



UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION



TERMS OF REFERENCES FOR PROVISION OF SERVICES

Provision of services for a baseline study on Awareness regarding Knowledge, Attitude and Practice on food safety in Kenya

Project Title: Kenya Mark up- Market Access Upgrade Programme

UNIDO Project ID: 170183

1 General Background Information

The EU in partnership with the EAC has launched the Market Access Upgrade Programme (MARKUP) to support member countries improve market access of agro-food products to the EU and regional markets. The MARKUP is structured around two intervention levels: the EAC Window and the Partner States Window with country specific projects. UNIDO is the implementation partner for the Kenya-Partner States Window.

The main purpose of this project is to contribute to the economic development of the Kenya by increasing the value of both extra and intra-regional agricultural exports in selected horticulture sub sectors; (snow peas and peas, mangoes, passion fruit, chilies, herbs and spices, nuts). Recent studies have analysed the reasons for low productivity and competitiveness in these value chains such as the need of specialized extension services and a diffuse lack of knowledge on appropriate good agricultural practices. These value chains for exports are also lacking compliance with market requirements and standards. National quality infrastructure has an advanced Quality Infrastructure; however, some conformity assessment services are not yet fully recognized by the targeted international markets.

This project addresses these challenges through an intervention, which aims to:
improving the institutional and regulatory framework for better conformity assessment services in Kenya's horticultural sector;
increasing revenue and MARKUP for Kenya's smallholder producers and enterprises in export-oriented horticulture sectors.

The current project builds upon the success of the SMAP project to further strengthen the market potential of high value horticulture. MARKUP focuses on the horticulture sector and in particular, UNIDO's

component addresses the challenges in the following value chains snow peas and peas, mango, passion fruit, chilies, herbs and spices and nuts in different counties listed below.

Tab1. List of products and selected counties

Subsector	Value Chain	County Selected
Fruits	Mango	Makueni; Machakos; Kwale; Embu
	Passion Fruit	Uasin Gishu; Bungoma; Trans Nzoia, Nandi
Vegetables	French Beans	Trans Nzoia; Bungoma; Taita; Taveta; Machakos
	Snow Peas	Trans Nzoia; Nyahururu
Herbs & Spices	Export Oriented herbs e.g. Basils, Coriander, Dill, Sage, Mint, etc	Kajiado; Nakuru
	Chillies	Busia; Siaya
Nuts	Macadamia	Embu; Kirinyaga
	Groundnuts	Busia; Siaya; Homabay

