

## CALL FOR EXPRESSION OF INTEREST (EOI)

### Consultancy Vacancy for the

## Baseline Study on European Union-East African Community Market Access Upgrade Programme (EU-EAC MARKUP II) Project

**Description and context of the programme:** The [EU-EAC MARKUP II](#) is a Euro 40 million regional development initiative that promotes economic growth in the East African Community (EAC) through private sector development and export promotion running from 2023 to 2027. The project is targeting Micro, Small and Medium-sized Enterprises (MSMEs), sector associations and government institutions to create conducive business and export environment for MSMEs at each participating country and strengthen regional integration. It supports initiatives to reducing market access barriers, strengthening the quality compliance and standards, value addition, certification, training and capacity building for improved market access. Jointly designed by the EU, EAC Secretariat, relevant ministries, and government departments from the EAC Partner States, standard/quality organizations and public institutions, Business Support Organizations and East Africa Business Council (EABC), MARKUP II is implemented by the International Trade Centre (ITC) and funded by the EU. The target countries are Burundi, Kenya, Rwanda, South Sudan, Tanzania and Uganda. The EAC secretariat is also a direct beneficiary for some regional activities.

**Purpose of the assignment:** The purpose of this call for expression of interest (EOI) is to identify a qualified consultants to conduct the country/regional baseline study. Individuals or teams of consultants are invited to apply for this assignment. Terms of Reference (ToR) attached were drafted in cooperation with Project Manager and concerned units at the Strategic Planning, Performance and Governance (SPPG) section. The ToR outlines the scope, methodology, deliverables for conducting a comprehensive baseline focusing on key performance indicators at the impact, outcome, and output levels.

The project team has already collected some baseline data from over 700 MSME beneficiaries with differing levels of quality depending on the MSME and with limited responses received from countries such as South Sudan and Burundi. Business Support Organisation baseline data is currently being collected by relevant experts at ITC working with sector associations, Investment Promotion Agencies (IPAs) and Trade Promotion Agencies (TPOs) through interviews and assessments. The country/regional baseline study will build and on and complement this work.

The main baseline study process, including the preparation, designing, data collection, report writing and presentation, is expected to take place in the timeframe from September to November 2024.

**Main objectives and scope:** In particular, the baseline study is supposed to identify the ex-ante data to be used as baseline information of the project to facilitate tracking of project indicators /monitoring and reporting on project progress, considering the results of the MARKUP I project, wherever applicable. Specific objectives are, in a logic flow:

- Establish a detailed framework for the understanding of the status of trade practices and capacities among, individuals, SMEs, cooperatives, and BSOs in the targeted countries and sectors linked to the intervention logic.
- Consolidate and assess the consistency and quality of existing qualitative and quantitative data already collected.
- Collect additional data as needed in project locations, clarifying samples used and robustness of rate of responses.
- Provide the baseline and a benchmark / target against which project progress and impact can be measured, focusing on key performance indicators (KPIs) at the impact, outcome, and output levels.

**Application process:** Please send your EOI to [evaluation@intracen.org](mailto:evaluation@intracen.org), with a copy to [itouza@intracen.org](mailto:itouza@intracen.org) indicating in the title "EOI for MARKUP II baseline". Only short-listed candidates will be contacted for interview.

The application should include:

- A technical proposal outlining the approach and methodology/work plan, including a tentative outline of the Baseline Study content.
- A financial proposal detailing the total budget and daily fees.
- CVs of the consultant(s)/team members highlighting relevant experience.
- One or two samples of previous similar work.

The ToR are attached in the annex of this document. Team of consultants able to cover the 6 countries are encouraged to apply. Administratively, a contract will be provided to each member based on the assignments described in the ToR and the added value to and specialization within the team.

