This list is not exhaustive and may be updated during the inception phase.

Table 3: Outcome Indicator table

<b>Outcome Statement</b>	<b>Outcome Indicator</b>
<b>O1. Increased quality production and productivity of fish</b>	1A. Average production by value chain per farmer per season (MT) 1B. Percentage change in production volumes per farmer by value chain (soya, BSF, aquaculture and mariculture) 1C. Proportion of young women and men farmers reporting improved production
<b>O2. Expanded equal work opportunities for young men and women in the Aqua sector</b>	2A. Average monthly earnings by youth from their participation in the aquaculture value chain 2B. Proportion of youth reporting increased income from engagement in the aquaculture sector 2C. Percentage change in income as a result of participation in the aquaculture value chain 2D. Proportion of youth employed in the aquaculture value chain that are accessing reliable income 2E. Proportion of youth employed in the aquaculture value chain that are accessing dignified and fulfilling work opportunities
<b>O3. Equal growth and expansion of Aqua enterprises owned by young women and men</b>	3A. Organizational management practices (ECAT) score 3B. Number of case studies/ success stories developed for businesses that have accessed the challenge and revolving fund. 3C. Average Pond and cage farm size per farmer 3D. Women Empowerment in Agriculture Index (WEAI)
<b>O4. Increased market share for young women and men in the Aqua value chains</b>	4A. Total volume (MT) of produce sold per annum by value chain 4B. Average annual sales value of products per participant (trader, BSF& Soybean producer; aquafarmer, marine farmers)



Table 4: Output and Intermediate Outcomes Indicator table

Intermediate Outcome	Intermediate Outcome Indicator	Output Indicator
<b>IO 1. Young women and men equally create and or tap on decent work opportunities in the aqua value chain</b>	IO 1a: Number of young women and men in work in the aquaculture value chain	1.1: Proportion of young m/w who have developed business plans for their enterprise 3.1: Number of LSPs providing last mile bundled services to participants in the target counties 3.2 Proportion of targeted participants accessing bundled services from LSPs
<b>IO 2. Key Actors in the input market timely produce and supply quality inputs</b>	IO 2a: Percentage change in volume of fingerlings sold per supplier per annum IO 2b: Percentage change in volume of Fish feed produced per miller per annum IO 2c: Annual sales value generated per supplier from sale of input (Fingerling and fish feed) IO 2d: Total volume (MT) of BSF produced by young men and women IO 2e: Volume of organic waste recycled through BSF production IO 2f: Volume (MT) of protein-based crops produced by young men and women per annum IO 2g: % of producers (BSF and Soybean) selling the raw materials for feed production through contract IO 2h: Annual volume of raw materials (BSF & Soybean) purchased by feed millers IO 2i: Annual value of raw materials purchased by feed millers through established contracts	4.1: Number of youth owned enterprises producing BSF for production of fish feed 4.2: Number of young men and women producing protein-based crops e.g. soya for production of fish feed

<b>IO 3. Local fish traders record improved performance of their enterprises</b>	<p>IO 3a: Percentage of off takers (including mama kiosks, traders and franchise shops) purchasing their supplies through contract farming</p> <p>IO 3b: Annual value of fish and marine products purchased by traders through established contracts</p>	<p>5.1: Proportion of local fish traders accessing quality fish from franchise shops, set up under the project</p> <p>5.2: Number of smart kiosks and franchisee shops established by young w/m under the project</p> <p>6.1: Proportion of local traders practicing value addition</p> <p>6.2: % of produce that's value added by local fish traders</p> <p>6.3: % of produce damaged from the local fish traders</p>
<b>IO 4. Aqua farmers especially young men and women and youth MSMEs adopt expanded financial services and products</b>	<p>IO 4a: No. of aqua-centric financial products developed by FSPs</p> <p>IO 4b: Proportion of participants accessing financial products for aquaculture</p> <p>IO 4c: Average annual value of financial products accessed for aquaculture activities</p> <p>IO 4d: Repayment rate under the revolving fund</p>	<p>7.1: Total amount (KES) issued to businesses under the challenge fund</p> <p>7.2: Total amount (KES) given as loans under the revolving fund</p> <p>8.1: Number of financial products developed and tailored to the needs of aquaculture businesses</p> <p>8.2: Number of participants who have been linked to FSPs for financial services</p>
<b>IO 5. Young men and women equally and meaningfully engage and benefit from the aquaculture sector</b>	<p>IO 5a: Number of gender responsive resolutions agreed upon by the aqua business hubs (support platforms) at county level.</p> <p>IO 5b: Proportion of leadership positions held by young women in Aqua value chain leadership structures e.g. BMUs</p>	<p>9.1: Number of BMUs with a constitution and by-laws that have integrated gender-responsive budgeting and planning.</p>
<b>IO 6. Improved Knowledge and uptake of innovations and technologies by VC actors</b>	<p>IO 6a: Number of institutions that have formally adopted the new/ updated curricula for aquaculture into their program</p>	<p>10.1: No. of participants trained on an improved curriculum/ training manuals developed</p>

