



TERMS OF REFERENCE

Consultancy to conduct baseline study for the “Enhancing crop yields and profitability in Kenya through biological plant protection” project

1. Background Information

Beginning in the latter part of 2017, CARE and partners will be implementing the “Enhancing crop yields and profitability in Kenya through biological plant protection” project in Kenya granted via the Danida Market Development Partnerships modality. Consequently, CARE seeks to procure the services of an independent team of external consultants to design, plan and conduct a rigorous baseline study. The study methodology should be replicable to use for the mid-term and final evaluation of the project. The baseline should take place as soon as possible in order to be aligned with project initiation.

2. Project information

Project Title	Enhancing crop yield and profitability in Kenya through biological plant protection
Brief description & project vision	<p>The project is a partnership between CARE Denmark, Chr. Hansen Holding (Chr. Hansen), CARE International in Kenya, the Cereal Growers Association (CGA) in Kenya and Nairobi University to advance sustainable and resilient agriculture in Kenya. The overall vision of the project is to contribute to increase awareness of the benefits of using biological products in general and the biological plant protection and inoculant product NEMIX® C in particular in the Kenyan agricultural sector, by introducing it in the <i>sugarcane, potatoes, maize and flowers</i> sectors. The goal is to support farmers, especially smallholders, with safe technologies that enable them to increase their profit and strengthen their development opportunities.</p> <p>The project will develop local competencies by working with Kenyan partners to conduct efficacy trials, local distributors, farmers and their organisations to implement activities. The project aims, in an inclusive way, to bring the leading technology to smallholder farmers who are in most need and where it will contribute to the biggest change.</p>
Project Objective	The Overall Project Objective is “ <i>To contribute to growth in the agriculture sector in Kenya through resilient and sustainable agricultural production</i> ”.
Project Outcomes	<p>The expected outcome of the project is <i>beneficiaries have improved work safety, productivity, and profitability from the use of biological plant protection products in selected value chains while assuring a viable business case for business partners.</i></p> <p>The achievement of the project outcome will primarily contribute to Six specific SDG targets as follows:</p> <ul style="list-style-type: none"> ▪ Goal 2: Target 2.3 will be supported by the project’s contribution to increasing



	<p>agricultural productivity and incomes for all parties in the value chain.</p> <ul style="list-style-type: none"> ▪ Goal 3: Introduction and spreading of a harmless biological product can contribute to target 3.9 of reducing the number of deaths and illnesses from hazardous chemicals as well as water and soil pollution. ▪ Goal 8: The project will introduce a technologically innovative approach that has potential to achieve higher productivity and as such contributing to target 8.2. The technology has potential to improve resource efficiency in agricultural production, which refers to target 8.4. Finally, the adoption of safer crop protection technologies contributes to promoting a safer and more secure working environment for agricultural workers, which relates to target 8.8. ▪ Goal 12: Environmentally sustainable agricultural production methods will contribute to achieving sustainable management and efficient use of natural resources, which relates to target 12.2.
Project Outputs	<p>The project has the following 5 outputs:</p> <p>Output 1: The science community in Kenya has increased awareness of biological plant protection products leading to the registration for distribution and uses in Kenya of a new such product with a novel ‘mode of action’.</p> <p>Output 2: Access to biological plant protection products for both smallholder and larger farmers in target areas is ensured via the establishment of commercially viable distribution networks</p> <p>Output 3: Targeted maize, sugar and potato farmers are empowered to engage effectively in their respective value chain chains.</p> <p>Output 4: End, indirect and secondary beneficiaries have increased awareness of and capacity to benefit from the use of biological plant protection products and improved farming practices.</p> <p>Output 5: Best practices, lessons learned and project results have been documented and communicated in the East African Sub-region and in Denmark.</p>
Location	Migori, Siaya, Eldoret, Kitale and to some degree Naivasha county in Kenya.
Project period	The project is 60 months August/September 2017 – July/August 2022
Beneficiaries	<p>Specifics on beneficiaries and stakeholders and the estimated reach is indicated below:</p> <ul style="list-style-type: none"> ▪ Direct end beneficiaries: 4000 farmers and the 24.000 members of their households in the targeted sectors ▪ Indirect end beneficiaries: Farm workers in the flower industry, specifically targeting 4 major flower farms. The # of farm workers will be estimated in the baseline. ▪ Secondary beneficiaries include: A minimum of 55 government and private extension service workers and 55 community leaders; 75 farmers groups; 150 agro-dealers and 15 distributors. ▪ Stakeholders: Local county government specifically the Department of Agriculture; Non-profit organizations with networks within the agricultural sector; Producers and large scale farmers; Kenyan National Federation of





