



## TERMS OF REFERENCE

### ENDTERM EVALUATION: COFFEE FARMERS IN DIRE STRAITS PROJECT OCTOBER 2019

*Fairtrade Africa (FTA) is currently seeking qualified research team to undertake an end term evaluation of the “Coffee Farmers in Dire Straits Project Phase 1-Climate Academy” that has been implemented in Kenya- Machakos County.*

#### INTRODUCTION

Fairtrade Africa (FTA) is the umbrella organization representing Fairtrade certified producers in Africa and the Middle East. Fairtrade Africa is a member of Fairtrade International, the umbrella organization for Fairtrade worldwide. FTA works within the Fairtrade system to support over 1.1 million farmers and workers in over 500 producer organizations spread over 33 countries. The support to producers is aimed at enabling them to maintain their Fairtrade certification which enables them to access better prices, decent working conditions and fairer terms of trade. Fairtrade Africa interventions are guided by the Fairtrade Theory of Change which is a generic theory which visually expresses how Fairtrade’s interventions ultimately lead to the three Fairtrade Goals: Make Trade Fair, Improving Sustainable Livelihoods and Empowerment of workers.

#### 1. PROJECT CONTEXT AND BACKGROUND

The Climate Academy Project aimed to increase the climate change resilience of coffee farmers organized in Smallholder Producer Organizations (SPOs) through training and subsequent application of insights, skills and techniques designed to better adapt to climate change.

##### Project Outcomes

Key pillars and objectives of **Coffee Farmers in Dire Straits-** Climate Academy Project are:

- Coffee SPOs have improved their institutional and management capacity to enable them to make decisions and take action to more effectively tackle climate change;
- Improved farmer’s resilience to climate change through sustainable agricultural land management practices and Disaster Risk Management;
- Increased opportunities for Machakos Union, selected primary societies and women members to promote an energy switch to renewable energy;
- Increased opportunities for households of smallholder coffee farmers to diversify and engage in alternative income generating activities.

#### 2. EVALUATION OBJECTIVES

The overall objective of the evaluation is to provide an opportunity for the project implementation partners to review the performance and achievement of the aforementioned project. This process is expected to inform FTA decision making and improve future project implementation. The evaluation will be guided by the Fairtrade Theory of change, the project MEL framework and will follow OECD evaluation criteria.



Specifically, the evaluation will:

1. Assess the relevance and effectiveness of the project and determine the project contribution to the Fairtrade theory of change.
2. Review the efficiency in the implementation of the project including but not limited to the implementation approaches adopted.
3. Identify the impact of the project and any sustainability measures put in place.
4. Identify lessons learnt and propose recommendations from the project implementation.

### **3. SCOPE AND METHODS**

#### **3.1 Geographical scope of the study**

The project has been implemented in 6 Producer Organizations in Kenya-Machakos , Nandi and Kericho Counties, all of whom are coffee producers. The membership of these beneficiary cooperatives will form the target population for the evaluation.

#### **3.2 Methodology**

The evaluation should adopt a mixed method approach, integrating quantitative and qualitative methods to ensure triangulation of data. It is expected that the evaluation team will combine surveys with in-depth interviews with key informants, interviews with management and focus-group discussions. In undertaking the evaluation, the consultant will review relevant project documents, reports and any other relevant statistics. Fairtrade Africa will share key information sources and documents with the winning bidder.

#### **3.3 Sampling Strategy**

The research team will design a sampling method that promotes the participation of as representative sample as possible from the participating PO

### **4. OUTPUTS**

The expected project outputs to be submitted to Fairtrade Africa are:

1. Detailed narrative report in a format agreed between the evaluation team and Fairtrade Africa. The report should have clear graphical presentation and narrative discussions. The report should be no more than 40 pages excluding the annexes;
2. The report should provide detailed producer organization case studies but also an overall synthesis of findings and observations / learning on key themes outlined in this ToR;
3. Brief report of methodology and data analysis tools used and research ethics and protocol followed;
4. Executive summary, giving a clear overview of the principal findings presented in a concise manner preferably in brochure format;



5. PowerPoint presentation summarizing the main findings and key recommendations as well as overall key results;
6. Photographs and/or video footage from the evaluation team with consent forms of people photographed;
7. All raw data and interview protocols collected through the research process are made available in an agreed format to Fairtrade Africa, allowing for future analysis on the data.

## **5. CONSULTANCY TEAM EXPERTISE**

The project will be awarded to a recognized research institution which can propose a research team meeting the following criteria.

- Experience of conducting evaluations in related or relevant field of study;
- Fluency in both oral and written English for the lead;
- Experience of conducting impact assessments, baseline studies or other types of programme evaluations or research using online tools;
- Research experience in the areas development, community development, environment, climate change; disaster risk management, capacity building and other related relevant area of study;
- Experience in conducting research especially project based evaluations in the coffee value chain will be added advantage;
- Expert knowledge of evaluation techniques and participatory research methods;
- Ability to present data concisely and clearly;
- Demonstrable understanding of policy on research ethics;
- Understanding of Fairtrade principles, key tools and approaches;
- Disclosure of conflict of interest.

## **6. APPLICATION PROCESS**

The tender documents submitted should include:

- Detailed evaluation proposal based on the ToR provided that includes a clear description of the intended scope and methods to be used, work plan, potential risks, research policy and ethical standards to be followed and a detailed timeline;
- Detailed budget for this evaluation;
- Description of the tendering party/parties highlighting relevant experience in undertaking global project impact assessments and evaluations;
- Detailed CVs of all members of the proposed research team highlighting research experience relevant to the study;



- Names and contact details of 2 organizations for which similar work has been conducted in the last two years and submission of 2 examples of recent evaluation work undertaken by the tendering parties in a related field.

Interested research organizations are thereby requested to submit technical & financial proposals to [recruitments@fairtradeafrica.net](mailto:recruitments@fairtradeafrica.net) by 10<sup>th</sup> Feb. 2020. Research teams should be available to conduct the assignment from 2<sup>nd</sup> March 2020