Terms of Reference
For
End of Project Evaluation

Growing Futures Project

Project Name: Increasing incomes and livelihood opportunities for rural youth in western Kenya.
<table>
<thead>
<tr>
<th>Acronym</th>
<th>Full Expansion</th>
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<tr>
<td>CV</td>
<td>Curriculum vitae</td>
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<td>LLF</td>
<td>Linear logframe</td>
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<td>FGD</td>
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<td>MEL</td>
<td>Monitoring, evaluation and learning</td>
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<td>OECD-DAC</td>
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<td>PC</td>
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<td>V4M</td>
<td>Value for Money</td>
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1.0 Background

1.1 About Farm Africa
Farm Africa is an innovative charity that reduces poverty in rural eastern Africa by helping farmers grow more, sell more and sell for more: we help farmers to 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 programmes 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.

1.2 Project Context and Need
The majority of Kenyan youths are unemployed, underemployed or underpaid. The country has an unemployment rate of 40%, of which 70% are youths. Youth unemployment prolongs dependency on parents, diminishes self-esteem and fuels frustration which increases the likelihood of violence, crime and conflict. In the project area, 54% of the population live in absolute poverty, caused by: uneconomical land plots, squatter problems, cattle rustling, landlessness, high rents and unemployment. The Government of the United Kingdom of Great Britain and Northern Ireland acting through the Department for International Development (“DFID”) generously provided Farm Africa with financial support to pilot the AID MATCH project in Elgeyo Marakwet County, North Rift Region. Elgeyo Marakwet has four sub-counties namely Marakwet West, Marakwet east, Keiyo south and Keiyo North. The project was a scale up of Growing future projects in western Kenya. The project covered Sengel, Lelan and Moiben Wards all in Marakwet west Sub-county.

1.3 Project title: Growing Futures:

1.4 Project Goal: Increasing incomes and livelihood opportunities for rural youth in western Kenya

1.5 Project impact: Reduced poverty in Elgeyo Marakwet County, contributing to the achievement of SDG 1 in Kenya

1.6 Project Logic
The project objectives are:
1. Engage 2,000 asset-poor and landless youth in commercially-oriented horticulture production
2. Support the development of profitable youth-led horticulture enterprises.
1.7 Project activities
Growing Futures aims to develop a model to expand agricultural entrepreneurial skills to improve livelihood opportunities for 2,000 youths Sengel, Lelan and Molben Wards all in Marakwet west Sub-county, by engaging in profitable and viable agri-enterprises beyond the traditional maize production. The project approach is market-led commercial agriculture with emphasis on enterprise development at group level. The functionality of the project is to be executed in line with the following objectives;

OBJECTIVE 1: Engage 2,000 asset-poor and landless youth in commercially-oriented horticulture production

Short production cycles and high unit prices of horticulture products create an entry point for landless youth into this growing sector, as fast and high returns of income minimise the risks associated with investing in production on rented or borrowed land. By addressing challenges to youth participation in commercial horticulture, such as achieving commercially-viable volumes and market-quality produce, Farm Africa will build a solid foundation for the development of youth-led rural enterprises. Over three years the project will:

- Recruit and mobilise youth in 100 groups (each with 20 members) clustered around strategically appropriate locations for commercial buyers to collect produce.
- Deliver practical training to groups on horticulture production at demonstration plots, which will function as group farms for the duration of the project. Training will promote environmentally responsible farming practices and support production of high quality produce for both national and export markets through integrating Kenya GAP and GLOBAL GAP standards.
- Provide start-up inputs (seed, fertiliser, pesticides) and irrigation technology to support groups to meet production targets in line with commercial demand (a minimum of 450 metric tonnes (MT) a year, including 130 MT meeting export standards) from their first harvests. Link groups to sources of high quality inputs, with a view to farmers securing financing for subsequent production cycles through increased incomes, savings or contract arrangements.
- Select and train one champion farmer per group to provide peer support and group leadership, and oversee production, quality assurance and aggregation of produce from both group farms and individual members. Selection of champion farmers will be supported by a women’s leadership training programme to increase representation of women within value chains.
- Harness local labour and materials, augmented by direct provision from the project, to construct crop aggregation centres and support the development of locally-owned management systems. Farm Africa will also explore opportunities for sustainable co-financing of aggregation centres by leveraging investment from existing private sector partners.

Anticipated outcomes: by addressing a number of barriers to the inclusion of youth and female producers in horticulture value chains, we anticipate that 2,000 youth (minimum 50% female) will increase their production of horticulture for commercial markets.