**The closing date for this call is 5 August 2024**

## Baseline Study on European Union-East African Community Market Access Upgrade Programme (EU-EAC MARKUP II) Project

Division/Section:	Division of Country Programmes, Office for Africa (DCP/OA)
Type of assignment:	International consultant and/or National consultant
Type of contract:	Delivery
Work Location	Home-based (mandatory) + Burundi, Kenya, Rwanda, South Sudan, Tanzania and Uganda
Expected duration	August to November 2024
Travel	Possible travel to project implementation countries
Expected application posting period:	15 working days
Hiring manager's name	Kevin Taurai Musa

# Terms of Reference

## 1. Introduction

The [EU-EAC MARKUP II](#) is a Euro 40 million regional development initiative that promotes economic growth in the East African Community (EAC) through private sector development and export promotion running from 2023 to 2027. It seeks to enhance sustainable and inclusive intra-African trade, pan-African trade, and trade with the European Union (EU). The project is tailored to the specific needs of each participating country targeting Micro, Small and Medium-sized Enterprises (MSMEs), sector associations and government institutions to create a more conducive business and export environment for MSMEs and strengthen regional integration. It supports initiatives to address selected supply side constraints and enhance competitiveness. These include reducing market access barriers, strengthening the quality compliance and standards, value addition, certification, and capacity building for improved market access.

Jointly designed by the EU, EAC Secretariat, relevant ministries, and government departments from the EAC Partner States, standard/quality organizations and public institutions, Business Support Organizations and East Africa Business Council (EABC), MARKUP II is implemented by the International Trade Centre (ITC) and funded by the EU. The target countries are Burundi, Kenya, Rwanda, South Sudan, Tanzania and Uganda. The EAC secretariat is also a direct beneficiary for some regional activities.

The project team has collected some baseline data from over 700 MSME beneficiaries with differing levels of quality in the information collected depending on the MSME and with limited responses received from countries such as South Sudan and Burundi- due to internet connectivity challenges and maturity level of some of the enterprises.

Business Support Organisation (BSO) baseline data is currently being collected by relevant experts at ITC working with sector associations, Investment Promotion Agencies (IPAs) and Trade Promotion Agencies (TPOs) through interviews and assessments.

This Terms of Reference (ToR) outlines the scope, methodology, deliverables, and responsibilities for conducting a comprehensive baseline study (by a team of consultants / firm) focusing on key performance indicators at the impact, outcome, and output levels.

## 2. Purpose, Objectives and Questions

The baseline study aims to:

- Identify the ex-ante data to be used as baseline information of the project to facilitate tracking of project indicators /monitoring and reporting on project progress, taking into account the results of the MARKUP I project, wherever applicable.

Specific objectives are, in a logic flow:

- i. Establish a detailed framework for the understanding of the status of trade practices and capacities among, individuals, SMEs, cooperatives, and BSOs in the targeted countries and targeted sectors linked to the intervention logic.
- ii. Consolidate the various assessments and data collected from beneficiaries by different teams across the project.
- iii. Assess the consistency and quality of existing qualitative and quantitative data collected by project managers.
- iv. Identify gaps in the existing qualitative and quantitative data and collect additional data as needed.
- v. Provide the baseline and the target against which project progress and impact can be measured, focusing on key performance indicators (KPIs) at the impact, outcome, and output levels.

The baseline study should address the following questions for the baseline values for the project's KPIs:

- i. What is the current level of trade activity related to the project scope (market barriers, quality compliance and standards, export competitiveness capacity...) among SMEs and cooperatives?
- ii. What are the main barriers and enablers to trade for target groups and how is it linked to the intervention's assumptions and risks?
- iii. What support services are currently available from BSOs and how conducive are the policies to trade and investment and how effective are they?
- iv. What would be the baseline status for the project's key assumptions and risks at the impact, outcome, and output levels?

