**Scope of Work for External Contractor**

Baseline Study

MOCA, Cote D’Ivoire

**I. Background**

This SOW outlines the expectations and requirements for a contractor to provide services for the implementation of a baseline study for the USDA Food for Progress MOCA project, implemented by CNFA.

**a. Overview**

The MOCA project is a three-year project funded by the USDA Food for Progress program and implemented by CNFA with subcontractor Socodevi. The project started in October 2017 and is scheduled to end in September 2020. The project is implemented in Cote d’Ivoire. The project locations will be 3 micro-production zones in the Cote D’Ivoire’s cacao belt (Abengourou, Daloa and Soubre).

MOCA seeks the services of a contractor to provide technical expertise for the design of the baseline study methodology, development of study tools, quality control during field work, and analysis and reporting. MOCA will take responsibility for data collection including logistics and data capture in digital form. The detailed set of tasks for this SOW is provided in Section III: Contractor SOW.

**b. Activity Background**

The MOCA project has the following objectives:

Strategic Objective 1: To increase productivity and efficiency of actors in the cocoa value chain through strengthening the capacities of cooperatives/producer groups, research institutions, input suppliers and processors of cocoa.

Strategic Objective 2: Improve and expand the trade of cocoa and cocoa products through improving the overall quality of the crop, the processing and post-harvest handling techniques, and strengthening market linkages and organization of groups to supply product to fulfill market demands.

Project activities are focused around improvements to cocoa production (Strategic Objective 1) and marketing of fermented and dried cocoa as well as production and marketing of transformed, value-added cocoa products (Strategic Objective 2). Direct beneficiaries include cocoa producers, cocoa cooperatives, processors that transform cocoa into value add products, and CNRA, which produces approved cocoa planting materials. The target number of farmers directly benefiting over the life of project is 5,709. The target number cooperatives and small enterprises (cocoa grinding and processing, value addition, and pooled transportation) directly assisted over the life of project is 26.

The full strategy to achieve the strategic objectives is described in the results framework (attached in Annex 1 to this SOW.) The Work Plan includes the following activities:

**Capacity Building: Producer groups/cooperatives**

CNFA will build the capacity of selected cooperatives over the life of the project in areas including: governance, management practices, human resources, financial management, service delivery, external relations with input and service suppliers and buyers, and sustainability. CNFA will assess cooperatives, identify capacity gaps, and deliver customized training packages to fill these gaps.

CNFA will ensure that these training packages cover relevant topics, such as agricultural

productivity, farming as a business, Cocoa Swollen Shoot Virus Disease CSSVD prevention,

plantation regeneration, post-harvest practices, agroforestry, and mobile money. CNFA will

implement this intensive training program through farmer field school methodology, giving

participants hands-on, practical experience. After assessing curricula and extant training materials, CNFA will collaborate closely with the Conseil Café-Cacao (Conseil), Centre National de Recherche Agriculture (CNRA), and Agence National d'Appui au Développement Rural (ANADER) to fill identified gaps by developing interactive print, audio-visual, and multi-media instructional and learning materials targeted for low literacy and illiterate audiences.

**Capacity Building: Government Institutions**

CNFA will support the Conseil, CNRA, and ANADER to expand research and propagation of

disease-resistant and improved cocoa seeds and seedlings and access to these materials through the project’s grant mechanism and technical assistance. At project start-up, CNFA will assess the

technical areas where CNRA requires support and will provide short term technical assistance

(STTA), project support, and research and development (R&D) grants for research activities,

including both on-station basic research and participatory on-farm development and testing of new technologies and techniques for planting-material generation. CNFA, through CNRA and ANADER, will in turn provide agricultural extension support and follow-on coaching to beneficiaries on plantation management, improved productivity, and CSSVD prevention, using communication materials designed for limited literacy and illiterate audiences. The linkages between these government entities and project beneficiaries will ensure sustainability in delivery of quality planting materials and coaching beyond the life of the project.

**Capacity Building: Provide business development services**

CNFA will deliver tailored business coaching to processors and supporting businesses in rural and urban areas along the cocoa value chain who are currently or would like to launch businesses in areas such as cocoa grinding and processing, value addition, and pooled transportation. CNFA will provide tailored coaching on business management, marketing and packaging, access to finance and use of mobile money, recordkeeping, human resources, and customer relations. This activity will identify motivated and entrepreneurial actors – individuals and groups—– especially women and youth — and/or cooperatives.

**Financial Services: Facilitate agricultural lending**

CNFA will increase producers’ use of mobile money, insurance, and credit services, and pilot new financial services such as crop insurance and innovative delivery channels for cash and in-kind credit. CNFA will partner with banks and microfinance institutions (MFIs) active in the cocoa sector to assess their current financial products and will help them to promote and/or adjust existing activities to best target and impact the cocoa sector. Based on assessments of current financial activities and products, CNFA will also provide short term technical assistance to loan and insurance officers to strengthen their own internal capacities. CNFA will develop a training program that prepares cooperatives and producer groups to become mobile-money agents, in tandem with trainings for producers that orient them to using mobile money and mobile wallets and the benefits of individual savings accounts.

