

SCOPE OF WORK(SOW)

Consultancy Title: An Integrated Market Systems Analysis (MSA) and Gender Equality and Social Inclusion/GESI Assessment

Project Location(s): Tanzania- Katavi and Tabora regions

BACKGROUND

Mercy Corps, through its "Delivering Resilient Enterprises and Market Systems (DREAMS) initiative, aims to improve the socio-economic conditions of communities in Katavi and Tabora regions by strengthening market opportunities along the different priority sectors and markets with an integrated gender equality and social inclusion (GESI) considerations. The goal of DREAMS Tanzania is to build the self-reliance of naturalized refugees and their host communities in Western Tanzania to address entrenched and extreme poverty. By providing the right support for this population to start small businesses (training, mentorship, and capital) and linking them to promising market opportunities through strong connections to market systems actors (incentivizing the private sector and linking participants to profitable market opportunities), naturalized Tanzanians and their host communities will escape entrenched, extreme, and cyclical poverty and embark on a pathway to economic success. Through its combined graduation and market systems development interventions, DREAMS will achieve the following outcomes:

- Meaningfully increases the wellbeing of 150,000 naturalized refugees and host communities and transforms lives, contributing to improved self-reliance.
- Improve the socioeconomic integration and social cohesion of naturalized refugees within settlement communities through strong market inclusion and enhanced economic integration.
- Increase support amongst donors and Government of Tanzania decision-makers for evidence-based approaches to support refugee self-reliance.

SCOPE OF THE ASSESSMENT

Purpose of Consultancy:

This Scope of Work seeks to contract two experienced Market Systems Development consultants with strong background in integrating the Gender Equality and Social Inclusion (GESI) aspects into MSD programmes to conduct a comprehensive and integrated Market Systems Analysis (MSA) and GESI Analysis in Katavi and Tabora regions. Ideal the consultants should be one international consultant teaming up with the local consultant to bring the local contexts into perspective. The Integrated MSA with GESI Analysis will focus on key sectors that present the most opportunities for the target communities and their related priority sub-sectors but will prioritize, mainly Agriculture with one cross-cutting sector which is Access to Finance.

Objectives

1. Identify Relevant Sectors:
 - Conduct a thorough review of secondary data to identify up to three additional relevant sectors within the Tanzanian economy that have the highest potential to support resilient incomes and food security.
 - Criteria for sector selection include relevance to the context, opportunities for growth, feasibility to achieve scale, sustainability, and resilience potential.
2. Target Group Profiling:
 - Assess the economic differentiators and GESI-specific characteristics of the target groups, recognizing the intersection between economic and social factors.
 - Ensure the profiling includes both economic and GESI-specific differentiators, recognizing their intersection.

3. Market Systems Analysis (MSA):

- Conduct in-depth interviews with market actors to identify key constraints and feasible intervention areas. NB Emphasize the importance of identifying key constraints and feasible intervention areas and partnerships through in-depth interviews with market actors.
- Emphasize the identification of opportunities for new partnerships and market actor engagement.

4. Gender Equality and Social Inclusion (GESI) Analysis:

- Evaluate the roles, control over resources, cultural perceptions, access to productive resources, and gender-based violence (GBV) risks among women, men, youth (boys and girls), and other marginalized groups.
- Assess opportunities for meaningful integration of these groups in household and on/off-farm activities.

The consultants will conduct a thorough review of secondary data materials to identify up to 3 other relevant sectors within the Tanzania economy and in particular Katavi and Tabora, with the highest potential to support resilient incomes and food security, based on the following criteria: (1) Relevance to the context; (2) Opportunities for growth and/or increased income and food security; (3) Feasibility to achieve scale and, where possible sustainability; and (4) Resilience potential of the sector, both in its adaptability to shocks as well as its ability to support the target groups' economic opportunities and food security through anticipated shocks and stresses. This process will be based on a desk review of existing literature on a long list of 3 additional complimentary sectors, interviews with a small set of key informants, and consultation with Mercy Corps Tanzania team members. At the end of this phase, there will be a set of 3 additional sectors selected for further analysis.

The assessment will further include focus group discussions with communities and target group members to understand and segment how they participate in shortlisted sectors, their key barriers, perceptions, motivations, and aspirations. This will provide profiles of different sub-segments within the target groups for each sector.

Through in-depth interviews and sector analysis, the assessment will identify supporting functions, rules and norms that affect target group participation in these sectors. The diagnostic process will prioritize key constraints across these functions, rules and norms in each sector and dig deeper with the market actors involved with these to understand their underlying causes. It will also identify key shocks and stress impacts in each market system and for key functions, to understand risk profiles for actors within them and outline. The assessment will then develop a vision for selected market systems ('Who does, Who pays') and identify opportunities to work with market actors (businesses, associations, government, civil society organizations, etc.) who have the capacity and incentives to strengthen products, services, and support in order to improve target groups' participation in and benefits from selected sectors.