OBJECTIVE 2: Support the development of profitable youth-led horticulture enterprises
Alongside supporting groups to produce commercially-viable volumes of high-quality horticulture crops, the project will develop the business skills of rural youth, improve market access and widen access to finance, thereby supporting the creation of youth-run small enterprises and the opportunity for sustainable increases to incomes. Over three years the project will:
• Establish Village Saving and Loan Associations (VSLAs) within each youth group at the start of the project, incorporating a proven model for increasing access to finance for women, with training on saving and investment, financial management and record keeping.
• Deliver a comprehensive business skills and development training package, which will build on the basic training provided to VSLAs and cover business planning and credit, private sector engagement and contract management.
• Support selected groups to develop formal business plans and gain certification as GLOBAL GAP producers.
• Conduct an in-depth analysis of local market opportunities and link groups to commercial buyers for their produce. The project will support the development of contract relationships where beneficial to youth (e.g. including provision of inputs; covering certification costs).
• Undertake an analysis of financial service providers and link them to qualifying youth-led enterprises to access the finance required for sustainable market-oriented production.
• Explore opportunities to work with financial service and insurance providers to support youth to obtain crop insurance, minimising risks to engaging in horticulture production in case of drought or disease-related crop failure.

Anticipated outcomes: increased access to finance and sales of horticulture produce through profitable rural enterprises will transform household incomes for 2,000 youth of whom at least 50% will be women.

2.0 OBJECTIVES OF THE FINAL EVALUATION:
Farm Africa is commissioning a final evaluation for the Growing Futures- Aid Match project, in order to provide a detailed assessment of the situation in the project implementation areas. The Growing Futures model is a new approach for Farm Africa that provides an innovation in improving the livelihoods of the youth by engaging in profitable agricultural enterprises.

2.1 The major objectives of the final evaluation are:
1. To collect end-line values of relevant indicators to ensure the completion of Farm Africa’s Monitoring and Learning Plan (MLP) for this project. (The MLP will be made available to the successful consultant).
2. To assess the performance of the project by reviewing the project objectives in relation to the OECD-DAC criteria, namely:
   a. Relevance: To what extent did the project meet the needs of the targeted beneficiaries?
   b. Efficiency: Were the financial resources and other inputs used efficiently to achieve outputs? This includes conducting a value for money (V4M) analysis on the project, commenting on opportunities for increasing efficiency taken by the project, and recommending further efficiencies that could be made.
   c. Effectiveness: Have the planned objectives and outcomes been achieved and to what extent can this be attributed to the project? Provide interpretation of the values against outcome indicators, comparing results against baseline, including data collected by Farm Africa at regular intervals throughout the project duration.
   d. Impact: What has happened among the beneficiary community as a result of the project, including both intended and unintended effects?
   e. Sustainability: To what extent will the project continue to have an impact beyond project close?
3. To provide information that is credible and useful, capture learnings and lessons from the project both in terms of success and best practice, but also project failures. This
will help in future project design and/or scaling-up strategies in Farm Africa programmes.

4. To draw out robust, evidence-based recommendations from the interventions, the evaluation will provide an important contribution to our internal evidence base on development of Growing Futures-Aid Match model projects, and provide a basis for accountability, to ourselves, the community and the donor.

2.2 Evaluation Scope and Learning Questions:
To support this learning process, the final evaluation will examine performance against the project objectives to identify model design, progress, effects, lessons learnt and make recommendations for future project design, specifically answering the following evaluation questions:

1. Production and productivity: Based on the project achievements, point out the specific GAPS that influenced increase in production desegregated by gender and especially amongst female youth. What did the farmers do differently? To what extent does access to inputs/finance influence land productivity?

2. Has the increase in production occurred to the detriment of other productive activities? For example, were other crops abandoned in favor of the project value chains?

3. Training through demonstration plots (demo plots): was the use of demo plots as an approach to training the farmers effective for knowledge and skills transfer? Did the demo plots influence the different crop production adoption by the farmers? Did the use of the demo plots influence the smallholder farmers’ land productivity? How could we improve the model for knowledge transfer?

4. Marketing and market linkages: did the project create beneficial market linkages for the project participants? What evidence do we have that these market linkages are sustainable/will continue to function once the project has closed?

5. Incomes: how has the project affected overall household incomes? And how much are the project value chains contributing to overall household income? What differences were observed between genders, and how can these be explained?