**Inputs: Develop agrodealers and/or other input suppliers**

CNFA will train and establish a network of spray-service professionals (SSPs)—mostly male youth who are engaged in cocoa productivity—who will provide affordable fee-based services, facilitated by cooperatives, for other producers. To support this activity, CNFA will launch a Pesticide Evaluation Report and Safe Use Action Plan (PERSUAP) to evaluate health and environmental risks and inform Integrated Pest Management promotion. CNFA will train the participants selected for the program on business management.

CNFA will also adapt CNFA’s successful agrodealer model to facilitate the access of trained SSPs to agrochemicals that address specific needs of the cocoa ecosystem across different regions. Use of this model to train input suppliers and other agrodealers has been proven to establish higher standards of services and inputs and increase smallholder access and uptake.

**Training: Improved agricultural production techniques**

CNFA will lead a pilot program to regenerate plantations for cocoa producers (individuals) in the

target areas, prioritizing applications from women and youth. CNFA will provide a package of

support, including trainings on improved agricultural productivity and quality for cocoa and proper and safe application of inputs and business development services and coaching to inform and guide their decision-making during the growth period before plants yield a crop. Participants will also receive training on practices and techniques to improve productivity through intercropping, a form of diversification of livelihoods. Participants will be equipped with a business plan and will be eligible to receive in-kind grants (under the activity titled "In-Kind Grants: Equipment and Inputs") to support their investments. The project will also facilitate exchange visits for producers who are considering regenerating their plantations to cocoa research institutions and current producers who have replanted to demonstrate the yields and benefits that they can expect from younger trees.

**Market Access: Facilitate buyer-seller relationships**

CNFA will work with unorganized farmers and/or weak association/cooperatives who do not

currently have formal relationships with exporters to facilitate stronger linkages with reputable

processers and buyers. CNFA will identify and coach these groups on essentials of marketing,

networking, pricing, contracting, and other topics and create opportunities through buyer-seller

linkage events and business-to-business meetings, in cooperation with major cocoa buyers,

farmer associations, and other non-governmental organizations (NGOs) currently supporting

this effort.

**II. STUDY OVERVIEW**

**1. Study objective**: MOCA intends to conduct a baseline study before the start of assistance to include surveys of the target populations with the objectives of 1) establishing quantitative values for the MOCA performance indicators before the start of project activities, and 2) establishing baseline values for all measures (both quantitative and qualitative) needed to assess project outcomes through the mid-term performance evaluation and the final evaluation of impact. The study will establish the baseline situation of three target beneficiary populations:

**1.** **Direct beneficiary cocoa producers**: Over 6,750 cocoa producers will benefit from hands-on, practical training to improve cocoa production techniques; access to improved planting material and other inputs, and services including spraying for disease; and improved production and marketing services from cooperatives which will also be assisted by MOCA. A control group of cocoa producers not participating in the project will also be surveyed to facilitate the final impact assessment (see Section II.2 Methodologies & Data Collection approaches for more details).

**2.** **Direct beneficiary micro and small enterprises** (cocoa grinding and processing, other value addition, and pooled transportation), input supply agents, shops and input service providers, business development service providers: At least 26 processing enterprises will be assisted to improve their operations, business management, and marketing in order to become more competitive in the market. In addition to 72 micro-enterprises providing services to cocoa providers, including spray services) will be assisted to start or expand, benefiting both the individual service providers as well as cocoa farmers who will have greater access to these services.

**3.** **Producer groups/cooperatives**. Twenty-eight cooperatives will benefit from training and assistance to improve management practices and improve the quality of services provided to their member farmers to support cocoa production and marketing.

The baseline study will provide the information needed for conducting the midterm and final evaluations.

The key questions of the mid-term and final evaluations organized according to OECD criteria are presented below:

**Mid-Term Evaluation Key Evaluation Questions:**

**Relevance**

* Is the MOCA Results Framework and the causal linkages between the results at different levels still valid in the MOCA operating context? Are the critical assumptions underpinning these causal linkages still valid?

**Effectiveness**

* To what extent have MOCA project activities achieved the expected results per the Results Framework (increased productivity of coca plantations, expanded trade of cocoa products, increased adoption of agricultural techniques including improved planting material and spray services, increased access to agricultural financing).

**Efficiency**

* Are results being achieved according to the stated timeline (performance indicator targets)? What are the factors in any delays in producing the expected results?

**Impact**

* What have been the unintended results, positive and negative, of MOCA project activities? How can negative unintended results be mitigated, and positive results amplified in project activities?