### 3. Scope of Work and key tasks

In consultation with MARKUP II Project Coordination team and ITC technical experts assigned to MARKUP II, and under direct supervision of the MARKUP II Programme Manager, the consultant will perform the following tasks for the baseline study:

- i. Review and validate the project's Theory of Change, which should clarify the causal relationships at all levels of the results chain, and key assumptions and drivers/constraints/risks explaining the inherent causality.
- ii. Review, assess and propose refinement to the logframe elements, including key performance indicators, targets, assumptions, and risks.
- iii. Data Quality Assessment of primary data sources (baseline data from the MARKUP I project and preliminary data collected during the inception phase of MARKUP II): Consolidate, review and assess the consistency and quality of existing data collected by the project managers.
- iv. Gap Analysis: Identify gaps in the existing data and determine additional data needs and the corresponding data collection plan with justification of samples, methods and tools to be used.
- v. Desk Review: Review of secondary data sources, such as: existing reports, publications, databases with data related to trade for development in the targeted countries.
- vi. Surveys and Questionnaires: Develop, test and administer structured questionnaires to fill data gaps, targeting SMEs, cooperatives, and BSOs.
- vii. Interviews and Focus Groups: Based on gap analysis produced under point iv. of this ToR, conduct additional in-depth interviews and focus group discussions with key stakeholders.
- viii. Data Analysis: Use statistical and thematic analysis to interpret data and establish baseline values corresponding to the project's KPIs and main contextual factors/assumptions to be followed during implementation.
- ix. Provide recommendations on cataloguing new baseline data that may arise during project implementation.
- x. Provide advice on data that needs to be monitored and on those baseline tools and protocols that can be re-used for monitoring purposes.
- xi. Prepare a comprehensive baseline report.

### 4. Deliverables

The consultant/team will be responsible for the following deliverables:

- i. Inception Report: Propose a detailed methodology and work plan, with indications on how the 6 countries would be covered, the assessment of existing data and identification of data gaps.

- ii. Data Collection Tools: Surveys, interview guides, and focus group discussion guides.
- iii. Draft Report: Preliminary findings and initial data analysis.
- iv. Presentation: A power-point presentation, with the infographics /dashboards of data collected and the key findings to stakeholders for comments.
- v. Final Baseline Report: Comprehensive report including executive summary, methodology, findings on data quality and completeness assessments, reviews of baseline KPI values, conclusions, and recommendations.

## 5. Timelines

The baseline study is expected to be completed within 3 months from the start date, which is set for end August 2024. The tentative timeline is as follows:

Deliverables	Timeline
1. Inception Report: Detailed work plan and methodology, including assessment of existing data and identification of data gaps.	10 September
2. Data collection tools (Surveys, Questionnaires)	20 September
3. Data collection covering the six project countries	18 October
4. Draft Report: Preliminary findings and initial data analysis.	28 October
5. Presentation: A presentation of key findings to stakeholders for comments.	30 October
6. Final Baseline Report incorporating comments from key stakeholders: Comprehensive report including executive summary, methodology, findings, baseline KPI values, conclusions, and recommendations.	21 November

## 6. Consultant/Team Qualifications

The selected consultant/team should have:

### Work experience.

- i. At least 5 years of relevant work experience in Results Based Management cycle in development cooperation, including planning, monitoring and evaluation.
- ii. Experience in conducting baseline studies and evaluations in the trade or related topics on development sector.
- iii. Experience working in the targeted Sub-Saharan African countries, in similar or identical sectoral contexts, and with similar beneficiary /target groups.

### Education

- i. Advanced degrees in economics, development studies, business administration, or related fields. Extensive relevant experience may be accepted in lieu of the university degree.

### Skills

- i. Strong quantitative and qualitative research skills.
- ii. Excellent report writing and communication / presentation skills.

### Language

- i. Proficiency in English
- ii. Desirable: knowledge of any local languages of the 6 focus countries

*Copyright Clause: The consultant must ensure that she has obtained the necessary permissions with regard to intellectual property rights required to perform her services under this consultancy contract and for the subsequent dissemination by ITC in any form. Documentary proof is to be submitted to ITC. Should any license fee be due for the use of copyrighted materials of third parties, the consultant shall request the prior written permission from ITC.*

*ITC champions workforce diversity, inclusion, gender equality and gender parity and considers all qualified persons - of all genders - equally, including those with disabilities, without discrimination or prejudice of any kind.*