Based on the analysis above, including prioritized constraints and an in-depth understanding of risks and opportunities in each sector, the consultants will, in collaboration with the program team, identify a short list of potential intervention areas, which will include a mapping of potential partners for interventions that will take a facilitative approach, a prioritization of functions that may benefit from both the poverty graduation and market support initiatives to sustain goods and service delivery for the target group in the face of shocks, and an identification of potential areas for urgent, direct intervention with the target group, integrating GESI aspects in all the assessments.

For the GESI integration is specifically intended to:

- Assess the different roles women, men, and youth (girls and boys) play in relation to household chores, on and off farm activities for the targeted naturalized citizens and host communities.

- Assess the ability of women, men, youth (girls and boys) and other marginalized groups to decide, influence, and exercise control over material, human, intellectual, and financial resources, at naturalized citizens, host household, and community level.
- Assess how cultural perceptions, norms and attitudes influence the roles played by women, men, youth (girls and boys), and other marginalized groups in household chores, on and off farm activities.
- Examine whether women, men, youth (girls and boys) and other marginalized groups have access to - and the capacity to use - productive resources.
- Assess the GBV risks for women, men, youth (girls and boys) and other marginalized groups in the community and its effects on the program activities.
- Assess the opportunities for meaningful integration of women, men, youth (girls and boys) and other marginalized groups both at household level and on & off-farm activities for the naturalized citizens and host communities.

The finding and recommendation of this assessment will be used to make more informed decisions while programming and designing DREAMS TZ interventions. The assessment result will be further used by project teams to develop, adapt, and implement DREAMS TZ interventions in a way that provides the program participants with safe and fair opportunities to access goods, services, and other inputs necessary to address their needs and aspirations. Additionally key deliverables are designed to have a positive impact on advancing gender equality and/or the empowerment of women and girls, reducing gender discrimination and power inequalities, through meeting gender-specific needs (including of men and boys), and promoting social inclusion. Therefore, the consultants will be examining the different roles, rights, opportunities and power relations for men, women, youth (girls and boys) and other marginalized groups through the six domains of GESI analysis which include access, roles and responsibilities, decision making and influence, income and market opportunities, self-efficacy and gender- based violence.

Stakeholder Identification:

Identify and map key stakeholders, including government bodies, private sector players, NGOs, and community representatives in each target market, in line with GESI considerations.

APPROACH AND METHODOLOGY

Kickoff Workshop

- Organize and lead a kickoff workshop with the Mercy Corps team to review the proposed methodology, assessment tools, schedule activities, and develop a work plan.

Study Design and Methodology

- Apply both qualitative and quantitative study designs to generate comprehensive information on the assessment objectives. The mixed method will be beneficial to triangulate findings from the various methods and sources; It also allows to explore contradictions and inconsistencies in the study findings.

Sample size or sampling approach

- Determine the sampling technique and size with assessment team by considering the project resource aligning with scientific research sampling method.

Data Collection Methods and Tools

Utilize both primary and secondary data sources to obtain in-depth and contextual data about the program participants. Mercy Corp's GESI integrated MSD approach/tool will be mainly used to collect the intended information from the participants through the following methods.

1. **Desk Review-** Conduct a thorough desk Review of the existing literature, reports, and relevant data on the target value chains and GESI issues to identify the potential interventions, GESI approaches and value chains relevant to the context and identify up to three additional sectors using the following criteria:
 - Relevance to Context: Alignment with local economic conditions and needs.
 - Opportunities for Growth: Potential for increased income and food security.
 - Feasibility to Achieve Scale: Ability to expand and sustain impact.
 - Resilience Potential: Adaptability to shocks and support for economic opportunities and food security during stress.
2. **Primary Data collection-** Rapid survey, focus group Discussion (FGD) and Key informant Interviews (KII)- Conduct in-depth interviews to identify the needs, supporting functions, rules, and norms affecting target group participation.
3. **Data Analysis:**
 - Propose and discuss with the team to use the relevant data analysis tools and technology for both quantitative and qualitative data to identify market trends, key opportunities, players, and systemic constraints in each sector and region, with GESI related finding embedded.
 - Develop a vision for selected market systems and identify opportunities to work with market actors to strengthen products, services, and support.
4. **Ethical Consideration**
 - The consultant is expected to respect the privacy and confidentiality of the study participants during the assessment and particularly in, data collection process by obtaining the full and informed consent of the respondents. The data enumerators assigned for the field work will be expected to be aware and use local and simplified language and dress in culturally sensitive clothes.
5. **Preliminary Findings Presentation:**
 - Present preliminary findings to Mercy Corps and relevant stakeholders for initial feedback and validation.
6. **Final Presentation:**
 - Organize and lead a final stakeholder workshop to present findings, proposed interventions, and assessments, generating additional inputs for final refinement.