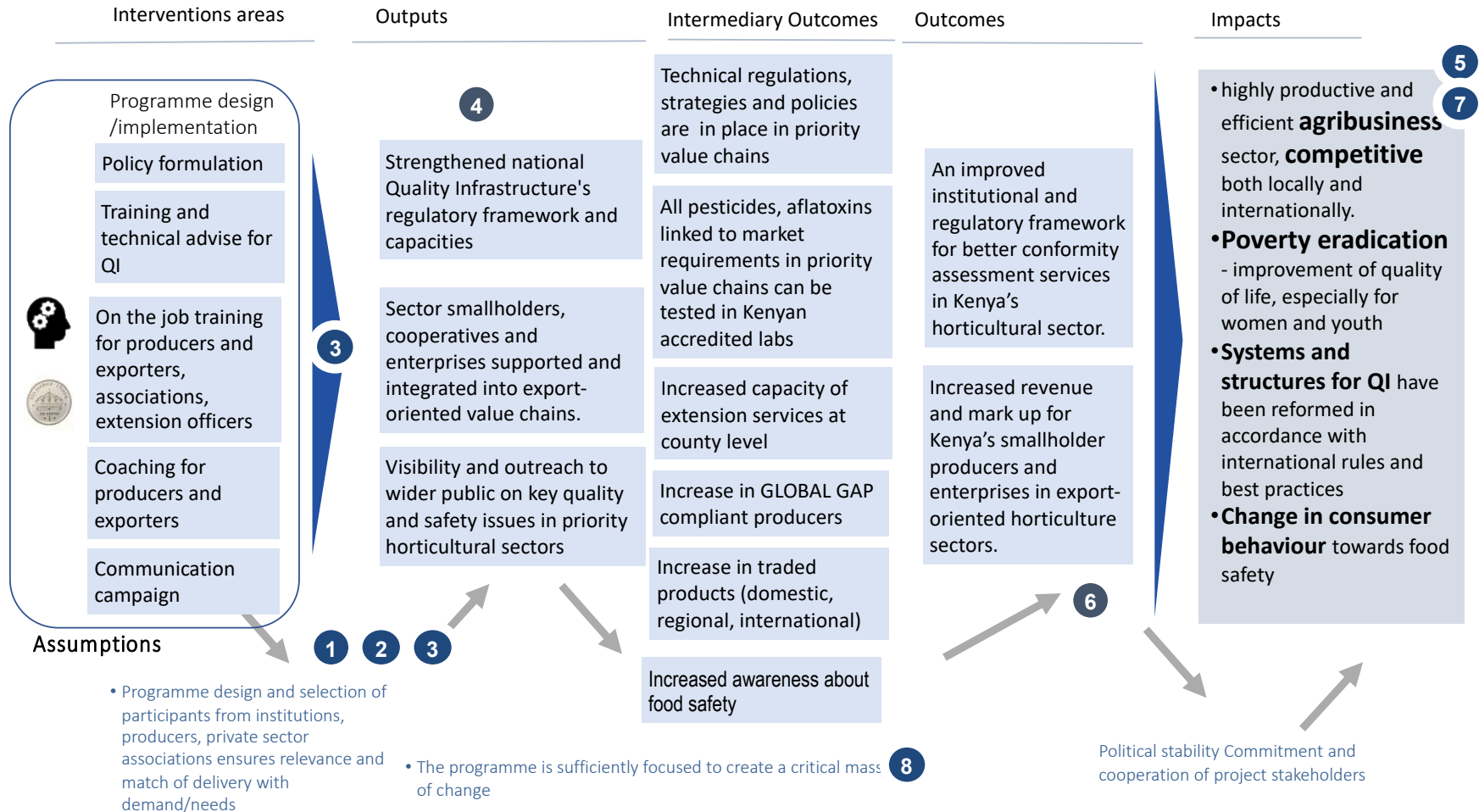
The current project builds upon the successful communication materials and campaigns realised under SMAP project.

MARKUP developed a theory of change (TOC), which is a useful tool to visualise the chain of activities and events that are expected to lead to the desired results and focus on the critical path to achieve the maximum impact with the least resources. The theory of change is used for analysing the design, delivery, results and potential of the programme. It provides a simplified graphical map of the programme based on the programme log-frame, while focusing on the key steps in the Results Chain

The theory of change adds a new dimension to the logical framework:

- It focuses on how the program interacts with the wider system.
- It represents the links between different elements of a system and the conditions required achieve a transformation.
- It indicates pathways that contribute to change (multiple pathways and non-linear)
- It helps to determine how intervention will lead broad behavioural change necessary to achieve long term objectives.
- It is represented in diagrams
- It is used to test assumptions & conditions required to achieve long term goals (adaptive management).