	Agricultural Producers; Kenya Agricultural Value Chain Enterprise (KAVES); Agricultural-focused organization such as IFAD.
Implementing partners	The partners of the project are CARE Denmark, Chr. Hansen; CARE International in Kenya, University of Nairobi (College of Agriculture & Veterinary Sciences-CAVS), Cereal Growers Association (CGA), as well as the Sony Sugar Company specifically for the trials for sugar cane. Other partners might be identified during implementation. The partner composition of the project is based on the need to cover different areas of expertise as well as ensuring reach and impact for farmers while supporting the business case for Chr. Hansen and other business partners. The need to cover a number of value chains at trial and implementation stage has also directed the choice of partners.

3. Baseline survey purpose

The purpose of this baseline survey is to design data collection methodologies and collect data on all indicators of the project as described in the results framework for the project (with the exception of output 1 and output 5) as well as the overall DMDP results framework (specific focus on indicator 1 – 4 of the DMDP framework). The baseline should be lean and manageable within the project budget allocations, and the methodology should be replicable for the mid-term and final evaluation processes as well as for the ongoing monitoring processes. The baseline survey will provide the benchmarks against which any changes resulting from the project interventions and results will be measured. The overall DMDP indicator framework is inherent to the design and should be part of all data collection (with exception of indicator 5). Please refer to the TOR annexes for the details on the project’s results framework and the DMDP results framework.

Specific objectives of the survey

The following specific objectives will be pursued by the study:

1. To design data collection methodologies for all project indicators include setting criteria, defining key aspects and developing data collection tools.
2. To collect, analyse and present baseline data for all project outcome and output indicators including and aligned with the overall DMDP indicators. All data should be gender disaggregated as well as age disaggregated if possible (identifying youth).
3. To propose any needed adjustments to the results framework of the project.
4. Propose indicator and monitoring methods for measuring impact and sustainability of interventions and collect, analyse and present any baseline data related to this





3. Scope of work & methodology

The consultants are required to design, plan, carry out and present the project's baseline study for results at all levels, project effectiveness and sustainability. The study is to be conducted in the target areas of Migori, Siaya, Eldoret, Kitale and Naivasha (Nakuru County) based on a replicable sampling approach.

The team of consultants are required to review and oriented themselves in the DMDP programme document and results framework as well as the project's same.

The baseline study should adopt a mixed methods approach, integrating quantitative and qualitative methods to ensure that data collected is triangulated and can be communicated, explained and contextualised. It is expected that the research team will combine a minimum of household surveys / questionnaires with structured interviews and focus group discussions. Research teams are encouraged to use innovative methods to collect and analyse data. Document and desk review should complement the collection of data and primary information sources.

The sample size (# of communities, # of farmers, # of stakeholders etc.) will be determined in collaboration between CARE, partners and the consulting team to provide a fair and statistically relevant representation of the project beneficiaries and stakeholders. Information shall be collected from across specified beneficiaries, partners and stakeholders as well as at sector level in the targeted value chains.

Criteria for and definition of specific indicators in the results framework should be discussed and designed in collaboration with CARE.

The following is a suggested although not exhaustive list of individuals, groups of people and organisations to engage with: Agro-dealers /agents/distributors of biological products in Kenya (e.g. Real IPM Company (K) Ltd based in Thika that deals with Bio-pesticides); University of Nairobi (CAVS); Cereal Growers Association (CGA); Ministry of Agriculture (County Executives); Kenya Agricultural & Livestock Research Organisation (KALRO); One Acre Fund (Nairobi office); Flower producers/exporters; Sugar Companies; Sugar Research Institute/s; Horticultural Produce Association; International Centre for Insect Physiology and Ecology (ICPE); MFI's for input financing; Kenyan National Federation of Agricultural Producers; Kenya Agricultural Value Chain Enterprise (KAVES); Agricultural-focused organisation such as IFAD; Sector relevant organisations and sections of the Ministry of Agriculture.

