

Terms of Reference

Final Evaluation of “Jute: Empowered Women Ensured Livelihoods (JEWEL)” Project

1. Introduction to Traidcraft

Traidcraft believes that trade affects the life of every person and can provide the most sustainable way of overcoming poverty. In all our areas of work, Traidcraft plays a key role as catalyst and convenor, encouraging different actors to work together to develop approaches that lead to inclusive economic growth. We have a particularly strong track record of constructive engagement with the private sector as both trading and development partners.

Working with local partners and communities, and engaging with the private sector, other non-governmental and governmental bodies, our interventions revolve around three inter-related areas:

- **Trade:** facilitating access to local, regional and international markets for small enterprises.
- **Support:** building the capacity of poor producers to trade effectively, helping them form enterprises and collaborative groups and equipping them with business skills.
- **Influence:** challenging injustice and encouraging changes in government policies, corporate practices and public attitudes to trade, development and poverty.

We assist those who are economically marginalised and the communities in which they operate. We pay particular attention to women, rural communities, and small enterprises (including smallholder farmers).

2. Introduction to the Project

Project Title	Jute: Empowered Women Ensured Livelihoods (JEWEL)
Project Location	Bangladesh – Faridpur and Jessore
Project duration	48 months from 1 st April 2015
Project budget	£518,883
Donors	Big Lottery Fund – 95%, remainder from variety of funders
Implementing agency and partners	The project is managed by Traidcraft Exchange (TX) and co-implemented by Ulashi Sreejony Sangha
Key stakeholders	Women in jute supply chain (the key target group), Male family members from the households of women beneficiaries, private service providers , Government departments, and Faridpur district jute association

This project sought to improve the livelihoods and wellbeing of 4,000 vulnerable women working in jute supply chains across two districts of Southern Bangladesh. At project design it was evident that women working in jute supply chains within Bangladesh are a largely invisible workforce, extremely poor and highly vulnerable. They face hazardous working conditions, limited income due to the seasonality of their work and high levels of wage discrimination, on average at project start they were earning two times less than their male counterparts. Women are further disadvantaged due their landlessness and to strong patriarchal norms, which restrict their freedom of movement outside their households, thereby limiting their access to education and alternative livelihood opportunities.

Through a combination of approaches at individual, household, community and regional levels the JEWEL project aimed to create a favourable environment in which women can negotiate for better terms of work, fair wages and improved access to support and services. Women received training to increase and diversify their income. The intention was that this support would lead to reduced levels of discrimination and vulnerability amongst women working in the jute supply chain, a 30% increase in their wages, and a 50% increase in household income. Crucially, project activities also worked with men to help them be part of the changes to women's empowerment at household and community levels. To date too many interventions targeting women have failed to effectively improve strategic gender needs by failing to engage with men. Project activities also work with men at household and community level. By improving the lives of 4,000 women the project intended to also directly benefit an additional 16,000 family members. The key project activities were:

- i. Formation and capacity building of groups of women working in jute supply chains
- ii. Providing increased access to alternative/additional livelihood opportunities
- iii. Promoting women's social and economic empowerment within their families and communities
- iv. Monitoring, learning, documentation and dissemination.

Purpose and Objectives of the Evaluation

This is an end of project evaluation designed to assess the project against its own stated goals and objectives and to derive learning for Traidcraft and its partners.

The overall objectives of the evaluation are to:

- Determine how much change has happened with regard to the project outcome indicators
- Assess the changes by comparing the situation before and after the project based on information from the target groups and stakeholders
- Identify the impact, whether it will be sustained and ways to sustain it. Therefore, assess whether the project made the right interventions/facilitations looking **at relevance, output, impact and sustainability with respect to planned Outcomes.**
- Assess the extent to which the project and its approach and activities have contributed to empowerment of women?
- Identify the key approaches used to empower women through trade and enterprise? Which of these have worked and why, not worked and why?
- Assess if the project's organizational structure, management, planning and implementation process were effective and efficient.
- Draw key lessons learned to contribute to the organisational learning of Traidcraft and its partners including lessons for designing future projects to scale up/build on the achievements of JEWEL

- Present the key findings of the evaluation at the dissemination workshop, support the discussions, and integrate key points into the final report.

