



ProMarket | Sustainable PRODUCE to MARKET VALUE CHAIN ENHANCEMENT PROJECT

**TERMS OF REFERENCE
FINAL EVALUATION - CONSULTANCY**

Works Title	Project Final Evaluation
Purpose	Set level of targets reached on project indicators Assess the appropriateness, relevance and suitability of the project
Primary Methodologies	Mixed methods
Proposed Work Time frame and Completion Date	Primary Field and Reporting – 12 February 2024 to 30 Apr 2024 or So Final Evaluation Report Reviewed submission , 24 May 2024
Language Required	English
Reporting to	Mark Schwisow, Country Director – ADRA Cambodia, marks@adracambodia.org Kim Veasna, M&E Coordinator – ADRA Cambodia, veasnak@adracambodia.org Try Kimlong, WASH/FS National Coordinator – ADRA Cambodia, kimlongt@adracambodia.org
Evaluation Location	Pursat Province, Multiple Districts
Assessment Period	1 Jan 2019 – 28 February 2024
Consultancy days	TBD depending on the size of the evaluation team.

1. Consultancy Background and Evaluation Purpose:

The Sustainable Produce to Market (Pro-Market) Value Chain Enhancement Project, 2019 to 2024 (including 6 month extension), has goals that up to 40 groups of producers (such as Agricultural Cooperatives, associations and/or informal Producer Groups (PG)) will increasingly be valued and trusted by value chain actors and their members to negotiate collective marketing opportunities, support technology, and supply inputs for members.

Value chain coordination has been identified as weak in the fresh fruit and vegetable sector in the Pursat province. Producers lack knowledge and skills (technical, agribusiness and marketing) and Producer Groups are weak, and grass-roots farmers of producer groups had limited benefits to their members in farming collectively. In Pursat competition from produce imported from Thailand, Vietnam, and other provinces, included a range of fresh vegetables and fruit. Volume and consistency of produce is needed to compete with these external forces and can be achieved in many cases only by marketing collectively (e.g. through Producer Groups -formal and informal). The ProMarket project is premised on the fact that producer groups can deliver a range of benefits to their members in maintaining consistent production incomes through focusing on high value varieties to meet market requirements, improve productivity and quality, and add value.

The ProMarket project has been seeking to develop strong value chains for selected crops in Pursat and improve the effectiveness of targeted Producer Groups. The Activities have trained, mentored and supported Producer Groups and retailers with objectives to establish 'collective' agreements that will lead to more consistent/increased product sales. Producer Group members, other producers and households are being trained in production, post-harvest and value adding, sustainable soil and water management, agribusiness and marketing skills. Good Agricultural Practice (GAP) standards are being encouraged to ensure food is 'safe' and sustainably grown consistent with the Department of Agriculture strategies.

The final evaluation study will focus on evaluating and analyzing the projects progress based on a set of indicators outlined in the project M&E plan (Results Measurement Table) as well as the overall evaluation of the Evaluator looking at benefits, challenges, and recommendations for improvement for similar future programs. The consultancy will be provided with the core project design, plans, reports, Mid-term Evaluation document, and is expected to provide input and coordination with the final internal beneficiary survey work to be conducted from February to March 2024.

The study will evaluate the projects key accomplishment and achievement towards the defined objectives including evaluation according to the five DAC evaluation criteria; to determine the relevance and fulfillment of objectives, developmental efficiency, effectiveness, impact and sustainability of efforts. A set of recommendations for future programming should also accompany the report. The report shall make clear reference of the methodologies used during the study, to ensure basis for measurement in future evaluations.

The final evaluation aims to achieve the following outcomes and outputs:

- a. To evaluate the extent of achievement of the project progress towards Outcome targets measured to date (at the time of the Final Evaluation).
- b. To evaluate the methods and activities used by the project from the original design and modifications and adaptations used over the project life.
- c. To evaluate and document the key factors which have influenced the implementation and results, both internal and external, including the COVID-19 pandemic.
- d. Identify what could have been changed or adjusted to enhance the positive successes and rectify weaknesses in implementation?
- e. To what extent has collaboration among stakeholders improved results and interventions?
- f. Evaluate the objectives in terms of fulfillment of objectives, efficiency, effectiveness, impact and sustainability (DAC Codes/criteria)
- g. Propose recommendations for improvements to implementation strategies and methods as well as the potential for project extension due to implementation factors beyond the control of the project team.
- h. Propose recommendations to essential Phase Out and plans for future programs for sustainability of results.