**Sustainability**

* What are the main agricultural and natural resource management elements hindering the progress of the project if any, and what new opportunities have been identified that could be addressed in the remaining part of the project?
* What systems or activities have been put in place to ensure sustainability, and how likely is that system to be sustainable beyond the life of the project?
* What capacity do cooperatives supported by the project have to sustain the business relationships with the private sector (producer, buyers, suppliers, retailers etc.)?

**Final Evaluation Key evaluation questions:**

**Relevance**

* To what extent has the project responded to the actual needs and interests of the target producers?
* To what extent does the project integrate or strengthen the national cacao strategy of Cote d’Ivoire?

**Effectiveness**

* To what extent have the expected results of the project been achieved? What factors have been critical to the achievement or non-achievement of project objectives?
* What were the unplanned outcomes that can be attributed to the project?

**Efficiency**

* To what extent have the various units / levels of management and coordination (grants, program staff, M&E) supported the implementation of the project?

**Impact**

Did MOCA activities produce increases in cocoa farmer:

* Access to improved planting material? Access to spraying services? Access to loans?
* Access to improved storage?
* Productivity (kg/ha of cocoa produced)?
* Diversification of crops?
* Incomes?

**Sustainability**

* To what extent have local actors (cooperatives and farmers' organizations, government agencies, microfinance institutions) been involved in the management of the project? What is the probability that these actors will be able to provide succession?
* Are project outcomes likely to be sustained and/or scaled-up after the project closes?

The MOCA performance indicators are listed in Table 1 below. Guidance for those indicators that are Food for Progress (FFPr) Standard Indicators can be found in the reference document [Food for Progress and McGovern-Dole Indicators and Definitions](https://www.fas.usda.gov/sites/default/files/2015-05/food_for_progress_and_mcgoverndole_indicators_and_definitions.pdf).

**Table 1. MOCA Project Performance Indicators**

|  |  |
| --- | --- |
| **Indicator** | **Purpose** |
| 1. Value of sales by project beneficiaries (B) (M)\* | Track agricultural and marketing outcomes at the producer level (Strategic Objective 1: Increased Agricultural Productivity and 2: Expanded Trade of Agricultural Products) |
| 2. Volume of commodities (metric tons) sold by project beneficiaries (B) (M) |
| 7. Yields (kg/ha) of cocoa production (B) (M) |
| 3. Number of full-time equivalent (FTE) jobs created with USDA assistance |
| 8. Number of people using climate information or implementing risk-reducing actions to improve resilience to climate change as supported by USDA assistance. | Track Intermediate Objective FFPr 1.1 Improved quality of land and water access. |
| 9. Number of hectares of land under improved techniques or technologies as a result of USDA assistance (M) | Track Intermediate Objective 1.2 Increased Use of Improved Agricultural Techniques and Technologies |
| 8. Number of individuals who have applied new techniques or technologies as result of USDA assistance (M) |
| 11. Number of individuals who have applied improved farm management practices (e.g., governance, administration, financial management) as a result of USDA assistance (M) | Track Intermediate Objective 1.3 Improved Farm Management (Operations, Financial) |
| 12. Number of technologies or management practices under research, under field testing, or made available for transfer as a result of USDA assistance. | Track Immediate Objective FFPr 1.2.1 Increased Availability of Improved Inputs |
| 14. Number of cooperatives with improved assets to support on-farm production (B) | Intermediate Objective FFPr 1.2.2 Improved Infrastructure to Support On Farm Production |
| 15. Number of individuals receiving financial services as a result of USDA assistance | Track Intermediate Objective FFPr 1.2.3 Increased Use of Financial Services |
| 16. Number of loans disbursed as a result of USDA assistance |
| 17. Value of loans provided as a result of USDA assistance |
| 18. Number of farmers with increased knowledge of improved agricultural techniques and technologies | Track Intermediate Objective FFPr 1.2.4 Increased Knowledge by Farmers of Improved Agricultural Techniques and Technologies |
| 19. Number of farmers with improved knowledge of entrepreneurship and plantation business management | Track Intermediate Objective FFPr 1.3.1 Improved Knowledge Regarding Farm Management |
| 20. Number of cooperatives who have adopted two or more improved entrepreneurship and plantation business management |
| 21. Number of public-private partnerships formed as a result of USDA assistance | Track Intermediate Objective FFPr 1.4.1 Increased Capacity of Government Institutions |
| 22. Number of private enterprises, producers’ organizations, water users’ associations, women’s groups, trade and business associations, and community-based organizations (CBOs) that have applied improved techniques and technologies as result of USDA assistance | Track Intermediate Objective FFPr 1.4.4 Improved Capacity of Key Groups in the Agriculture Production Sector |
| 23. Value of new public and private sector investment leveraged by USDA assistance | Track Intermediate Objective FFPr 1.4.5 Increased Leverage of Private-Sector Resources |
| 24. Value of sales of post-production cocoa products ($/kg) (B) (M) | Track Intermediate Objective FFPr 2.1 Increased Value Added to Post-Production Agricultural Products |
| 27. Number of industry entities (cooperatives) that have adopted established quality standards as a result of USDA assistance | Track Intermediate Objective FFPr 2.1.1.1 Number of industry entities (cooperatives) that have adopted established quality standards as a result of USDA assistance |
| 31. Number of cocoa farmers applying improved post-production processing and handling practices (M) | Track Intermediate Objective FFPr 2.1.2.1 Increased use of Improved Post-Production Processing and Handling Practices |
| 32. Total Increased in installed storage capacity (dry or cold storage) as a result of USDA assistance | Track Intermediate Objective FFPr 2.1.2.2 Improved post-harvest Infrastructure |
| 33. Number of MSMEs that applied improved marketing practices for cocoa products | Track Intermediate Objective FFPr 2.1.3, 2.2.1 Improved Marketing of Agricultural Products |
| 34. Number of MSMEs, including farmers, receiving business development services from USDA assisted sources | Track Intermediate Objective FFPr 2.2.2 Improved Linkages between Buyers and Sellers |
| 35. Number of cooperatives employing improved marketing and buyer-seller relations techniques as a result of USDA assistance. | Track Intermediate Objective FFPr 2.3.2 Improved Management of Buyer/Seller Groups within Trade SEctor |
| 4. Number of individuals who have received short-term cocoa sector productivity training as a result of USDA assistance | Track outputs, including number of direct beneficiaries through trainings, grants, etc. |
| 5. Number of individuals who have benefitted directly as a result of USDA assistance |
| 6. Number of individuals benefiting indirectly as a result of USDA assistance. |
| 9. Total increase in installed storage capacity (dry or cold storage) as a result of USDA assistance |
| 26. Number of market linkage events. |
| 27. Number of installed assets/equipment to improve post-production agricultural products. |
| 36. Number of grants provided as a result of USDA assistance |
| 37. Value of grants provided as a result of USDA assistance. |