In addition to the above project indicators, the project has drafted below set of learning questions that will be monitored over the implementation period. As part of this baseline, the consultant should generate evidence-based insights that can be utilized to shape the learning questions further or provide a benchmark for tracking the key lessons learned. Please note that the learning questions are still being revised and updated. The final set will be provided at the inception.

- A. What is the value of the LSP model in the aquaculture value chain? What efficiencies do LSPs bring to the system by offering bundled services to participants?
- B. Is access to finance the enabler we think it is? What are actors utilising the funds for? Does an injection of finance lead to business growth and job creation for target actors?
- C. With the introduction of different players in the marketing node (smart kiosks, franchise shops etc.), what is the likely distortion in the normal distribution of the market system?
- D. What is the impact of the introduction of Novel Feed Ingredients such as black soldier fly and soya? Can black soldier fly be done at scale/ economically viable (are the costs of production too high)?
- E. What approaches can be implemented to increase efficiencies for enterprises in the fish value chain (i.e. make them to be cheaper/ faster/ easier)?
- F. How can technology be leveraged to improve productivity and efficiency in the aquaculture and mariculture sectors?
- G. What are the key barriers (technological, finance, cultural, policy etc.) that need to be addressed to enable youth and women to participate in aquaculture and mariculture?
- H. Does capacity development, access to market services and challenging traditional social and cultural norms, enable women and youth to permeate the market and engage in employment opportunities along the aquaculture value chain?
- I. How are participants going to be retained the in the aquaculture value chain - sustainability approach?
- J. What support mechanisms are needed to ensure that youth and women have equal access to resources, training, and market opportunities? How can we ensure male engagement in promoting participation of women in the aquaculture value chain?

### 3.1 The overarching methodological framework

The consultant is expected to use a variety of data collection and analysis techniques for both quantitative and qualitative assessment (mixed methods) in line with the study objectives and type of indicator. Hence, the consultant is expected to provide a clear justification for the selected approaches and tools, such as why a particular data collection tool was chosen over another, or the rationale for selecting a particular approach for data collection.

For this baseline, in as much as possible, a mixed methods approach needs to be applied in data collection and analysis. It should include a mix of desk reviews, project participant surveys, Focus Group Discussions (FGDs), enterprise capacity assessments, Key informant interviews (KIIs), Stakeholder analysis, etc.

The proposed methodology should clearly demonstrate how cross cutting issues/inclusion elements will be assessed, and in particular the gender elements, persons with disability, and internally displaced persons. It should also include a description of the approaches to be employed in generating baseline insights against the proposed project learning questions.

The proposed evaluation framework should align to the OECD-DAC criteria.

### 3.2 Data Collection and Analysis Management

The consultant will develop data collection tools in consultation with Farm Africa and consortium partners to ensure that the tools align to project needs, scope, and standards. However, for indicators where Farm Africa has already developed org-wide standard data collection tools, these shall be merged into the overall questionnaire developed for the baseline and used. All tools developed must be approved by Farm Africa prior to data collection.

All quantitative data collection tools shall be administered through the ODK platform and hosted on ONA. For transparency and central data management purposes, the Farm Africa ODK based server (ONA) shall be used for this evaluation. The successful consultant shall be provided user management rights to access and use the platform for the baseline.

The analysis should disaggregate the data as per the defined disaggregation requirements within the project MLP.

