

## TERMS OF REFERENCE

### **Mid-term evaluation of the producer level impact of the way to go project on closing the gap to a living income for cocoa farmers in Ghana**

#### Introduction to Fairtrade and Living Income

A decent standard of living – one that covers basic needs and supports an existence worthy of human dignity – is a human right. But despite growing the crops that drive supply chains worth billions on the global market, small-scale farmers and agricultural workers too often live in poverty.

Fairtrade envisions a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future. A living income is defined as sufficient income to afford a decent standard of living for all household members – including a nutritious diet, clean water, decent housing, education, health care and other essential needs, plus a little extra for emergencies and savings – once farm costs are covered.

Cocoa is one of the main commodities for Fairtrade. Fairtrade cocoa is produced in Africa, Latin America and Asia-Pacific. Therefore, working with small producer organizations (SPOs) is central to Fairtrade's approach in aiming to improve the livelihoods of Fairtrade's cocoa farmers.

#### Project Background

With funding from LIDL International and in partnership with Fairtrade Germany, Fairtrade Africa, Rikolto and Kuapa Kokoo Farmer's Union (KKFU), The WAY TO GO project is being implemented in Konongo Society located in the Ashanti Region of Ghana. Project implementation in Ghana started in January 2020 and is currently in its fourth year of implementation.

The general aim of the project is to sustainably improve the income situation of cocoa farmers in the direction of a living income and thus make a positive contribution to their living and working conditions.

The project has been developed based on the Fairtrade Living Income Strategy, which aims to raise incomes through income diversification, higher productivity and quality, farm efficiency, improved cooperative services, access to finance, and better framework conditions among others. Key outputs of the project are capacity building through training for local smallholder farmers, for example in the areas of business administration, farm management, sustainable cultivation and harvesting methods, as well as increasing the efficiency and quality of the harvest and professionalizing production processes in order to achieve higher yields. This is complemented by capacity building and investments for the production of alternative commodities (e.g. rice, honey, soaps and other cosmetics for the local market) in order to develop other sources of income besides cocoa and thus diversify the farmers' income, as well as community development activities a.o. on child protection, access to finance, adult literacy, farm mapping.

## Scope and objectives of the evaluation

The project partners are looking for a suitable organization or individual to carry out a mid-term evaluation of the project. The evaluation is intended to assess the project intervention along the DAC-Evaluation criteria of Relevance, Coherence, Effectiveness, Efficiency, Impact, and Sustainability.

Specifically, the assignment seeks to achieve the following objectives:

1. To measure the extent to which the various project interventions contribute to achieving a living income for farmers as defined in LIDL's WayToGo concept until 2022 and Fairtrade's Living Income strategy, e.g.:
  - a. Information and sensibilization of farmers for living income
  - b. Payment of an additional differential
  - c. Introduction of new business activities for income diversification
  - d. Trainings, inputs and support on farm and product management
  - e. Introduction of new accesses to finance
  - f. Introduction of farm records, allowing to gain understanding of costs and expenses for improving productivity, cost-efficiency and decision making of farmers

The information shall be collected and evaluated segregated by gender in order to visualize the project's impact on female empowerment.

2. To identify the ways farmers (male and female) have obtained and used increased incomes in the context of the project (differential payment and additional income due to income diversification), and the projectable long-term impacts of those investments for individuals, families and the community with regards to social, financial and environmental sustainability
3. To review the performance of community centered activities of the project (e.g. child labour prevention, promotion of adult literacy, village savings and loans associations) and provide findings thus far.
4. To assess the project concept and it's timely implementation in achieving the project objectives in order to adapt measures if needed and provide respective recommendations.

### Key guiding questions

Does the project help to achieve higher incomes in the long term?

Does the project help to reduce the income gap between men and women?

Which interventions have foreseeably the highest impact on income increase?

Which interventions have the highest relevance for the target group and why?