\*(B) = Sample survey at baseline (M) = Sample survey at mid-line

**2. Data to be Collected**

In addition to establishing quantitative baseline values for the relevant performance indicators above, the baseline study will also establish characteristics of the target beneficiary populations:

**Cocoa Producers:**

* Agricultural practices and techniques used by cocoa producers
* Hectares of land under improved techniques or technologies for cocoa
* Farm management practices currently used by cocoa producers
* Level of knowledge about improved agricultural practices and techniques and farm management practices of cocoa producers
* The financial services and products available to targeted cocoa producers and barriers and constraints to accessing them

**Producer Cooperatives:**

* Services provided by cocoa producer cooperatives for: production (e.g., training and production assistance), primary processing (e.g., including drying and fermenting), and market linkages
* Organizational capacity

**Input suppliers/Agro-dealers:**

* Service areas coverage
* Services and products offered (including spray services)

**SMEs:**

* Current production practices
* Input and market linkages
* Business Management practices
* Other relevant data points to be collected include (all for direct beneficiary populations in the period before assistance begins):

1. Current average number of hectares under cacao cultivation by project beneficiaries?
2. Current average annual volume of sales from cacao and from other crops by project beneficiaries?
3. Current average annual income level of project beneficiaries?
4. Current average annual yield per hectare for cocoa?
5. Number of hectares of cocoa where good agricultural practices and soil management practices are applied
6. Percentage/number of target population being technically assisted by Government or other actors?
7. Level of farmers’ satisfaction by the provided/available technical assistance?
8. Percentage/number of individuals/farmers in target areas applying new techniques and technologies?
9. Percentage/number of target population accessing financial services?
10. Total amount of loans disbursed to the farmers?
11. Average level/percentage of post-harvest losses in the target areas?
12. Current storage capacities in the target areas?

Where applicable, the information above should be disaggregated by gender, age etc…

The baseline study should also include some critical programmatic questions:

1. What is the community context in which the MOCA project will operate?
2. what the barriers are to producers that keep them from adopting new techniques/technologies and practices to producing higher quality cocoa and/or improving productivity?
3. Are there sufficient human and financial resources and leadership support to design and implement this changes?

**2. Methodologies & Data Collection Approaches:**

The baseline study will incorporate a range of data collection approaches as outlined in Table 2 below.

