



Terms of Reference for Consultancy Service for Endline Survey for the Sustainable Rejuvenation of Robusta Coffee Production Project in Western Tanzania

Reference Number: CA/TZ-01/2024

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1. Summary of the Consultancy Services

This Term of Reference is associated with a call for a Consultancy team or firm based in Tanzania to provide consultancy services to Café Africa Tanzania by conducting an endline evaluation of the “Sustainable Rejuvenation of Robusta Coffee Production Project in Western Tanzania” Project implemented in Kagera Region.

Consultancy Title	Consultancy Service for Endline Survey for the Sustainable Rejuvenation of Robusta Coffee Production Project in Western Tanzania
Geographical location	Kagera Region
Appointment type and duration	Fixed Term Contract
Expected commencement date	January 2025
Application deadline	January 10, 2025

2. Introduction

Café Africa Tanzania (CATZ) is a registered non-profit organization in Tanzania. Café Africa Tanzania boasts 14 years’ experience in supporting coffee sector with the goal of increasing coffee production, productivity, quality and livelihoods of small-scale coffee farmers in Tanzania. To reach its objectives and for efficiency, Café Africa Tanzania approach has been through multi-stakeholders’ coordination in designing and implementing projects. In this way, the organization has made a name for itself in the coffee sector as an impartial intermediary between sector stakeholders including smallholder coffee farmers organized under Farmer Groups/Agricultural and Marketing Cooperative Society (AMCOS), private sector and government agencies. Dialogue with government has been possible for Café Africa Tanzania out of its strong position as an impartial actor in the coffee sector with strong connections based on trust. Café Africa Tanzania works closely with relevant governmental agencies including the Tanzania Coffee Board (TCB), Tanzania Coffee Research Institute (TaCRI), Ministry of Agriculture (MoA) and Local Government Authorities (LGAs).

3. Project Background

Café Africa Tanzania using its multi-stakeholder’s engagement approach is implementing a five years’ project on “**Sustainable Rejuvenation of Robusta Coffee Production in Western Tanzania**” since 2020, funded by JDE Peet’s which will end in December 2024; hence necessitate to conduct endline survey to assess achievement, challenges, lessons and come up with recommendations.



The project is currently implemented by Café Africa Tanzania and other national stakeholders along the coffee value chain such as Ministry of Agriculture, Kagera Regional Authority (Regional Administrative Secretary), Tanzania Coffee Board (TCB), Tanzania Coffee Research Institute (TaCRI), KCU, KDCU, Ngara farmers, Local Government Authorities and private stakeholders such as cooperatives, farmers, exporters, and traders in Tanzania. The project aimed to increase coffee production and productivity, and to improve farmers' livelihoods through specific interventions at farm level by strengthening the capacity of the agricultural extension services in Kagera region both through Local Government and the AMCOS. To achieve this goal, the project focused to address key components namely: extension training, farm rejuvenation and rehabilitation, establishment of the nurseries, facilitate access to finance and systematic inclusion of Women and Youth in the eight districts. The project aimed to reach a total of 32,250 direct beneficiaries by the end of 2024, who are smallholder farmers organized in AMCOS.

4. Purpose of the Evaluation

The purpose of this endline evaluation is to assess the overall success and impact of the project upon its completion, determine whether the project's goals and objectives were met, what outcomes were achieved, and how effectively the resources were utilized, provide valuable insights and lessons learned that can inform future projects. Specifically, the purpose for this endline evaluation aims to:

1. **Measure Impact:** Assess the extent to which the project has achieved its intended outcomes and impact on the target population or area.
2. **Evaluate Effectiveness:** Determine the effectiveness of the strategies and activities implemented in achieving the project's objectives.
3. **Assess Efficiency:** Analyze how efficiently project resources (time, budget, personnel) were used in delivering the outcomes.
4. **Review Relevance:** Evaluate the relevance of the project's objectives and approaches in addressing the needs of the target population or addressing the problem it was designed to solve.
5. **Sustainability Assessment:** Examine the sustainability of the project's outcomes, particularly whether the benefits will continue after the project has ended.
6. **Document Lessons Learned:** Capture lessons learned, best practices, and challenges encountered during the project to inform future planning and implementation.
7. **Accountability and Transparency:** Provide accountability to stakeholders, including funders, partners, and beneficiaries, by demonstrating how the funds and resources were utilized and what was achieved.
8. **Inform Future Interventions:** Use the findings to improve future projects, guide strategic decisions, and refine approaches to similar challenges.