6. Access to finance: Did the project create beneficial linkages to microfinance institutions for the project participants? What are the types of MFI’s linked to the project participants? Did the engagement of these MFI’s have a financial effect on the participant’s horticultural business? Did the project establish VSLAs to improve access to microcredit for reinvestment in agriculture? Is engaging in VSLAs useful to project participants? What differences were observed between genders, and how can these be explained?

7. Did the training in credit and business planning improve the agricultural enterprises? Is business planning useful to the project beneficiaries?

8. Lessons learnt and disseminated with the county government policy makers (and other relevant stakeholders): what lessons did we learn over the course of the project? How and where were they disseminated?

9. Well-being: Has the project changed the well-being of the farmers? How does their current livelihood status compare with their lives before the project, and with non-target farmers who did not participate? What differences were observed between genders, and how can these be explained?
3.0 EVALUATION APPROACH AND METHODOLOGY

The project implements a routine monitoring system based on a corresponding monitoring and learning plan (MLP) to collect data against key impact and outcome indicators. The MLP outlines the project’s output and outcome indicators that have been used to indicate progress in the project, it also denotes the tools used for data collection against each indicator. The MLP will be made available to the successful consultant.

A baseline survey was conducted at the beginning of the project and this was followed by one household survey which was done for regular monitoring of the project. The project also collected two data sets from group records and also used the buyer payments schedules from Vegpro Company limited for the export production crops. These documents and datasets (and other data sources such as Community feedback data) will be made available to the successful candidate for use in creating the inception report. The consultant is therefore expected to review this data and ensure that appropriate data are collected at end line against all of the key indicators to allow comparability and triangulation. The indicators to which the consultant is expected to collect data against are listed in the LLF (see annex).

In order to obtain quality and reliable data for the project indicators and the learning questions listed above, and to comprehensively conduct the evaluation, the consultant team will be expected to conduct:

- **Desk Review** of relevant project documents, systems, and datasets, including but not limited to: project proposal and donor reports, project, LLF, MLP, and Household survey data to date, buyer payment schedules (2019, 2020 and 2021) and existing Community feedback (CF) data.

**QUALITATIVE INTERVIEWS INCLUDING:**

- **Key informant interviews**: with key project stakeholders, including field staff and partners. Guidance on appropriate stakeholders will be provided by Farm Africa. KIIs should be used to understand the implementation experiences, successes, challenges, lessons learnt and recommendations. KIIs are expected with, but not limited to:
  - Ministry of Agriculture Ward officers - 2
  - Horticulture Directorate Authority representative - 1
  - Vegpro Company Limited - 1
  - Equity Foundation - 1
  - Input suppliers - 1
  - Local traders (Off-takers) - 2

- **Focus group discussions**: with farmer target groups to assess implementation experiences and effectiveness, document successes, challenges and lessons learned, and suggest recommendations for improvement. Farm Africa will provide support on how best to approach these FGDs.

**QUANTITATIVE INTERVIEWS INCLUDING:**

- **Household surveys**: structured survey questionnaires building onto the Farm Africa survey tool. The survey will be used to assess household income, production and other indicators. The survey will build on baseline survey and ongoing monitoring data to assess changes against outcome indicators. To ensure data comparability, methodology is expected to be consistent with that of existing surveys, although consultant advice on improvement of the tool and approach is encouraged. The household tool shall be targeting the project’s 2,000 project farmers. An appropriate sampling methodology covering the various regions where the project works should be clearly explained in the consultant’s proposal.
DATA COLLECTION TOOLS:

To maintain consistency in capturing data against key performance indicators, the consultant will work with the tools used by the project at baseline and the household data collection tool. This will be shared by Farm Africa to the successful consultant. At inception, the consultant will review these tools and advise of any changes they see fit. Any adjustments to be made will be discussed and approved by Farm Africa prior.

With the support of Farm Africa, the consultant will be required to develop any Focus group discussion guides as well as Key informant interviews to be used by the project. The methodology should disaggregate the data by location, age, category and gender as appropriate.
**4.0 EXPECTED DELIVERABLES AND TIMELINE**

All written documentation is to be submitted in English using Microsoft Word in soft copy. Farm Africa’s style guidelines should be used for report writing (inception and final), they will be made available to the successful candidate. The final end term evaluation report will be submitted in both soft and hard copy. The main body of all reports should be written in simple, non-technical language, with any technical materials presented in the annexes. All primary data collected and analysis conducted for the purpose of the evaluation will remain the property of Farm Africa and must be submitted electronically and in a clear and comprehensible format in Microsoft Excel.