**Table 2: Baseline Data Collection Approaches**

|  |  |  |
| --- | --- | --- |
| **Beneficiary Population** | **Data Collection Approach** | **Purpose** |
| Direct beneficiary cocoa producers (and non-beneficiary cocoa producers for PSM impact evaluation at baseline and endline). | Cocoa Famer Sample Survey – for both direct beneficiary producers (treatment group for impact assessment) and a comparison group of producers (control group). | Establish quantitative baseline values for MOCA performance indicators (for direct beneficiary group) for annual monitoring & for the final impact evaluation (direct beneficiaries “treatment” group and on-participants “control” group). |
| Direct beneficiary micro and small enterprises (cocoa grinding and other processing, other value addition, and pooled transportation), input supply agents, shops and input service providers, business development service providers. | Small Enterprise Study (Survey of direct beneficiary enterprises (census); Focus Groups and Key Informant Interviews) | Establish quantitative baseline values for performance indicators relevant to small enterprises in cocoa sector; establish baseline situation around current practices, input and market linkages, and business management practices. |
| Producer groups/cooperatives. | Producer Group Study (Survey of direct beneficiary producer groups/cooperatives (census); Focus Groups and Key Informant Interviews with managers and members) | Establish quantitative baseline values for indicators relevant to producer groups and cooperatives; establish baseline situation around current management practices, services offered, sustainability. |
| Input suppliers & agro-dealers, other service providers as applicable | Input supplier and agro-dealer survey. | Establish qualitative baseline values for input suppliers and agro-dealers around current services offered, and business management practices. |

**Cocoa Famer Survey**: The baseline survey must produce the data needed to conduct a rigorousfinal project evaluation to assess, among other dimensions, the impact of the MOCA project on the intended direct beneficiary cocoa producers in terms of success in increasing productivity and expanding trade of cocoa products. A quasi-experimental final evaluation design will enable evaluators to determine the extent of the change experienced by the beneficiaries after participation in MOCA activities, and attribute these changes to MOCA interventions—i.e., establish that the changes occurred as a result of MOCA interventions rather than other external factors. In order to evaluate this cause and effect relationship between the project interventions and results, the evaluation will compare the changes in the behaviors (e.g., agricultural practices used) and outcomes (e.g., increased productivity) of project producer direct beneficiaries over time to the behaviors and outcomes of a comparison group over the same time period, i.e., a group of producers that have similar characteristics to the direct beneficiary producers but did not participate in the project. This will enable analysis of the counterfactual, or the outcomes over the same time period of the project if the project had not been implemented, and enables the evaluators to determine the extent to which changes effected occurred as a result of project activities.

Thus, for **direct beneficiary cocoa farmers**, the baseline study will use a **beneficiary-based sample survey and sample survey of a comparison group** using Propensity Score Matching methodology, to establish quantitative values for performance indicators for each group. The contractor will be responsible for finalizing the survey methodology based on local context in close consultation with the MOCA staff to define the research hypothesis and research question for the impact evaluation and to identify the outcome variable(s) of interest. The contractor should utilize the following references in finalizing the methodology: [[1]](#footnote-1) and [Methodological Briefs Impact Evaluation No. 8 Quasi-Experimental Design and Methods](https://www.unicef-irc.org/publications/753)[[2]](#footnote-2). To reduce the study bias and increase the confidence in measuring final impact of the intervention, the contractor must describe how the methodology will match the comparison group to the beneficiary producers on crucial characteristics according to the PSM methodology.

The population is cocoa producers in the target geographic area.

Direct beneficiaries will be selected into the MOCA program according to the following criteria:

* Currently farming cocoa;
* Agricultural potential for increased productivity, and presence of existing producer groups or potential for new producer groups to be formed within the value chains;
* Formal ownership of land under cultivation and be approximately 1.5 hectares or larger in cocoa production;
* Must be of legal working age.

**Small Enterprise Survey:** For **direct beneficiary small enterprises** (cocoa grinding and processing, value addition, and pooled transportation) the baseline study will use a **census of the targeted groups.**

The population will be all direct beneficiary enterprises known at the time of the baseline survey.

**Producer Group Survey:** For **direct beneficiary producer groups and cooperatives** the baseline study will use a **census of the targeted groups.**

The population will be all direct beneficiary producer groups and cooperatives known at the time of the baseline survey.

**Input supplier and agro-dealer survey:** In the targeted areas, the survey will geolocate existing input suppliers and agrodealers, and enumerate their services and their products.

**Geographic Scope of the Study:** The geographic scope of the survey will be the same as that of the MOCA project activities, covering the cocoa belt of Cote d’Ivoire.

**Main Audience of Study:** The main users of the survey data will be the managers of the MOCA project, who will report the data to USDA. Data will also be used by MOCA project staff and shared as appropriate with partners to inform the design and refinement of project activities.

**III. Contractor Scope of Work**

MOCA seeks the services of an evaluation firm to provide technical expertise for the design of the baseline study methodology to ensure it meets the objectives listed above, development of study tools, quality control during field work, and analysis and reporting. MOCA will take responsibility for data collection including logistics and data capture in digital form. The detailed set of tasks for this SOW is provided in Section II: Contractor SOW.

The contractor will provide technical expertise for design of the baseline study methodology including survey designs, development of study tools, quality control during field work, and analysis and reporting. MOCA will take responsibility for data collection including logistics and data capture in digital form.