DELIVERABLES:

The consultancy assignment involves a comprehensive and integrated Market Systems Analysis and GESI Analysis in Katavi and Tabora regions over **39 days (about 1 and a half months)**.

Deliverable 1: Conduct a thorough review of secondary data materials to identify up to three other relevant sectors on top of Agriculture and Finance within the Tanzania economy, specifically in Katavi and Tabora. (LoE 6 days)

Activities:

- Meeting with the team to discuss the methodology and data collection tools.
- Desk review of existing literature on a long list of potential complementary sectors and GESI analysis domains.
- Criteria for sector selection: relevance to the context, opportunities for growth and/or increased income and food security, feasibility to achieve scale and sustainability, and resilience potential.
- Interviews with a small set of key informants.
- Consultations with Mercy Corps Tanzania team members.

Output: An Inception Report detailing opportunities within the two preselected sectors and three additional sectors selected for further analysis, with GESI aspects integrated. The Inception Report should further firm up study design, methodology, tools, work plan and timelines for the remainder of the assignment.

Deliverable 2: Conduct focus group discussions (FGDs) and key informant interviews (KII) with communities and target group members. (LoE 3 days)

Activities:

- Organize and facilitate FGDs and KIIs to understand and segment target group participation in shortlisted sectors.
- Identify key barriers, perceptions, motivations, and aspirations.

Output: Profiles of different sub-segments within the target groups for each sector, highlighting barriers and motivations.

Deliverable 3: Conduct in-depth interviews and analysis of sectors and market systems. (LoE 9 days)

Activities:

- Identify supporting functions, rules, and norms, including GESI domains affecting target group participation in these sectors.
- Prioritize key constraints across functions, rules, and norms in each sector.
- Understand risk profiles for market actors and outline key shock and stress impacts.
- Comprehensive Dataset including primary market data and validated insights.
- Internal presentation and discussion (validation) of key findings with Mercy Corps DREAMS team within five (5) days after submitting the draft report.

Output: A validated diagnostic report detailing key constraints, underlying causes, and risk profiles within the market systems, with GESI findings embedded.

Deliverable 4: Develop a vision for selected market systems ('Who does, Who pays') and identify opportunities for collaboration with market actors. (LoE 3 days)

Activities:

- Engage with businesses, associations, government, and civil society organizations to identify capacity and incentives to strengthen market participation.
- Outline potential interventions to enhance target groups' participation and benefits.

Output: A strategic vision document for selected market systems and a list of potential market actors and interventions with GESI integrated.

Deliverable 5: Identify and prioritize potential intervention areas and partners. (LoE 7 days)

Activities:

- Collaborate with the program team to shortlist potential intervention areas.
- Map potential partners including the capacities and incentives for facilitative interventions.
- Prioritize functions that may benefit from poverty graduation and market support initiatives.

Output: An intervention plan with mapped partners, prioritized functions, and urgent direct intervention areas in line with the GESI findings.

Deliverable 6: Conduct a Gender Equality and Social Inclusion (GESI) analysis focusing on roles, control over resources, cultural perceptions, access to productive resources, GBV risks, and opportunities for integration. (LoE 3 days)

Activities:

- Integrate GESI specific tools and questions in all the assessments to
 - Assess roles of women, men, youth (girls and boys) in household chores and on/off-farm activities.
 - Examine decision-making power and access to resources among marginalized groups.
 - Evaluate cultural norms and GBV risks affecting program activities.

Output: A comprehensive GESI analysis covering access, roles and responsibilities, decision-making and influence, income and market opportunities, self-efficacy, and GBV integrated in all deliverables.

Deliverable 7: Develop recommendations based on findings to inform DREAMS programming and intervention design. (5 days)

Activities:

- Analyze findings to provide actionable recommendations for program adaptation and implementation.
- Ensure recommendations promote gender equality, empowerment, and social inclusion.

Output: A final integrated MSA+GESI report with recommendations and strategies to advance gender equality and support resilient market systems development. And slide decks summaries of key findings for dissemination.

Mercy Corps Responsibility:

- **Review and Approval of Deliverables:** Ensure the quality and alignment of deliverables with project goals.
- **Contracting and Payment for Research Team:** Allocate team members to support data collection and facilitate the integrated Market Systems Analysis and GESI Analysis process.
- **Provide logistical support, liaise with stakeholders and review deliverables.**

Assessment Team's Responsibility:

- **Consultants:** Lead the Integrated Market Systems Analysis and GESI analysis, oversee activities, conduct analyses, and draft reports.