The Consultant shall provide the following deliverables to Farm Africa:

a. **Inception Report:** This report will be submitted by the consultant and should provide a detailed description of the overall evaluation approach & methodology, evaluation questions and related data collection tools and sources, as well as a detailed work plan for the entire exercise. A summary of the consultant’s review of previous data that has been collated by Farm Africa should also be included in this report. This report will be accompanied by any draft data collection tools for review. Farm Africa will provide feedback which must be incorporated into the inception report that will be submitted for final approval before the consultant proceeds to the field for any data collection. An inception report template will be provided by Farm Africa to the successful applicant.

b. **Draft report:** A draft report detailing the evaluation findings will be submitted by the consultant to Farm Africa for review. A final evaluation report template will be provided by Farm Africa. This report should be guided by the evaluation objectives and provide project impact, lessons learnt, incorporate specific practical and feasible recommendations for improving future projects’ delivery and impacts based on learning from project design, implementation and delivery. Any data collection tools should be included as Annexes. Any raw data sets, cleaned data sets, syntax files, and data analysis outputs should also be submitted at this stage. Raw and cleaned data must be submitted in MS Excel format and Microsoft Word. Other data can be submitted in other software formats, however clear workings must be supplied; please confirm with Farm Africa prior to contract signature the format you intend to supply the data in.

c. **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. Which must be submitted no later than **June 11th 2021**. Any revisions to data sets and analysis etc. must be resubmitted. Any data collection tools and sampling frames used should be included as annexes.

d. Final deliverables of the evaluation are:

- A final evaluation report that should present the findings in a logical and consistent manner, with an executive summary of not more than three pages to present the findings and methodology. All the details can come into the annexes. Any data collection tools and sampling frames used should be included as Annexes. A Farm Africa template for final evaluations will be provided for consultant’s use.
- The report needs to be submitted in softcopy in both MS Word and PDF.
- All cleaned data sets, transcriptions and photos should also be provided.
- The consultant will be required to enter the final agreed upon end-line values into the Farm Africa Monitoring and Learning Plan document which will be provided.
- **Project Performance Review (PPR):** Farm Africa uses a system of annual PPRs to monitor programme performance. Based on the evidence collected during the evaluation, the consultant is required to **score the project** against three criteria (efficiency, effectiveness and sustainability) and provide brief written, evidence-based justification for scores given. A template for completion by the consultant will be supplied by Farm Africa.
Timeline
The evaluation is scheduled for April–June 2021 and we anticipate that the final evaluation report should be submitted no later than 11th June 2021. The consultant will provide the above deliverables according to the schedule provided below:

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<th>Key activities</th>
<th>Expected completion date</th>
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<td>Farm Africa opens call for proposals</td>
<td>31st March 2021</td>
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<tr>
<td>Deadline for submission of detailed proposals</td>
<td>11th April 2021</td>
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<tr>
<td>Selection of shortlisted candidates and contract signing</td>
<td>16th April 2021</td>
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<tr>
<td>Submission of draft inception report</td>
<td>23rd April 2021</td>
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<tr>
<td>Sign off of final inception report and tools by Farm Africa</td>
<td>30th April 2021</td>
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<tr>
<td>Field work – data collection</td>
<td>3rd – 14th May 2021</td>
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<tr>
<td>Submission of first draft report</td>
<td>30th May 2021</td>
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<tr>
<td>Review and revision of draft report (back and forth between Consultant and FA)</td>
<td>31st – 10th June 2021</td>
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<tr>
<td>Submit final report</td>
<td>11th June 2021</td>
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5.0 MANAGEMENT AND IMPLEMENTATION RESPONSIBILITIES
The consultant will report directly to the MEL and Program Coordinator (PC). However, they shall also be expected to work closely with the Project team. Any changes to the consultant personnel listed in the application must be approved by Farm Africa.

Farm Africa will provide:
- Copies of all key background resources and tools identified;
- Templates for use by consultants, including inception report, final report template, and final presentation templates. Style guidelines for writing will be provided.
- Guidance and technical support as required throughout the survey;
- Introductory meetings with key government staff, partners and other stakeholders;
- Provide up to 8 tablets for data collection;
- Provide enumerators for collection of the household surveys including recruitment, payment and mobilization of enumerators.
- Logistical support and coordination during the assignment; Enumerators will be allocated transport to the field while the consultant will have transport facilitation as well as accommodation during the consultancy days while in Kitale.
- Comments and feedback on, and approval of all deliverables within agreed timelines.