In particular, the contractor will be responsible for the following aspects and tasks for each survey, as applicable:

a. Define the research hypothesis and research question for the impact evaluation, in consultation with MOCA staff

b. Survey design and sampling plan if applicable

* Finalizing the impact evaluation methodology, identifying the comparison group, and establishing the methodology for selecting the non-beneficiary sample.
* Sample size calculation
* Clustering and selection of units at each stage of sampling
* Specification of methodology for selecting beneficiary sample

c. Questionnaire development

* Lead the development of questionnaire instruments
* Pre-testing, finalizing and translating questionnaires into local languages

d. Data collection

* Development of data collection protocols
* Development of training guide for data collectors
* Training of data collectors and supervisors
* Design and oversight of listing operations (if applicable)

e. Data entry and data cleaning

* Development of data entry software and data entry protocols
* Development of quality control measures for data entry and data cleaning
* Data cleaning to ensure logic and consistency checks

f. Data analysis, production of estimates, and report writing

* Development of data entry software and data entry protocols
* Development of quality control measures for data entry and data cleaning
* Data cleaning to ensure logic and consistency checks

g. Data analysis, production of estimates, and report writing

* Calculation and use of sampling weights
* Production of estimates and disaggregates of indicators that ensure complex sample design taken into account
* Production of confidence intervals and standard errors of indicator estimates
* Submission of report with findings
* Submission of documented data sets where the identity of individual beneficiary respondents have been anonymized or otherwise had their confidentiality protected

**Cocoa Farmer Final Evaluation Impact Assessment Methodology to inform Baseline Survey Design**: MOCA intends to conduct an independent end-of-project impact assessment to establish the impact of MOCA interventions on beneficiary cocoa producers, using a quasi-experimental design with Propensity Score Matching to determine whether cocoa producers participating in MOCA interventions experienced increases in access to inputs and services, productivity, diversification of crops, and incomes, and if so whether those increases can be attributed to the MOCA interventions, as opposed to external factors. This will provide important, actionable evidence as to what works (or does not) in improving cocoa producers’ productivity and sales, contributing to the evidence base for use by stakeholders including government and donors in designing future interventions in the cocoa sector.

The applicant should propose a specific impact assessment methodology, which will then inform the baseline survey design to ensure all data are collected. The proposal should discuss the feasibility of the selected methodology in the context of the MOCA project, as well as how the control group would be identified and selected. While a QED with PSM is preferred, other methodologies may be proposed with an explanation of how the methodology will reach the impact assessment objectives described above. Following USDA policy, MOCA requires that the most the most rigorous evaluation methodology that is appropriate and feasible in the project context.

**Task Details:**

**Survey Design / Sampling Plan**

Before commencing the quantitative survey, the contractor will be required to submit a survey design that includes:

• A sampling plan, including sample design, sampling frame, sample size calculation, level of statistical precision and power, and respondent selection procedures for both the direct beneficiary and comparison group.

• Training and field manuals for supervisors and enumerators.

• Plans for supervisor, enumerator, and data entry training; questionnaire translation, back-translation, pretesting, and finalization; and questionnaire piloting.

• Data analysis and treatment plan, including estimation procedures (sample weighting and other adjustments) and indicator tabulation and subgroup analysis.

The Survey Overview section above provides recommendations for the survey design. The survey design and sampling plan is based on guidance from, and additional information on the design can be found in, the reference document [Sampling Guide for Beneficiary- Based Surveys for Select Feed the Future Agricultural Annual Monitoring Indicators](https://www.usaid.gov/sites/default/files/documents/1866/Sampling-Guide-Beneficiary-Based-Surveys-Feb2016.pdf)*.* The counterfactual for evaluation of impact should be established using Propensity Score Matching methodology; the contractor should consult the reference [Methodological Briefs Impact Evaluation No. 8 Quasi-Experimental Design and Methods](https://www.unicef-irc.org/publications/753) for guidance.

**Sampling Frames and Coverage:** MOCA will work with the contractor to define the appropriate sampling frame, and will share with the contractor information on beneficiary farmer groups and beneficiaries.

**Sample Selection, Sampling Weights and treatment of non-response:** The contractor should use systematic probability-proportional-to-size sampling (PPS sampling) to select the sample of farmers. The contractor is expected to produce sampling weights for each beneficiary record on the sampling file, to be used in the analysis of data. The contractor should make adjustments to the final weights to compensate for any residual non-response encountered at the beneficiary level.

**Production of Indicator Estimates**

The final report must include tables with the following information for each indicator:

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | Confidence Interval | |  | Number of Cases | |
| Indicator Name/ Data Point | Level of Reporting (overall or aggregate) | Value of Indicator | Standard Error of Indicator | Lower Limit | Upper Limit | Design Effect | Number of Respondents | Number of Non-Respondents |
|  |  |  |  |  |  |  |  |  |

**Survey Questionnaires**

The contractor will develop the questionnaire for the survey including pre-testing and finalizing the questionnaire. The list of indicators to be covered by the survey, provided above, will be finalized and the Performance Indicator Reference Sheets provided to the contractor[[3]](#footnote-3).