The consultant will collaborate and report to:

1. Mathew Otim Kalokwera- DREAMS Project Manager
2. John Francis Omusolo- Regional MSD Advisor ESA and WCA
3. Tigist Kebede- Regional GESI advisor ESA
4. Athumani Zuberi- MEL Specialist Tanzania.

Relevant Experience for Market Systems and GESI Assessment Consultant:

- **Market Systems Development (MSD):** Demonstrated experience in conducting market systems analysis, utilizing the Market Systems Development (MSD) approach. Proven ability to analyze complex market dynamics, identify key actors, functions, roles, and relationships within target markets.
- **Sectoral Expertise:** Extensive knowledge and experience in at least 4 of the sectors outlined, including Private Sector Development (Financial Services, Business Support Services, MSMEs), Job Creation (Formal/Informal Employment, Skills Development), Agriculture and Rural Development

(Crop Production, Livestock and Fisheries, Agribusiness), Natural Resources and Biodiversity (Forest Management, Conservation Agriculture), and Climate Change Adaptation (Renewable Energy, Disaster Risk Reduction), **It should be noted that since GESI analysis be integrated in this assignment proven GESI analysis experience is must have and the only non-negotiable.**

- Resilience Integration: Previous engagement in embedding resilience approaches across various markets and subsectors. Experience in identifying opportunities and challenges related to resilience within the target regions.
- Intervention Design: Proven ability to propose and design interventions based on market systems analysis. Experience in developing partnerships and designing program activities aimed at addressing identified barriers and leveraging opportunities within market systems.
- Report Drafting: Strong report drafting skills, including the capacity to translate complex market systems analysis into clear, concise, and actionable reports. Experience in drafting and finalizing comprehensive MSA reports.
- Collaborative Stakeholder Engagement: Demonstrated success in working collaboratively with a variety of stakeholders, including local communities, government agencies, NGOs, and private sector actors. Strong interpersonal and communication skills.
- Adaptability and Creativity: Ability to work under pressure, independently, and with limited supervision. Proven creative problem-solving skills and excellent time management capacities. Demonstrated adaptability to evolving contexts.
- Security and Cultural Awareness: Awareness of security, political, and cultural considerations in the Tanzania context. Ability to navigate and work effectively in challenging environments.
- Humanitarian Commitment: Deep commitment to humanitarian principles and values, ensuring that interventions contribute to the overall objective of progressing towards a more stable, resilient, and peaceful existence of naturalized citizens and the host communities of Tanzania.

Success Factors:

- Ability to work independently under pressure.
- Strong problem-solving and time management skills.
- Awareness of security, political, and cultural considerations.
- Effective interpersonal communication and commitment to humanitarian principles.

SELECTION/AWARD CRITERIA

The contracting authority will choose the most competitive bid (in terms of technical depth and breadth and financial investment which is considerate of realistic value for money) that it finds to be most advantageous.

The award will be given to the sound proposal reflecting both technical and financial requirements. In deciding the final award, the technical quality of the proposal will be given a weighting of 80% based on the evaluation criteria while the financial proposal will be allocated a weighting of 20% and the proposals will be ranked in terms of total points scored.

The mandatory and desirable criteria against which the proposals will be evaluated are identified in the table below.

Criteria	Description	Weighted score
1	Understanding and interpretation of the TOR	10%
2	Methodology and Approach to the assignment	25%
3	Relevant qualifications in accordance to this assignment i.e. market systems development, GESI etc.	15%
4	Relevant experience and skills in undertaking MSA and GESI Analysis including understanding of rural Tanzania context and environment as applied.	20%
5	Detailed reference list indicating the scope and magnitude of similar assignments	10%
8	Price	20%
	Total Score	100%

HOW TO APPLY

- The application for this integrated Market Systems Analysis and GESI Analysis must include,
- CV or resume outlining the experience, competencies, and experience as per criteria.
- Budget and brief budget narrative.
- Technical application outlining the approach, methodology, tools you propose for this assessment.
- Outline the motivation to engaging in this integrated Market Systems Analysis and GESI Analysis

The proposals should be sent electronically to tz-pr@mercy Corps.org by 17:00 hours EAT on 8th August 2024.

For our reference, we are using the following approach:

Approach 2: Integrated GESI Analysis in MSD Programs

When conducting integrated GESI analysis, questions about the six GESI domains should be integrated into MSD assessments to ensure we explore the socio-cultural context and power dynamics through (and in) our interventions, and that we design interventions to benefit the most marginalized individuals and communities.

After completing the assessments, the MSD report(s) need to capture GESI findings as well. Findings will be used to design **GESI-responsive** MSD interventions. Sometimes, as per donor requirements, you might need to prepare a separate GESI report, in addition to the MSD assessment reports. Even in cases when you are required to submit a separate GESI report, we strongly encourage incorporating GESI findings in all MSD assessment reports as well.