The main project goals and Objectives are listed below.

ProMarket - Results Measurement Table

Results	Indicator(s)	Baseline Information and Targets
Long-Term Outcomes		
[1] Effective targeted producer Groups	[1.1] Satisfaction and confidence of targeted Producer Group (PG) leaders and members	Baseline: TBC as PGs are selected/established Target: 75% satisfaction of each Producer Group membership in Year 3 and 5
	1.2 PG group total Collective/joint crop sales	Baseline: TBC for each PG as selected Target: Sufficient, stable or increasing for 90% of relevant PGs in Year 3 and 5
[2] Increased profit for producers (targeted households)	[2.1] Increased profit (net income) of targeted producer group members	Baseline: TBC as Producer Groups are selected/established Targets: 80% PGS have 15% increase after 3 years, or end of Year 5
Medium Term Outcomes		
[1.1] Increase in market opportunities and producer/buyer agreements	[1.1.1] PG members perception of new market opportunities	Target: 75% of PG members have experienced new opportunities to sell produce as a result of the Activity by the end of the Activity.
	[1.1.2] Number of agreements (in the year) for all targeted Producer Groups/ Households/ Producers at any one time	Target: TBC – number will reflect the number of new agreements expected each year.
[1.2] Increased yields of produce that meets quality standards	[1.2.1] Increased yields (meeting quality standards) from targeted households for selected crops	Baseline: TBC
Short-Term Outcomes		
[1.1.1] Improved collaboration and linkages between Value Chain stakeholders	[1.1.1.1] Value chain actors/stakeholders perception of collaboration and linkages which lead to benefits	Target: 75% of value chain actors/stakeholders in Years 2, 3, 4 and 5 (including producers) perceive that better collaboration/linkages have led to benefits for them
[1.1.2] Producer Group leaders and CHAs demonstrate improved skills in governance, agri-business and marketing (PG leaders) and technical advice (CHAs)	[1.1.2.1] Percentage of trained PG leaders implementing identified sound management practices from training	80% trained PG leaders implementing sound practices (annually)
	[1.1.2.2] Percentage of CHAs actively supporting producers by using trained skills.	60% CHAs (annually)

[1.1.3] Producers efficiently implement new techniques and post-harvest processing	[1.1.3.1] Percentage of trained producers using new techniques	Baseline: No Baseline - measured only after Training is completed Target = 75% (for all beneficiaries previously Trained in the project to date)
	[1.1.3.2] Percentage of trained producers expanding production to new crops	Baseline: No Baseline - measured only after Training is completed Target = 60%
	[1.1.3.3] Percentage of trained PGs producing crops using new GAP techniques as part of a marketing and business plan/ relationship	Baseline: No Baseline - measured only after Training is completed Target = 60%
Outputs (highlighted targets to be developed after baseline study)		
[1.1.1.1] Market and value chain analyzed and strengthened	[1.1.1.1.1] Market and Value Chain Analysis (and updates) complete (including plan and consultation with SHs)	[1] Baseline= 0 Target Year 1 – 3 initial VC Assessments Year 2+ 3 3 Updates
	[1.1.1.1.2] Number of district wide value chain fora held	[2] Baseline= 0 Target Number of fora = 4
	[1.1.1.1.3] Number of participants at Value Chain fora (men/women)	[3] Baseline = 0 Number of participants = 780 (50% men, 50% women)
	[1.1.1.1.4] Number of training sessions (BY iDE) for ADRA, PDA and other value chain stakeholders	[4] Baseline = 0 Target = 4
	[1.1.1.1.5] Number of participants at iDE designed VC stakeholder training (men/women)	[5] Baseline = 0 Target = 120 (50% men, 50% women)
	[1.1.1.1.6] Number of buyers/wholesalers trained on contract requirements	[6] Baseline = 0 Target = 20
[1.1.1.2] Producer groups strengthened and developed	1.1.1.2.1] PG study complete	[1] Baseline = 0 Target= Year 1
	[1.1.1.2.2] Number of PGs selected and supported	[2] Baseline = 0 Target: Year 1: 10 Year 2: 25 (including those in Year 1) Year 3: 40 (including those from previous years)