At goal, purpose and outcomes level:

The fundamental issues and questions that this evaluation should address are:

- To measure the effectiveness of the project in poverty reduction (increase in income, increase in productivity and sales of agriculture crops, and decrease in production cost; increase in sources of diversified income; reducing vulnerability and creating sustainable livelihoods).
- Determine the extent to which the broader context (political, security, environmental, social, and financial) has impacted upon the project's progress?
- What evidence is there that the project has contributed towards the empowerment of women in target communities?
- What evidence is there that the project has contributed towards changes in behavior, attitude and practices amongst men in the target communities e.g. supporting female family members, participating in household chores etc and what can be done to sustain the changes if any
- To ascertain which activities have contributed most successfully to this achievement
- To assess how successfully project beneficiaries have been diversifying their income sources by getting engaged in new income generating activities with the help of the project interventions.
- To assess how successfully project beneficiaries are improving their livelihood as a result of increased income through their diversified livelihood options.
- To what extent that the project enabled the women to influence the terms of trade with their employers and to what extent the employers have changed their practices as a result of this?
- To assess the capacity of local partner for developing and implementing projects for the project beneficiaries.
- To assess cooperation and linkages and relationships between the project beneficiaries and the employers and public and business service providers (service providers understanding about the importance of networking and collaboration; status of information sharing and networking amongst associations and service providers)
- To assess project's contribution in helping the project beneficiaries manage their financial crisis by introducing affordable sources of accessing finance.
- To assess how the project has contributed towards the project beneficiaries having more prominence with the public service providers?

The independent final evaluation report needs to be a substantial document that (a) answers all the elements of the Terms of Reference (ToR); (b) provides findings and conclusions that are based on robust and transparent evidence; and (c) where necessary supplement the Traidcraft's own data with independent research.

3. Audience for the evaluation

This independent evaluation is commissioned by Traidcraft and will be shared with project funders, management and staff of Traidcraft and its partners, project staff and participants, project associates, other relevant actors.

4. Evaluation Method

The consultants(s) (or consulting firm) commissioned to conduct the final evaluation and Traidcraft are jointly responsible for choosing the methods that are the most appropriate for demonstrating impact. Evaluation methods should be rigorous yet at all times proportionate and appropriate to the context of the project intervention. Where possible, the evaluator(s) are encouraged to triangulate data sources so that findings are as robust as possible. A Project Evaluation Group will be established to both inform and support the evaluation process. This will comprise key project staff from Traidcraft and its partners in country, as well as key staff from Traidcraft's UK office.

It is envisaged that the Evaluation study methodology will include:

- A desk review/research of project information including the key documents listed in these terms of reference.
- A planning meeting with the project management team to gain a deeper understanding of the project and to review the project log frame to ensure clarity and shared understanding of what needs to be measured and the most appropriate and effective means of gathering the data (including identification of any known key informants).
- An initial 2-3-day scoping visit to the project location to:
 - i. gain an understanding of the conditions in which the Evaluation will be undertaken – for example, the season of the year, the prevailing political conditions, the state of the economy, any cultural divisions, and recent or expected extraordinary events such as natural disasters, political upheavals or economic shocks.
 - ii. conduct a mapping exercise to inform the planning of the evaluation and the specific arrangements required for the chosen evaluation tools/methods
 - iii. identify what information already exists that can feed into the Evaluation study.
 - iv. Suggest a detailed methodology for field research and the rationale for the proposed methodology
- Following this initial scoping visit, a further meeting with the project management team to present and discuss the detailed plan and methodology for gathering and analysing the data required, including the process for selecting interviewees.
- Suggest a methodology to carry out and integrate The **Most Significant Change (MSC) approach** in the evaluation process. The MSC basically involves generating and analysing personal accounts of change and assessing which of these accounts is the most significant – and why. (There are three basic steps in using MSC: 1, Deciding the types of stories that should be collected (stories about what - for example about practice change or health outcomes or empowerment), 2, Collecting the stories and determining which stories are the most significant, 3, Sharing the stories and discussion of values with stakeholders and contributors so that learning happens about what is valued.) Traidcraft Exchange is keen to utilise MSC as part of this evaluation in order to ensure that the findings of the assignment are strongly informed by the voices of the beneficiaries themselves – their own personal experiences of change and the priorities they have.
- Review and analyse the existing income data maintained by the beneficiaries and develop appropriate tools/methods to verify and triangulate this