## 4. Management and Implementation Responsibilities

Farm Africa will be responsible for:

- Brief the consultants on the nature and objectives of the YISA project.
- Provide copies of relevant YISA project documents.
- Organize an inception workshop with consortium partners after submission of the inception report by the consultant.
- Guide and provide technical support as required throughout the survey.
- Provide templates for various reports to be developed by the consultant in MS word format including: The proposal template, inception report template, and baseline report template.
- Provide Farm Africa's standard indicator tools already developed.
- Inform relevant government staff as well as implementing partners and prepare official support letter to all target counties.
- Provide consultant with collaborator access to ONA/ODK server.

- Provide comments and feedback on, and approval of, all deliverables within agreed timeline.
- Oversight on overall baseline process including sampling, data collection, analysis, reporting and validation.
- Organize validation meeting as required.
- Facilitate payments as per the contract agreements.
- Follow up and communicate the consultant to execute the assignment timely and in acceptable quality.

The consultant will be responsible for:

- Developing a succinct inception report for the baseline.
- Designing a detailed, practical methodology and sampling techniques
- Recruiting experienced data collectors and supervisors in an adequate number, and payment for enumerators engaged.
- Developing all the required baseline data collection tools in close collaboration with Farm Africa.
- Digitalization of all data collection tools onto the ODK platform, and upload on ONA server.
- Providing tablets to hired enumerators for the period of data collection.
- Training enumerators on data collection tools and approaches to guarantee data quality (*This will be done in collaboration with Farm Africa and implementing partners project team and the MEL personnel for better comprehension and alignment to Farm Africa standards*)
- Planning and facilitating logistics for enumerators, supervisors and company personnel involved in the baseline.
- Conducting all baseline related data collection, including facilitating qualitative interviews as per the baseline methodology (FGDs, KIIs, In-depth interviews, etc.)
- Regular progress updates to Farm Africa, including responding to any comments or technical inputs wherever necessary.
- Submission of deliverables within agreed timelines and in accordance with quality requirements as guided by Farm Africa.

#### 4.1 Consultancy Management

For smooth management of the assessment, Farm Africa MEL Coordinator will serve as the evaluation lead working closely with project teams (Project Managers, Project coordinators, technical leads, project MEL teams & Regional MEL team).

The consultant will report directly to the Evaluation lead (i.e., MEL Coordinator). However, she/he will be expected to work closely with Project Managers and Project Coordinators while ensuring that the evaluation lead is copied in all the communication.

To facilitate effective collaboration and oversight of routine updates, a series of in-person meetings will be scheduled at Farm Africa's office in Nairobi or in satellite offices in target counties. The exact timing of these check-in sessions will be agreed upon during the inception meeting with the consultant. Please note that these sessions do not encompass the validation workshops. It is important to emphasize that ***all check-in sessions require the physical presence of the consultant (i.e., all personnel engaged in the baseline unless otherwise advised)*** at Farm Africa office or as advised by the evaluation lead.

## 5. Expected Deliverables and Timeline

The Consultant shall provide the following deliverables to Farm Africa:

1. **Inception Report:** This report will be submitted by the consultant and should provide a detailed description of
  - A summary of the initial desk review conducted.
  - Overall baseline approach & methodology.
  - Related data collection tools and sources.
  - Sample size and sampling approach.
  - Detailed work plan for the entire exercise.
  - Digital data collection tools (ODK scripts) – to be developed once the questionnaires have been approved.
  - Final inception report after addressing feedback from Farm Africa and implementing partners.

An inception report template will be provided by Farm Africa to the successful applicant.

2. **Draft report:** A draft report detailing the baseline findings will be submitted by the consultant to Farm Africa for review. A final baseline report template will be provided by Farm Africa. This report should be guided by the baseline objectives and provide baseline findings incorporating specific practical and feasible recommendations for improving project delivery and impact based on learning from project design and other contextual contributions.
  - All data collection tools used should be included as Annexes.
  - The draft report should be accompanied by both the raw data sets, cleaned data sets, from both quantitative and qualitative interviews, syntax files, and data analysis outputs.
  - Evidence of informed consent should be provided against every respondent involved in the interviews/baseline survey.
  - Traceable analysis files should be provided that clearly demonstrate the workings, formulas or calculations utilized to generate baseline values and other insights. Each indicator should have a traceable analysis record in the analysis file provided.

Please confirm with Farm Africa during contracting the format you intend to supply the data. A reporting template will be provided for the baseline report.