## Methodology

As this midterm evaluation is an opportunity for learning for the project staff, it is critical that the project staff participate throughout the evaluation process. The evaluation should use quantitative (e.g. surveys) and qualitative data collection methods, combined with participatory methodologies to involve project participants (KKFU farmers and leadership, Rikolto, FTA and Fairtrade Germany), based on the OECD DAC Evaluation Standards. The project team should be involved in the design and implementation of the mid-term assessment, and close contact with the team about methodological topics should be maintained throughout the evaluation phase. In your offer, please describe which methods and formats of cooperation you would use and reflect this in a draft work plan for the evaluation.

## Geographic scope and target group of the study

his evaluation shall provide key findings on the impact of project activities on the income increasement and diversification of participating farmers and is centered at the project implemented at the Konongo Society of Kuapa Kokoo Farmer's Union in Konongo, Ghana.

Target groups are the ca. 2.000 farmers participating in the project, as well as additional non-farming participants, KKFU staff at the headquarter and local Konongo society level. Depending on the chosen methodology the researchers will select a sample. T

## Profile of ideal applicants

- Basic understanding of Fairtrade principles, key tools and approaches and Fairtrade structures
- Experience in evaluation techniques and data analysis methodologies relevant to this project (participatory and innovative research methods, quantitative and qualitative analysis skills, etc.)
- Availability to travel to Konongo, Ashanti Region, Ghana between August and September of 2023
- Readiness to engage with different stakeholders of the project and sensibility in working with the target groups
- Ability to present information concisely and clearly
- Demonstrable policy on evaluation ethics, and a willingness to adhere to Fairtrade ethics policies
- Language requirements written/spoken (Fluency in English and Twi both written and spoken)
- Ability to work autonomously in clearly defined timeline and to deliver the agreed services

## Deliverables

The consultant will submit the following deliverables within 8 weeks after the start of the contract:

- Inception report including work plan
- Summaries and analysis of individual interviews and focus group meetings (while assuring anonymity of respondents)
- Analysis of survey data
- Validation workshop of core findings with main target group (KKFU farmers)
- Preparation of a draft report of not more than 30 pages including an executive summary with the main findings and three case studies or testimonials and finalization after inputs from various stakeholders
- Presentation and discussion of the findings to the project partners, e.g. in online sessions with a PPT summarizing the main findings.

## Working Language

The working language for this assignment is English for all kinds of communication with Fairtrade Germany. On the ground the working language will most likely be Twi in terms of communication with project participants. Fluency in Twi is an asset as participants might prefer to communicate in local languages.

## Visibility

All outputs need to be approved by Fairtrade Germany before presenting them to external audiences, to ensure that they follow the visibility rules of LIDL, Rikolto and Fairtrade Germany as the project partners, and of Fairtrade Germany as the commissioning partner of this evaluation.

## Confidentiality and ownership

All information gathered and documents produced in the course of the assignment are the property of Fairtrade Germany. Consultants have to comply with confidentiality regulations.

## Application process

If you are interested in being considered for this evaluation, please send a short proposal (5 pages max) detailing: (1) how you/ your research team meets the selection criteria (including links to past relevant work), (2) describing the methodological approach you would take, (3) a detailed project timeline and (4) a budget (detailing, at a minimum, the estimated number of days and cost per day for professional fees) as well as a logistical budget. Please include a mandatory 19% VAT payable in Germany.

Please also include your/ your team's CVs as an appendix (not counted towards the page limit) and references, as well as a document or documents setting out the relevant information about the evaluator or company requesting to conduct the evaluation: official address, legal registration, tax number, bank account.

Please note that all application materials will be shared with a selection committee, which will include representatives of members of the Fairtrade system located in multiple countries, including outside of the EU. Your submission of a proposal will be taken as de-facto consent to share your personal data with those on the selection committee.

Commissioning party of this evaluation is Fairtrade Deutschland e.V. based in Cologne, Germany. The contact person at Fairtrade for this evaluation is Meike Brodé, International Project Cooperation and Resource Mobilization. The application documents for conducting the evaluation should be sent before July 11th [23:59h] Central European Time to Larissa Jung at the e-mail address: [l.jung@fairtrade-deutschland.de](mailto:l.jung@fairtrade-deutschland.de).