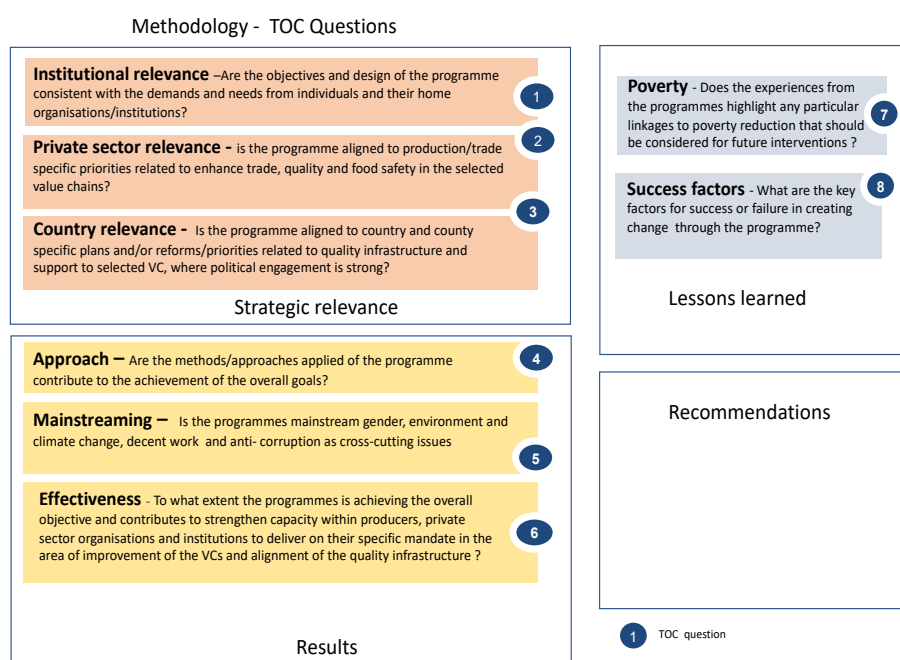
The figure below illustrates the MARKUP theory of change, illustrating the intervention logic and the level of contribution of outputs to the outcomes.



Activities and service contracts under MARKUP project shall be linked to the expected outcomes and in particular they must fulfil one or more of these criteria:

- be in line with trajectory of change
- address any of the key domains of transformation (eg. production, technology, access to finance; regulatory; compliance; market access; social and cultural)
- fulfil the necessary conditions and preconditions for the transformation in each domain
- contribute to Scales up the changes that should take place
- address/ support key agents from whom behavioural change is expected

The following figure illustrates the 8 systemic TOC questions, linked to the theory of change above. The criteria will be used by the team when designing (e.g. TORs) and monitoring project activities.



These TOC questions are used as a framework when designing and implementing project activities.

2 Objective of the project

The objective of this baseline will aim to realise a baseline to measure Knowledge, Attitude and Practice (KAP) on food safety in Kenya

The specific objectives:

- Measure the level of knowledge (including awareness) and behaviour of farmers – particularly women and youth and other stakeholder in relation to food safety for the targeted value chains. Identify knowledge gaps, cultural beliefs or behavioural patterns and practices that create barriers to food safety in different counties
- Map and quantify the strength the drivers and bottlenecks to adopt the improved food safety behaviours
- Map and quantify the strength of information channels available to the stakeholders along each value chain.

A second survey will be carried out at the end of the MARKUP Projects to measure the impact of communication activities and any behavioural change (this will be object of new terms of references).

3 The scope of Services

The expected work under this service contract consists of:

- Development of a Baseline study
- Organise a 1 day focus group to validate the results of the baseline

The recommendations will be used to design activities to increase awareness and knowledge on identified gaps and needs to improve awareness on food safety of the target population.

4 Duration

The assignment should be completed within 3 months.

5 Description of tasks and deliverables

The suppliers will be responsible to implement the following tasks:

Task 1. Inception phase

During the inception phase the supplier will review existing communication strategy, the theory of change and will prepare proposal on how they intend to conduct the baseline. The supplier is expected to propose and design a suitable methodology for gathering information and delivering results. The research is to give the information disaggregated by counties listed above. The research includes a literature review, development of a research protocol, including any clearance, primary data collection from key stakeholders, data analysis and report writing.