3. **Final Report:** Farm Africa will provide feedback on the draft report, which must be incorporated into the final report. This process will continue until Farm Africa is satisfied with the final report. Any revisions to data sets and analysis etc. must be resubmitted for review. Any data collection tools and sampling frames used should be included as annexes. Final analysis files should also be provided with clear and traceable calculations.
4. **PowerPoint presentation:** A brief PowerPoint presentation should be developed summarizing key findings and learnings from the evaluation.
5. **Validation workshop:** The consultant will present the baseline findings in a stakeholder validation workshop and respond to any key questions or clarifications arising from the validation.

## 5.1 Timelines

The baseline is scheduled to commence in **June 2024 to September 2024**. We anticipate that the final baseline report should be submitted no later than **20<sup>th</sup> September 2024**. The consultant will provide the above deliverables according to the schedule provided below:

Table 5: Proposed timeline

Task	Responsibility	Estimated time
Call for proposals	Farm Africa	1 day
Deadline for submission of detailed proposals (Technical and Financial)	Farm Africa	15 days
Selection of shortlisted candidates and contract signing	Farm Africa	5 days
Inception meeting	Farm Africa	1 day
Submission of draft inception report and tools	Consultant	7 days
Review draft inception report and tools and provide feedback	Farm Africa	5 days
Consultant incorporates feedback and submits final inception report and tools	Consultant	3 days
Enumerators Training and Testing	Consultant & Farm Africa	4 days
Data collection (qualitative and quantitative)	Consultant	20 days
Submission of first draft report	Consultant	10 days
Back-and-forth of first draft between reviewers and candidate	Consultant & Farm Africa	15 days
Validation meeting between FA, implementing partners and Consultant to discuss feedback on second draft	Consultant & Farm Africa	1 day
Development of final report	Consultant	5 days
Sign off final report	Farm Africa	5 days

## 6. Farm Africa Research Principles

Farm Africa follows five basic principles of sound research practice, and the selected consultant firm is expected to adhere to these throughout the baseline process. These are:

1. Confidentiality and informed consent – all data collected during the baseline will be treated as confidential and cannot be shared outside of Farm Africa. All respondents must be advised as such and always given the opportunity not to participate, or to terminate or pause the interview at any time. The purpose of the study should also be clearly explained before commencing any interviews.
2. Independence and impartiality – Farm Africa is committed to impartial and objective baseline of our projects. All baseline findings and conclusions must be grounded in evidence. Researchers are expected to design data collection tools and systems that mitigate as far as possible against potential sources of bias.
3. Credibility – Farm Africa is committed to learning based on credible evidence. The credibility of baselines depends on the professional expertise and independence of researchers and full transparency in the methods and process followed. Baselines should clearly distinguish between findings and recommendations, with the former clearly supported by sound evidence. Methodologies should be explained in sufficient detail to allow replication, and evidence of failures should be reported as well as of successes.
4. Participation – the views and experiences of beneficiary households, groups and partners should form an integral part of all baselines.

5. Openness – To maximise the learning potential of the baseline process, Farm Africa may publish full baseline reports or excerpts from them or may otherwise share them with interested parties.

## 7. Professional Qualifications

Interested applicants will be assessed on their ability to demonstrate the following qualifications and experience:

### Essential

- The team leader should have a minimum of 10-15 years' experience in (mixed methods) evaluation, including baselines, midline, or end of project evaluations with a focus on aquaculture value chains, market systems development, youth employment, value chain assessments, and private sector development or related.
- The team leader should possess an advanced degree in aquaculture/mariculture studies or related discipline.
- The team members should have a background in aquaculture, agricultural economics, sustainable development, statistics, economics, monitoring and evaluation or relevant subject. Each proposed team member should have clearly defined roles and responsibilities related to the baseline.
- The consultancy firm should have strong experience in undertaking youth employment assessments, preferably in the aquaculture sector. This should be clearly demonstrated in the profile.
- Understanding of the Kenya context and experience conducting studies in Project Intervention areas
- Demonstrable experience in conducting qualitative and quantitative research methodology.
- Strong analytical, facilitation and communication skills
- Excellent reporting and presentation skills
- Fluency in spoken and written English
- Provide at least two (2) examples of previous similar and related work conducted within the last 3 years.

### Desirable

- Understanding of the local language in target locations.

**NB.** Where applicants fail to meet the above essential criteria, their proposal should state how they expect to overcome this.