4. Consultancy deliverables

The following will be the expected deliverables of the consultancy:

- **Inception report** prior to initiating the study, to be submitted electronically in English and detailing the below. The report is to be discussed with CARE and partners, adjusted as needed and to be approved by CARE:
 - Baseline **study approach** (sampling framework, data collection strategy and methodologies, tools, criteria etc.).





- **Work plan** for the baseline study including data collection processes as well as a quality assurance plan setting out the systems and processes for assuring the quality of the research process and deliverable (piloting of research activities and tools; training of enumerators; logistical and management planning; field work protocols and data verification; data cleaning and analysis).
- **Draft baseline report** after data collection, detailing the below:
 - Summarising the methodology of the study and specifying any limitations / complications and changes to the initial design.
 - Collect and analyse the data resulting in a presentation of baseline values for all project indicators at all results levels (gender and age disaggregated).
 - Recommendations for changes to the results framework of the project.
 - Proposed indicators and monitoring methods for measuring impact and sustainability of interventions and collect and analyse baseline data related to this.
 - Conclusions and recommendations to enhance the project success.
- **Final baseline report** taking into account the feedback from CARE and partners and adjustments of the draft report. Detailing the elements of the draft report and any additional elements agreed upon.
- **Baseline database** including all primary data collected (in excel or similar).

5. Duration and time frame

The baseline study shall be expected to take a maximum of 30 consultant days divided on the team of consultants.

6. Consultants expertise required

The project will be awarded to a recognised team of consultants which can propose a research team meeting the following criteria:

- Relevant degree(s) in social sciences or development studies.
- Strong experience with and knowledge of participatory qualitative and quantitative research methods and sampling strategies.
- Statistical analysis skills and strong proficiency with data analysis packages.
- Proven experience in conducting baseline study surveys and evaluations, with research experience in the areas of agricultural technology adoption, smallholder farmers, value chains analysis, gender, and capacity strengthening.
- Excellent communication and written skills in English and where possible knowledge of local languages and the ability to present data concisely and clearly.
- Disclosure of conflict of interest.





7. Budget

The budget for the study should include all relevant costs including professional fees (consultant team as well as local staff including enumerators etc.), travel, local transport, accommodation, training etc.). The budget amount should be presented for discussion with CARE. Per diem rates will follow Danida guidelines for Kenya.

8. Deadline and submission of expression of interest

CARE Kenya invites interested teams to submit the following EoI documents by October 27th 2017:

- Expression of interest outlining how the consultant(s) meets the selection criteria and their understanding of the ToR.
- A summarised description of the scope of work and the intended methodology to be used including sampling methods, data collection tools as well as a tentative work plan including activities and time frames.
- Names and contacts of three recent professional referees (previous clients) for whom similar work has been conducted.
- 2 examples of similar pieces of work completed recently.
- Names and CVs of individuals or team members proposed, highlighting their experience relevant to this study and their roles in the achievement of the assignment.
- Itemised financial proposal.

CARE will take references immediately after the deadline and revert to the selected team shortly thereafter. The contract should be signed latest by November 2017 and the work should start immediately thereafter. The consultancy should be finalised by January 2018.

The EoI shall be sent to mildvedsen@care.dk as well as to bids@care.or.ke with “DANIDA Market Development Partnerships Project-Nemix C Baseline Study” as the email subject. Any questions to the study should be directed at Programme Coordinator, Marie Ildvedsen, at mildvedsen@care.dk

9. Ethical standards and Intellectual Property

The consultants should take all reasonable steps to ensure that the study is designed and conducted to respect and protect the rights and welfare of the people and communities involved and to ensure that the study is technically accurate and reliable, is conducted in a transparent and impartial manner, and contributes to organisational learning and accountability. The consultants will also commit to adhering to CARE Kenya’s Safeguarding Programme Participant Policy and Code of Conduct.

All products resulting from this study will be owned by CARE and Chr. Hansen. The consultants will not be allowed, without prior authorisation in writing, to present any of the analytical results as his or her own or to make use of the research results for private publication purposes.