Deliverable : inception report

Task 2: Survey and field visits

The supplier will conduct the following subtasks:

- Develop appropriate tools and instruments for gathering information. Undertake consultations with key stakeholders and conduct field data collection (i.e. focus group discussions and key informant interviews)
- Train data enumerators and ensure quality of data being collected on daily basis.
- Process and analyse the data, write and submit a draft report of the survey
- List of measurable indicators to monitor impact of communication activities and behavioural change

The baseline study will include recommendation for upcoming food safety campaigns for the targeted stakeholders with the set of messages and recommended ways of delivery, including the main messages for informative brochures and posters that will be used during the food safety campaign and the project.

Deliverable : draft baseline study

Task 3: Focus group

Present the draft report of the findings in a focus group for comments and feedback. The suppliers will draft the agenda and will suggest key participants. The event will be managed, organised by UNIDO MARKUP team. Expenses related to the event organisation of this focus group are not part of these terms of reference.

Deliverable : baseline study validated by focus group

Task 4: Final report

The supplier will revise and submit a final report including a copy of the survey reports and list of recommendations. These will include a suggested approach and timeframe to measure change and progress over the baseline indicators toward project end. Content of the final report

- Executive summary
- Introduction to the context
- KAP survey methodology, including selection and sampling methods, and explain any constraints and challenges encountered, and strategies used to overcome them
- Baseline indicators
- Detailed key findings and conclusions
- Recommendations
- List of persons met during the survey process and salient points of the meetings.

Deliverable : final report

6 General requirements

6.1 Key qualification of the Service providers

The supplier should comply with the following selection criteria

- Having successfully realised at least three communication projects in agro-food sector in the past 5 years
- Having conducted at least two baseline studies in food sector particularly horticulture
- Having worked on at least two baseline studies on advocacy, communication or awareness raising campaigns in the fresh foods sector including food safety
- Worked in at least three donor funded projects on the food and agriculture sector in Kenya in the past 5 years

The suppliers will propose a team of experts covering all of the requirements listed below. One of the experts should be acting as Team leader and coordinating the work of the experts.

Education for team leader:

- Advanced University degree

Field of expertise for team leader:

- An advanced university degree (MSC, PhD) in the field of, Communication and Advocacy, Sociology, Public Administration, or field related to the subject matter of the assignment.
- At least 3 experiences as team leader or project manager in similar donor funded projects
- At least 7 years wide and proven experience in communication projects
- Having working knowledge of theory of change will be considered an asset
- Having working knowledge and experience of Good Agriculture Practices (GAP) will be considered an asset

The supplier in addition to the team leader will propose a team of experts and will highlight roles and responsibilities of the team. The supplier will be evaluated on the basis of how they will organise team roles and responsibilities and resources. The supplier will include in the methodology a table with tasks and team responsibilities (eg. RACIQ matrix).

Minimum field of expertise for the rest of the team:

- All experts are expected to have at least a first University Degree in
- At least 5 years' experience working in the agribusiness sector and on Good Agriculture Practices (GAP) in at least two of the product areas listed in the table 1.
- At least 3 years experience working with government and development agencies including the United Nations agencies in Kenya or similar countries in the region.
- At least 3 years of managing multi-disciplinary teams of experts
- At least 3 projects involving data collection and data analytics

6.2 Language requirements

The working language for the supplier's proposed personnel will be English and Swahili. All reports must be written in English.

6.3 Deliverables and time frame

This Section contain a general schedule of activities to be undertaken by the supplier and the deadlines for submission of deliverables

Inception report	+5 days after contract signature
Draft baseline study	+20 days after contract signature
baseline study validated by focus group	+30 days after contract signature
Final report including key communication messages	+40 days after contract signature

7 Submission of the proposal

There is no standard format for this request for quotation. Interested suppliers shall submit:

- Technical proposal and timeline, explaining the approach and the organization of the resources.
- Financial proposal indicating break down of activities/ tasks, the total amount per each task and the lump sum amount for the total deliverables.
- Curriculum vitae of the team involved and a table showing complementarities between team members.
- Provide a list of at least 3 completed relevant projects (i.e. location, type, impact, etc.).
- A list of at least 3 client references.