	[1.1.1.2.3] Number of quality trainings for PG leaders	[3] Baseline = 0 Target: 8 trainings by date Year 5 80% of participants rate the training as good or very good
	[1.1.1.2.4] Number of participants attending PG Leadership Training (Men/women)	[4] Baseline = 0 Target = 160 (50% men and 50% women or appropriate ratio as per GA)
	[1.1.1.2.5] Number of CHAs trained (men/women)	[5] Baseline = 0 Target = 15 (50% men and 50% women or appropriate ratio as per GA)
	[1.1.1.2.6] Number of PG members participating in PG training and cross learning events	[6] Baseline = 0 Target = 700 (50% men and 50% women or appropriate ratio as per GA)
	[1.1.1.2.7] Number/value of small grants approved for PGs	[7] Baseline = 0 Target: Number = 28 PG by Year 5 Value = 80,000 by Year 5
[1.1.1.3] Producer Group members, producers and households trained and supported in production. Post-harvest and agribusiness.	[1.1.1.3.1] Number of quality production training sessions for Producer Group members, producers and households[2]	1] Baseline = 0 Target = Number 45 by Year 5 80% of participants rate the training as good or very good
	[1.1.1.3.2] Number of participants at Producer Group member/producer/household production training (men/women)	[2] Baseline = 0 Target: 780 (50% women and 50% men or appropriate ration as per GA)
	[1.1.1.3.3] Number of participants at Producer Group member/producer/household GAP training (men/women)	[3] Baseline = 0 Target: 850 (50% women and 50% men or appropriate ration as per GA)
	[1.1.1.3.4] Number of PG members participating in technical cross learning events.	[4] Baseline = 0 Target = 200 (50% men and 50% women or appropriate ration as per GA)

2. Scope of Work

The work of the Final Evaluation Consultant will consist of the following points and is intended to be conducted directly by the consultant or approved counterparts.:

- (i) Review the project proposal, Initial Value Chain Assessment, Producer Group baseline Assessment study, the results and methods used in the annual baseline and annual surveys, ,baseline study and midterm evaluation reports, and other reports, related technical protocols and literatures.
- (ii) Develop a Detailed Evaluation Plan and Schedule with the ProMarket field team.
 - (iii) This will include coordinating and cooperating with the local project team to review the final survey methodology, tools and conduct final annual quantitative beneficiary survey.
 - (iv) It is highly recommended that the evaluator not propose to arrange for and conduct a separate beneficiary based quantitative survey but should propose any additional questions or data to be gathered as part of the planned en-line project survey (ADRA will cover the cost of this unless significantly in excess of the standard survey).
- (v) Conduct *in-depth interviews (in person/online/phone call)* with key informants from staff, community implementation partners, and government stakeholders at Provincial and district levels to collect data for analysis
- (vi) Conduct *focus group interviews or KII (by online/phone call)* with both female and male beneficiaries.
- (vii) Other small group fora to gather data and qualitative feedback from stakeholders
- (viii) Analyze the results from the project Endline data collection together with the ADRA Monitoring and Evaluation Coordinator who has done this for all of the prior surveys.
- (ix) Analyze data from the information sources and facilitate discussions with project staff and higher level stakeholders on the initial results and potential recommendations.
- (x) Specific emphasis during analysis should review the project Gender Evaluation and implementation of gender sensitive interventions over the life of the project especially in family decision making and behavior changes.
- (xi) Prepare draft and final reports documenting the results and analysis through a participatory sharing process.

Data collection methods

As noted, the study need to use a mixture of methods and approaches comprised of both quantitative and qualitative data collection methods needed to be used for the study. This study is to be conducted within the target area of the Pursat province. While some interviews and information can be collected via phone calls or other electronic communication methods, it is expected that a significant amount of the data collection will be done “in the field”. The study shall be conducted in forms of analysis of project survey results, key informant interviews, in-depth interviews, focus group discussions if needed, and discussion/sharing with the iDesign team from iDE on the Producer Group study (though some of the iDE staff who originally worked with ADRA during the first 2 project years may no longer be with iDE). The information will be collected, analyzed, and the report will be shared to ADRA Cambodia for consultation before it is finalized. All data collection and analysis needs to be strongly linked to the Results Measurement table and provide clear justifications of the methods used for measuring project results over the project life.