The Consultant will be responsible for:
- Designing and collating the detailed methodology and sampling techniques and conducting all data collection.
- Training of enumerators on data collection instrument/questionnaire, data collection skills and data quality assurance (this will be done in collaboration with Farm Africa M&E and project Implementation teams for better comprehension and alignment to Farm Africa standards)
- Regular progress reporting to the MEL manager, including responding to any comments or technical inputs wherever necessary
- Production of deliverables within agreed timelines and in accordance with quality requirements from the programmes quality team, project management team and senior management staff.
- Seeking comments and feedback from Farm Africa, through the MEL manager, in sufficient time to discuss and incorporate those into the final report.
- Training of the selected field enumerators and providing the sampling frame as well as allocate work schedules for the enumerators.
- Provide the transport for their staff to and from their offices to project site (Kitale). Once in Kitale, Farm Africa shall handle the consultant’s movement and accommodation as stated above.
- Analysis of data and reporting in a clear and accessible format using Farm Africa format and style guidelines.
- Production of the final evaluation report containing data against all indicators in the project’s Monitoring Learning plan (MLP), evidence-based responses to the key final evaluation questions and a summary of recommendations for future implementation of the projects.
- Production of the lessons learnt and recommendation report derived from section 2.2. on evaluation scope and learning questions.
6.0 FARM AFRICA EVALUATION SURVEY PRINCIPLES

Farm Africa follows five basic principles of sound survey practices and the Consultant is expected to adhere to these throughout the survey process. These are:

1. **Confidentiality and informed consent** – all data collected during the survey 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 be clearly explained before commencing any interviews. The consultant should use the Farm Africa informed consent template and guidelines in their work, these will be provided to the successful candidate.

2. **Independence and impartiality** – Farm Africa is committed to impartial and objective studies of our projects. All findings and conclusions must be grounded on evidence. The Consultant will be 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 the study will depend on the professional expertise and independence of the Consultant and full transparency in the methods and process followed.

4. **Participation** – the views and experiences of beneficiary households, groups and partners should form an integral part of this study.

5. **Openness** – To maximise the learning potential of the process, Farm Africa may publish the full final report or excerpts from it or may otherwise share them with interested parties.
7.0 QUALIFICATIONS AND REQUIRED COMPETENCIES

Applications from individuals or teams are welcome and will be assessed on their ability to demonstrate the following qualifications and competencies:

Essential

- A minimum of 5 years’ experience in carrying out baseline studies and final evaluations, with a key focus on agriculture-related interventions implemented by development organisations.
- Experience conducting agricultural and business-related studies in Kenya.
- Demonstrable academic and practical experience in quantitative and qualitative research methodologies, evaluations design and implementation.
- Strong analytical, facilitation and communication skills, including reporting and presentation skills.
- Strong understanding of agriculture-based enterprises and value chains approaches.
- All team members should be fluent in spoken and written English and Kiswahili.
- The lead Consultant should possess an advanced degree in Agricultural Economics, Economics, Agribusiness, Maths, Statistics, or a related numerical discipline.
- Previous knowledge of conducting surveys /value chain studies.
- Demonstrable experience in conducting complex quantitative data analysis (using an agreeable Platform with Farm Africa), and demonstrable, strong qualitative analysis skills.
- Understanding the importance of frequent correspondence with Farm Africa, and flexibility in the work.

Desirable

- Academic and practical experience in horticulture value chains.
- Quantitative analysis skills in at least one statistical software (e.g. STATA, R, SPSS).

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

8.0 EXPRESSIONS OF INTEREST

Farm Africa is seeking to engage a consultant on an offer not exceeding Kshs 800,000 net as consultancy fees for this evaluation.

Interested consultants or firms are requested to submit:

1. A full technical and financial proposal detailing how the requirements of this TOR shall be fulfilled. Please use the template found in Annex 2 and provide as much detail as possible. For the financial part, at a minimum please clearly distinguish between consultancy costs and expenses in line with budget cost above.
2. Copies of all relevant certificates and Curriculum Vitae (please, only include names and CVs of staff that will take an active role in the assignment). Please detail exactly which role each staff member will fulfill. Ensure that CVs have been shared for any and all staff who shall be participating in the survey.
3. A sample of a baseline or evaluation report for a similar project completed within the last 24 months (this will be treated as confidential and only used for the purposes of quality assurance).
4. Contact details of two references (including one from your last client/ employer).
5. License required to work and carry out research in Kenya (If applicable).

All documents must be submitted by email to our ‘sealed’ email address procurementkenya@farmafrica.org by End of Day 11th April 2021.
Annexes:

Annex 1: Farm Africa- Growing Futures- Aid-Match LLF template

Annex 2: Technical Proposal Template

Annex 3: Financial Proposal Template