5. Scope of the Evaluation

The Endline project evaluation will cover the implementation period from the start of the program. This evaluation is expected to assess the effectiveness of the implementation strategy of the project. This will include the implementation modalities and participation by the other implementing partners. The evaluation will include a review of the project design and assumptions made at the beginning of the program development process. It will assess whether the results were achieved, the implementation strategy has been optimum and recommends areas for improvement and learning. The evaluation will also assess whether project resources were efficiently utilized to produce planned results and whether results were realized within the planned period. Lastly, the sustainability of the project will be looked at to ensure a lasting impact.

The evaluation will be built upon the project baseline, mid-term review and monitoring data, providing an opportunity for more in-depth analysis and understanding of why certain intended or unintended outcomes are/are not occurring. Moreover, this evaluation will provide the opportunity for accountability towards the project stakeholders, as well as important learning for the project teams and partners against the evaluation criteria: relevance, coherence, effectiveness, efficiency, impact and sustainability. This will encompass:

1. Comparative analysis of endline data against baseline and midline data on output and outcome indicators.
2. Critical assessment of the project design and delivery, identifying key challenges and successes.
3. Do-no-harm checks for any unintended/negative consequences of the intervention.
4. Learnings and recommendations for improvements to implementation strategies, essential exit plans for sustainability of results and for future projects that can be drawn from this project.

5.1 Evaluation Questions

Relevance

- To what extent did the intervention objectives and design respond to beneficiary needs?
- To what extent did the intervention objectives and design align with agriculture policies and priorities?

Coherence

- To what extent did the project harmonize and coordinate with relevant actors, for example Kagera region Authority (RAS), TCB, TaCRI, LGAs, KCU, KDCU, Ngara farmers and private stakeholders such as cooperatives, farmers, exporters, and traders in the implementation area?



Effectiveness

- To what extent did the project achieve its intended/unintended outputs and outcomes, as defined by its performance indicators in the project MEL Plan? (Note: MEL plan with list of indicators will be provided to the successful consultant candidate. The evaluation report must include all indicators, and the data must be collected, analyzed, and reported according to the MEL plan)
- To what extent the approaches used were effective in achieving the expected results of project?
- To what extent views of communities were considered at different levels of the project cycle (i.e., design, implementation, and evaluation)?
- To assess how cross cutting issues have been integrated in the project?

Efficiency

- To what extent are the outputs being produced in a cost-effective manner?
- To what extent are the outputs and objectives achieved on time?

Impact

- What are the most significant changes in smallholder coffee farmers as a result of the project intervention?
- To what extent did the intervention address women and youth involvement, and what remaining aspects need to be considered for future projects?
- Did the intervention have any unintended and/or negative consequences?

Sustainability

- How likely is it that the intended and unintended positive effects or impacts of the intervention will continue beyond the project lifespan?
- What are the key factors that require attention to improve prospects of sustainability of outcomes?
- What are the key lessons learned based on the experiences of project implementation?

NB: The Consultants may choose to categorize the questions differently, as long as these questions are addressed.

6. Evaluation Methodology

6.1 Research Designs

The endline evaluation will use both qualitative (KII/IDI, FGD, observation) and quantitative (survey, project records) methods to assess the project results (outputs and outcomes). Data will be collected from the project locations in Kagera region (Bukoba, Karagwe, Kyerwa, Missenyi, Muleba, Ngara and Biharamulo Districts in Kagera region). The selected consultancy team/firm will prepare the study methodology, adapt the baseline/midline data collection tools and prepare



further tools where necessary. The baseline and midline methodology and relevant tools will be adjusted in consultation with Café Africa Tanzania, which will be further pilot tested, and finalized before the study. All data collection tools, and subsequent revisions must be approved by Café Africa Tanzania prior to the commencement of data collection.