3. Outputs

The assessment's written outputs will include:

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1. Detailed Evaluation Plan and Schedule which should not exceed 5 pages, includes initial work plan and proposal for the midterm Evaluation outlining the proposed methodology, survey tools, process of data collection and analysis as well as final set of data-collection tools for all indicators in the log frame. This report should be submitted to ADRA Cambodia for review and approval within 5 days after signing of the contract and receiving the Baseline, Annual survey, and Midterm Survey/evaluation results.
 2. Draft and submit the Findings and Results Report to be presented to ADRA Cambodia after completion of the endline survey and field data collection work.
 3. Presentation on the main findings of the final assessment at field level involving project teams, Government Partners, and community representatives, etc.
 4. Guidance: A clear and concise presentation style is requested for the report. The Final report in English should not exceed a length of 35 pages (excluding annexes) which includes:
 - Acknowledgements
 - Glossary/Acronyms
 - Introduction
 - Executive Summary
 - Methodology (clear description of methodologies used to ensure the basis for future measurements)
 - Findings of the study. final information per indicator shall be presented;
 - Relevance, efficiency, effectiveness, impact and sustainability of the project.
 - Exit plan recommendations
 - Conclusion and Recommendations for Project Adjustment as per the program's outcomes, outputs, activities and indicators
 - Appendices
 5. Report should include a balance of relevant photos, graphs and informant quotes.
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4. Duration and Timeline

The Final Evaluation study is expected to be completed within 30-35 working days beginning by February 12th, 2024 and be completed by May 31st (or as negotiated/adjusted). This time frame allows for down time during the final project quantitative survey which will be conducted by the project data collection team with input from the ADRA MEL Coordinator and the Final Evaluation Consultant.

5. Evaluation Budget

The budget of the study will be proposed as a package. The package will include 2 parts, 1) Evaluator Fees (for which ADRA will pay the Government withholding tax) and 2) travel, supplies and other expenses for which any applicable taxes will be the obligation of the Consultant to pay as required.

6. Organizational Background

The Adventist Development and Relief Agency (ADRA) is a global humanitarian organization with a mission to work with people in poverty and distress to create just and positive change. ADRA Myanmar belongs to the worldwide ADRA network, comprised of 134 country offices, and has developed its expertise specifically in education, health, sustainable livelihoods and humanitarian response and is experienced in integrated rural development programming and management in multiple provincial areas in Cambodia. ADRA Cambodia was officially established in 1991 in agreement with the RGC. Currently ADRA works in the Pursat and Kampong Thom provinces with recent and future program in the Preah Vihear province. ADRA's technical team includes specialists in Agriculture/Rural livelihoods, health, and WASH. ADRA

Cambodia has partnered with ADRA New Zealand and MFAT NZ for multiple projects in WASH and livelihoods for many years.

In the Pursat programs ADRA has had development operations since 1997 with projects in the agriculture/livelihoods, health promotion and health systems strengthening, adult and child education, and water and sanitation sectors. Currently, in addition to the ProMarket project, ADRA is implementing the Best CHOICES project (2019 to 2024) which includes integrated Maternal and Child health and nutrition programming as well as water and sanitation, Lifestyle health, and safe migration livelihoods interventions. ADRA continues to partner closely with the departments of agriculture, health, education, and other relevant stakeholders.

7. Application Process

The Consultant/Consultant Team selection process will include two stages to reduce undue work by interested Consultants.

- **Step One:** Consultants will submit A suitability/relevant experience statement, including
 - Statement of past relevant experience with references
 - CV of the key Consultants who will conduct the evaluation.
 - A commitment to availability for the entire period of the assignment.

- **Required Qualifications and Experience**
 - In-depth knowledge of the region
 - Has technically sound experiences in evaluations, baselines, midline, assessments and studies in the project context
 - Strong written, communication, and interpersonal skills in English and the local language.

ADRA Cambodia will review and Short List to a maximum of 3 Consultants who will be invited to proceed to **Step Two** at which time they will receive the primary project Documents for review and planning and will have access to the project management team for consultation and questioning. The applicants have the right to request for more clarifications during this phase.

- **Step Two:** Short listed Consultants will be required to submit their Technical proposal including:
 - A clear evaluation methodology including types of data collection tools and analysis proposed
 - Additional CVs of key consultant(s) or partners who will work on the Evaluation clearly showing the qualification and experience of the consultant and his/her team.
 - Proposed budget (see Budget guidance above)
 - Proposed timeline
 - Contact details of three organizations recently worked with or other relevant references.

Upon receiving the additional Step Two information, the ADRA Cambodia Administrative Committee will choose the final Consultant candidate and contractual negotiations will commence.

8. All interested and qualified consultant should send his/her application to:

rithyl@adracambodia.org, (and veasnak@adracambodia.org) if there are additional questions please contact ADRA Cambodia at 012-265-870 for this consultancy.

9. APPLICATION TIMEFRAME

All applications for **Step 1** should be submitted by **Tuesday December 26th, 2023 17:00 hrs.** Application received after this time will not be considered.