**Fieldwork Operations**

**Human resources for field work**

MOCA will provide the human resources required for field work, including supervisors and enumerators. The offeror should propose the type and number of positions required for their proposed methodology, along with the qualifications for each (must exceed minimum qualifications listed in Table 3 below).

**Training of Data Collectors**

The offeror should provide details on the proposed training for the data collectors, including the topics and durations.

**Mode of Data Collection & Management**

Offerors should provide details on the proposed mode of data collection (e.g., paper questionnaires or computer-assisted collection) along with justification for the choice in terms of cost, efficiency,

Offerors should describe their proposed system for input and manage data entry, for either paper-based or computer-assisted data entry.

**Work Plan, Final Deliverables, and Dissemination**

**Work Plan:** The contractor will submit a plan of activities for MOCA approval, which must be gained before the start of work. The plan must contain the following information: Activities, and for each activity the Number of Days, the Expected Dates of work, and the Person(s) responsible. The plan may be submitted in tabular form as illustrated in Table x.

**Table 3. Survey work plan**

|  |  |  |  |
| --- | --- | --- | --- |
| Activities | Number of Days | Expected Dates | Person(s) Responsible |
|  |  |  |  |
|  |  |  |  |
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**Deliverables:** The contractor is expected to submit the following deliverables. Deadlines will be provided by MOCA after contract award.

**Table 4. Deliverables**

|  |  |
| --- | --- |
| Deliverables | Expected Deadline |
| 1. Protocol of the study (including work plan, survey design/sampling plan, and data treatment and analysis plan…). | 1 week (June 22th) |
| 2. Finalized survey instrument(s), in French | 1 week (June 29 th) |
| 3. Training manual(s) for field staff, in French | 1 week (June 29 th) |
| 4. All data files in SAS, SPSS, or STATA format (sampling frames, raw data sets, transformed data sets and syntax, edit rules, code book/data dictionary, sampling weights) | 3 weeks (July 29 th) |
| 5. Tables of indicator estimates along with their confidence intervals and standard errors; short report | 1 week (August 6th) |

**Dissemination**

The main audience of the findings is the MOCA project team and USDA, to facilitate validation and (if needed) adjustments to the targets and implementation strategy for the MOCA project. The report will also be relevant to stakeholders such as the CCC and private sector partners such as exporters, microfinance institutions, input suppliers, etc. who are co-implementers and have a vested interest in knowing the targets of the project and the anticipated impacts. The baseline evaluation report will be made public, and proprietary and personal identifying information will be removed from the report prior to publication.

**Expected dates and duration of consultancy: Starting June, 15th. A draft report must be submitted by August 6th and the final by August 20th .**

The baseline data for outcomes related to agricultural production and sales will be established for the season prior to the start of MOCA activities, which is the 2017-2018 season running October 2017 – August 2018.

**Logistics and Reporting**

**Logistics and administrative support:** The contractor will be responsible for all costs related to logistics and administration of the survey including transport.

**Reporting relationships:**  The contractor will report to the M&E Director and MOCA Chief of Party.

**Future use of Data**: The completed data set will be the sole property of USDA. The contractor may not use the data for its own research purposes, nor license the data to be used by others, without the written consent of USDA. Any request to USDA must be made through the MOCA project.

**9. Obligations of Key Participants**

The following represents the general obligations of each party in the survey:

**Contractor**

a. Inform the survey manager in a timely fashion of progress made and problems encountered.

b. Implement the activities as expected per the SOW, and, if modifications are necessary, bring them to the attention of the survey manager before any changes are made.

**MOCA Survey Manager**

a. Ensure that the contractor is provided with the specified documents and project staff for technical inputs and administrative assistance, and any logistical support agreed upon in the SOW.

b. Facilitate the work of the contractor with beneficiaries and other local stakeholders.

c. Answer day-to-day questions, monitor the daily work of the contractor, and flag concerns.

d. Ensure that all field activities comply with ethical requirements and with USDA procedures

**MOCA Technical Staff**

a. Review and approve the proposed methodology

b. Provide technical oversight in the review of all deliverables.

c. Provide timely comments on any draft reports.

d. Widely disseminate the baseline results and share with the different stakeholders

**10. Required Qualifications**

The team will be comprised of a mix of members to cover survey design, data collection supervision, and data management and analysis, with the positions and personnel to be proposed by the offeror. The team members will have the qualifications and experience listed below[[4]](#footnote-4):

* Postgraduate degrees from a recognized university in a relevant field of study
* Experience leading large-scale, complex, beneficiary-based or household surveys (preferably in resource-constrained environments)
* Experience designing and implementing quasi-experimental research studies
* Expertise in managing budgets, staff, logistics, contracting, and support staff
* Experience developing, overseeing translations of, pre-testing, and finalizing survey instruments
* Experience in developing survey training materials and data collection manuals
* Experience in overseeing data entry and editing processes
* Expertise analyzing complex survey data (including calculating sampling weights) and strong knowledge of at least one statistical software package (CS-PRO, SAS, SPSS, STATA, SUDAAN)
* Experience presenting survey results to high-level project stakeholders
* Prior experience with surveys with similar purpose, mode, and populations
* Experience recruiting, training, and managing field supervisors and data collectors
* Experience coordinating field logistics, schedules, and equipment
* Experience managing data quality control in the field during survey implementation.