- Data analysis of farmer surveys including data provided by project team and triangulated by evaluators. Data masking and database preparation followed by required statistical analysis based on log frame indicators. The consultant would normally present a preliminary overview of their findings to the project management team in-country and receive comments from them before preparing the draft evaluation report. Subsequently, the consultant submits the draft report to the project management team for written comment before finalizing the report, to minimize the chance of inaccuracies and to maximize ownership of the findings. It should be also be presented in the dissemination workshop to gather feedback from external stakeholders before finalising the report.

The methodology should ensure that:

- both quantitative and qualitative methods should be incorporated into the study
- The methodology must include and reflect on Most Significant Change approach in order to privilege the voices and perspectives of beneficiary women themselves.
- the extent to which the daily life of the beneficiaries being studied is disrupted is minimised – from the perspective of both men and women
- include questions that will enable an effective before-after analysis of the beneficiaries. The specific information required should be agreed with the project management team during the planning meetings.

5. Evaluation Timetable

As final evaluation, there is a tight timeframe for the research of this project and the consultant would need to work around the following dates:

Activity	Deadlines
Sending TOR to Consultants/ Agencies no later than	January 30 , 2019
Receipt of Proposals (EOI)	February 13, 2019
Selection of Consultant & Contract Signing	February 17, 2019
Work commences	February 18, 2019
Submission of First draft Report	March 07, 2019
Comments on the draft report	March 14, 2019
Submission of final report	March 21, 2019 (tentatively)
Presentation in the dissemination workshop	March 28, 2019 (tentatively)

6. Budget

Approximate budget for this assignment is **BDT 615,000** (including VAT/TAX and all other cost). Any tax/VAT arising from this assignment must be taken care of by the consultant/consulting house. The evaluator should develop a budget for completing the evaluation as outlined in this ToR by clearly allocating expenses and daily rate (please see annex).

7. Criteria for Application

The Independent Evaluator should be a suitably-qualified and experienced consultant or consulting firm.

The consultant profile should include:

- An evaluation specialist with a minimum of ten years' experience in programme/project evaluation in an international development context. Often a mixed approach that incorporates the technical skills of an evaluation specialist but includes some inputs from a sector specialist is most effective;
- Experience of results-based monitoring and evaluation;
- Ability to design and plan the evaluation approaches and research methodologies, including quantitative and qualitative research methods. Where feasible and proportionate, the person or team should include skills and expertise required to design, plan and conduct impact evaluation.
- Relevant subject matter knowledge and experience such as empowerment, gender, non-state actors and economic growth to ensure the evaluation design and research methods are as relevant and meaningful as possible given the aims and objectives of the project and the context in which it is being delivered;
- Ability to manage a potentially large-scale and complex evaluation and research process, including interpreting baseline and mid-term data and conducting a final evaluation;
- Ability to design, manage and implement primary research in potentially challenging project environments. This may include the design of surveys, in-depth interviews, focus group and other research;
- Design and manage data and information systems capable of handling large datasets for monitoring and evaluation purposes;
- Experience of utilizing the MSC methodology; and
- Consideration of the extent to which the evaluator or evaluation team has appropriate country knowledge/experience. This includes language proficiency to conduct the research required or that resources be made available (e.g. translator or social gatekeeper) to enable the research to proceed smoothly.
- Details of the team who will work on the contract with individual CVs that describes their relevant experience in relation to this contract. These may be attached as appendices to the EOI.

Interested consultants/consulting firms and requested to send their Technical and Financial Proposals to **TX_Bangladesh@traidcraft.org** on or **before February 13, 2019**. Applicants must demonstrate their understanding and interpretation of the Terms of Reference and propose their methodology and tools with proper rationale/justification in the Technical Proposal.