6.2 Data

All primary data collected during the evaluation must facilitate disaggregation by gender and age category. Data triangulation is expected for this evaluation; the secondary data available is expected to provide additional insight towards the triangulation of the collected data. A range of project documentation will be made available to the selected firm, which provides information about the project design, implementation and progress, including the baseline and midline datasets for comparative analysis. The evaluation firm is required to adhere to the Café Africa Tanzania data protection and privacy policy throughout all project evaluation activities, minimizing the collection of any non-essential personally identifiable information and ensuring secure storage and transfer of data. In addition, the consultancy firm is expected to explore any personal and professional influence or potential bias among those collecting and/or analyzing data and mitigating them ethically.

6.3 Ethical Considerations

It is expected that the evaluation will be conducted under the guidance of ethical considerations, which includes an adherence to the principles of openness of information given; sensitivity about gender, inclusion and cultural contextual contexts; reliability and independence of findings and conclusions as well as confidentiality of information and data protection. Informed consent must be provided by all respondents for qualitative and quantitative studies.

7. Expected Deliverables

The evaluation deliverables and due dates (subject to the commencement date of the evaluation) are outlined below.

Deliverables	Due Dates
The consultancy team or firm is contracted and commences work	January 2025
Inception report. To include: - Evaluation objectives and evaluation questions (as specified in the ToR) - Description of the methodology, data sources, data collection tools (survey questionnaire, FGDs guide, KII guide, case stories guide), and sampling considerations - Risk and issue management plan - Work plan - Report structure (Shared or agreed on inception meeting or provided by CATZ) - Draft and review of data collection tools - List of enumerators plus their qualifications and experiences	January 2025



Note: all questions in the data collection tools must be mapped to the relevant evaluation question and/or indicator from the project MEL plan	
Pilot study & Data collection	February, 2025
Data analysis, including submission of anonymized raw & cleaned data in Excel format, transcription or audio files during focus group discussions and KII as well as scripts for data analysis	February, 2025
A draft evaluation report aligned to the agreed report outline on inception meeting	February, 2025
Final endline evaluation report incorporating all the feedback from consultation on the Draft Evaluation Report	Early March 2025

8. Expertise and Experience

- A master's degree or equivalent qualification in relevant fields, including but not limited to agriculture, statistics, economics, agri-business development, social sciences, or other related disciplines.
- Minimum of 7 years' experience in research field and evaluation of agriculture/community projects, including conducting evaluations of a similar nature.
- Solid understanding on coffee value chain and agriculture sector in Tanzania.
- Strong understanding of a variety of research designs, sampling strategies, and data collection methods, including surveys, interviews, and focus groups.
- Excellent written and spoken English and Kiswahili languages.
- Ability to conduct rigorous data quality checks and data cleaning.
- Advanced qualitative and quantitative data analysis skills.
- Experience with data visualization, able to create easy-to-interpret graphs and charts for project indicators.
- Strong organization and management skills, able to remain on time and within budget while ensuring high quality delivery.
- Experience working in or near project location in Western Tanzania.
- Experience in Results-Based Management approach.
- Experience and ability of using digital data collection tools (including Kobo collect) and able to provide devices for data collection.

8. Application Instruction

Interested and qualified consultancy firms/teams should submit a technical and financial proposal that presents a detailed understanding of the ToR and evidence of successful completion of evaluations of a similar nature and one sample of previous evaluation report, not to forget Updated CVs for all consultants proposed team to conduct the assignment including relevant work experience and qualifications. Proposals shall be submitted via email: officetz@cafeafrika.org by January 10, 2025. In the e-mail, the subject indicates: ***Endline Survey for the Sustainable Rejuvenation of Robusta Coffee Production Project in Western Tanzania.***