The contractor must have sufficient experience in designing similar research, including use of quasi-experimental design for impact assessment, using acceptable analytical frameworks such as comparison with non-project areas, surveys, involvement of stakeholders in the evaluation, and statistical analyses. The contractor must have staff with demonstrated knowledge, analytical capability, language skills and experience in conducting similar research for development programs involving agriculture.

**11. Submission of Proposals**

**Proposal submission details**

**Proposals complete with all components outlined below, the proposed budget and one work example should be submitted to** [info@cnfacotedivoire.org](mailto:info@cnfacotedivoire.org) **by May 30th (5:00 pm Cote D’Ivoire time, with Baseline Study Applicant Name in the subject line. Proposals received after this deadline will not be considered.**

**Proposal outline**

**a. Background**: Brief background about the objectives of the study should be included in the proposal.

**b. Work plan**: The proposal should clearly mention details of each and every activity, including those mentioned in the work plan in Section 7.1 of this scope of work. The timeline and person(s) responsible for each activity should be clearly stated.

**c. Survey design/sampling plan**: The proposal should provide information on the overall survey design, covering an overview of the treatment of all of the items in Section 4 of this scope of work.

**d. Training**: The proposal should state who will be responsible for training data collectors and should describe the topics covered, expected duration, and logistic and administrative support needed.

**e. Field team**: There should be a clear indication in the proposal of the number of individuals needed for data collection and listing operations, by position.

**f. Quality control mechanisms during data collection**: The proposal should provide a section that details the mechanisms that will be put in place to ensure data quality, clearly specifying steps for data validation. This section may also include supervisory mechanisms for data quality and the role of field editors.

**g. Data entry and processing plan**: This section of the proposal should clearly state details on data entry (if paper-based data collection is used), validation (logical and consistency) checks, and other data-processing activities.

**h. Data analysis and report writing**: The proposal should provide details on the analyses that will be carried out and on the person/people responsible for data analysis and the writing of the summary report.

**i. Contractor division of labor**: There should be a section of the proposal that provides information on key professionals and their level of effort for the different activities of the survey. An illustrative matrix is provided below:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Level of Effort (Number of Days) | | | | | |
| Name | Sampling Plan | Instrument Development | Training | Data Collection | Data Entry and Cleaning | Short Report (including tables of indicator estimates) |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

**Contractor Expertise**: This section of the proposal should highlight past experience of the contractor in conducting similar surveys, preferably with complex sample designs and in developing countries. The section should mention names, qualifications, and experiences of all persons who would be involved in various aspects of conducting the survey.

**k. Progress updates:** This section of the proposal should clearly indicate the mechanism that will be used to communicate with the Feed the Future project survey manager in providing regular updates on field activities, coverage rate, data entry status, etc.

**Detailed Budget**:

The offeror should provide a cost proposal with the following elements

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Cost Item | Unit | Quantity | Unit Price | Total Price | Notes |
| 1. Personnel/labor |  |  |  |  |  |
| 1. Equipment |  |  |  |  |  |
| 1. Materials and supplies |  |  |  |  |  |
| 1. Transportation |  |  |  |  |  |
| 1. Communications |  |  |  |  |  |
| 1. Services |  |  |  |  |  |
| 7.   Other Direct Costs |  |  |  |  |  |
| **TOTAL BUDGET** |  |  |  |  |  |

**12. Selection Process**

Evaluation will be conducted by a committee composed of 3 individuals considering the factors of cost, experience and professionalism.

**Questions from bidders**

Any questions should be sent to [info@cnfacotedivoire.org](mailto:info@cnfacotedivoire.org) by May 20th 17:00 Cote D’Ivoire time and will be answered shortly after.

1. [↑](#footnote-ref-1)
2. [↑](#footnote-ref-2)
3. Standard PIRS for FFPr Standard Indicators are available at https://www.fas.usda.gov/sites/default/files/2015-05/food\_for\_progress\_and\_mcgoverndole\_indicators\_and\_definitions.pdf [↑](#footnote-ref-3)
4. From the Feed the Future Sampling Guide for Beneficiary-Based Surveys for Select Feed the Future Agricultural Annual Monitoring Indicators [↑](#footnote-ref-4)