## 8. Submission of Proposals

Interested consultants are requested to submit their applications on soft copy. Specifically, the consultants should submit.

1. A full technical proposal as per the template annexed in the ToR.
2. A financial proposal as per the template annexed in the ToR. Please provide as much detail as possible, however at a minimum please clearly distinguish between consultancy costs (professional fees) and other expenses. The cost elements indicated in the template are examples, please feel free to edit, add, or erase any lines that may not be valid for you. All cost must be inclusive of any taxes where applicable. Consultants may also detail their preferred payment schedule, although this will not be scored and is optional in the template. All costs must be quoted in Kenya Shilling (KSH).
3. Copies of all relevant Curriculum Vitae (CVs). Only CVs for the specific individuals that will form the proposed evaluation team should be included, as well as clear descriptions of the different roles and responsibilities of the team members. Each proposed staff must have an active role in the baseline. If your bid is successful, any changes to the personnel listed in the application must be approved by Farm Africa.
4. Two recent examples of evaluation reports for a similar and related project completed within the last 3 years. I.e. assignments conducted between 2021 to date. (This will be treated as confidential and only used for the purposes of quality assurance). **Please ensure that the authors of submitted reports are the same individuals included in this application.**
5. Contact details for three references, preferably related to the submitted samples of work.

All documents must be submitted by email to Procurement team [procurementkenya@farmafrica.org](mailto:procurementkenya@farmafrica.org) by **23<sup>rd</sup> June 2024 at 5.00pm (1700hrs) EAT**. The application should quote “(name of company) – YISA Baseline assessment” as the subject of the e-mail.

## SCORING OF THE PROPOSALS

The technical proposal will be scored out of 100% and will be scored against the criteria defined below. The consultant is encouraged to include a brief self-assessment against the criteria, clearly describing how they meet or not meet the selection criteria.

Table 6: Scoring criteria for technical proposals.

<b>SCORING TABLE FOR TECHNICAL PROPOSALS</b>	
<b>A. Qualification/Experience</b>	<b>45</b>
Firm experience in conducting baseline assessments and evaluations of huge and complex projects, especially consortium projects	5
Firm experience in conducting evaluation surveys on youth employment projects, and / or surveys in the aquaculture/mariculture sector	10
Composition and number of qualified team who have master's degree and related certifications in agricultural economics, statistics, monitoring and evaluation, value chain analysis, market systems development, or and other related fields	10
Demonstrated experience undertaking analysis of crosscutting/inclusion elements, and in particular gender, persons with disabilities, internally displaced persons, etc. This should be backed up by the approaches used to generate such analysis	10
Quality and relevance of the sample report/document on similar work on baseline evaluation done in the last 3 years	5
Availability of locally based team conversant with the project target areas.	5
<b>B. Technical Proposal</b>	<b>55</b>
Understanding of the TOR, which includes a clear description of how each of the ToR objectives will be met. The consultant should not copy paste the ToR contents word for word, but should clearly demonstrate their unique understanding of the ToR requirements	10
Clarity of the proposed evaluation framework in line with the OECD-DAC criteria. Each criteria should indicate practical baseline questions that will be evaluated, and which approaches will be used to assess.	10
Clarity and practicality of the proposed methodology, with clear details on quantitative and qualitative approaches to be utilized, including the rationale for selecting each of the proposed approaches.	10
Proposed sampling process and sample size calculations, for both quantitative and qualitative data. The proposed sampling should be aligned to the project scope and objectives.	15
Clarity and practicality of the proposed approach for generating baseline information against the project learning questions.	10
<b>Total Technical Score</b>	<b>100%</b>

Technical proposals with an overall score of 70% or more will proceed to the financial evaluation stage.

All financial proposals should be quoted in KES. The evaluation of financial proposals be scored out of 100% based on the following criteria.

Following the technical and financial evaluation, scores will be combined in accordance with the following weights:

- a. Technical Score (70%)
- b. Financial Score (30%)

***Once the first shortlist is done, the top scoring candidates may be invited to present their proposed approach before a panel for selection of the best fit candidate for the***

***evaluation. Successful candidates may be required to present this face-to-face at the Farm Africa offices; if this is not possible, the consultant should state why and their preferred presentation method in their technical proposals.***

## **9. Annexes**

**Technical proposal template:** *See web advert*

**Financial Proposal Template:** *See web advert*