



TERMS OF REFERENCE FOR ENDLINE EVALUATION

Ref No: HIHEA/08-2026/PROG

Project Title: Social Economic Empowerment (SEE) Project.

Type of Assignment: Endline Evaluation

Location of project: Eldoret, Uasin Gishu County, and Elgeyo Marakwet.

Type of Applicants: Firm Only

Assessment Period: 35 days

About Hand in Hand Eastern Africa

Hand in Hand Eastern Africa (HiH EA) is registered in Kenya as a Non-Governmental Organization (NGO) with a mandate to operate within the Eastern Africa region. It is a member of the Hand in Hand Global Network that comprises affiliated organizations that mutually pursue the shared goal of poverty alleviation while supporting poorer communities to create sustainable enterprises and jobs. The organization strives to work with the marginalized communities in the areas of economic and social empowerment using a participatory approach aimed at helping people fight poverty and vulnerability.

The Hand in Hand enterprise and job creation approach is based on a philosophy of self-help, providing training, skills and support to enable poor people, particularly women and youth, to build and sustain independent, market-based, economic activities. To facilitate enterprise creation, HiH EA uses a 4-step enterprise model that entails seven training modules that starts with set-up or mobilizing self-help groups that act as savings groups, delivering enterprise skills through training, enhancing financial management as well as financial access and providing linkage to broader markets. HiH-EA, work is complemented by efforts in thematic areas that increase resilience to climate change, promote advocacy and human rights, and enhance gender mainstreaming, regenerative agriculture and circular economy among others

Our Mission: An empowered and resilient society with sustainable enterprises and jobs.

Our Vision: To facilitate communities out of poverty through training and enterprise development.

About the SEE Project

The Social Economic Empowerment (SEE) project is an upscaling of the Lind Invest 1 Project that was implemented in Uasin Gishu County. The project, which is funded by Lind Foundation, started in 2023 and will end in December 2026. The main goal of the project is to improve the social and economic well-being of



Self-Help Group (SHG) members in Uasin Gishu and Elgeyo Marakwet Counties and Accelerated members from the first project between Hand in Hand and Lind Foundation. The project participants include 3657 Base of Pyramid (BoP) and 657 Accelerators members in the intervention group, and 232 BoP and 70 Accelerator members in the control group. Additionally, a total of 3 Cooperatives and 4 community-based organizations, were formed through the support of the project.

The project has 3 main outcomes, namely;

- i. Diversified income amongst the members through sustainable Entrepreneurship. The project aspires to increase members' incomes through sustainable entrepreneurship from \$1.9 to \$ 3.2 a day for the BoP cohort, and \$3.2 to \$8 a day for the Accelerated cohort.
- ii. Increased enterprise and financial resilience of Hand in Hand Self-Help Group members through the creation/enhancement of sustainable Agri-enterprises. The project aims to strengthen enterprise and financial resilience among members of the Hand in Hand Self-Help Group by enhancing their knowledge and capacity to operate profitable enterprises, thereby improving livelihoods.
- iii. Increased return on investment of Self-help group members through value addition and linkages to viable markets. The project endeavors to boost the socio-economic empowerment of both men and women in self-help groups by facilitating value addition and establishing connections to viable markets, thereby increasing their return on investment.

The Assignment: Endline Evaluation

HiHEA is seeking the services of a consulting firm to conduct an Endline evaluation to assess the project achievements in conformity with OECD DAC Evaluation criteria of relevance, coherence, effectiveness, efficiency, impact, and sustainability. This evaluation also seeks to compile, consolidate, analyze and synthesize existing and new project data to assess the extent to which the SEE project has delivered the outputs and achieved the desired outcomes. Additionally, the evaluation also aims at analyzing the social return on investment (SROI) emanating from the project, with a view to informing future strategic and operational decisions.

The primary intended users of the evaluation are HiHEA, HiHSwe and Lind Foundation. The findings of the evaluation will help the parties to account to each other and use recommendations to make decisions that might be needed. The secondary intended users include the other partners, especially those that have developed linkages with the SEE project either as partners or collaborators. The evaluation is to be designed, conducted and reported to meet the needs of both the primary and secondary users. Consultants/Firms interested in



conducting this evaluation shall elaborate in the proposal document how this will be ensured during the evaluation process. Other stakeholders that should be kept informed about the evaluation should be identified during inception and in consultation with HiHEA. During the inception phase of the evaluation, the evaluator and the users will agree on who will be responsible for keeping the various stakeholders informed about the evaluation.

Scope of Work

Geographic Scope: The Endline will be conducted in Eldoret, Uasin Gishu County, where the project is being implemented.

Objectives of the Endline Evaluation

- i. To assess the social returns from the investment in the implementation of the SEE project.
- ii. To assess the relevance of the project design, in terms of meeting the needs and priorities of the beneficiaries.
- iii. To assess the appropriateness of the implementation strategies and give recommendations to inform future similar projects.
- iv. To assess the coherence of the project design, implementation and efforts made to minimize duplication of interventions in the area.
- v. To assess the extent to which project interventions, including support for production assets and inputs to individuals, SHGs, CBOs and cooperatives, have contributed to the achievement of intended outcomes and strengthened the poultry and Indigenous Leafy Vegetable (ILV) value chains.
- vi. To assess progress against expected outcomes relative to the implementation as well as the project's contribution towards the intended impacts.
- vii. To assess whether the project delivered and achieved outcomes within the agreed budget and schedule.
- viii. To assess the project's direct and indirect benefits, and if any, unintended positive and negative consequences brought about by the project.
- ix. Use a double materiality lens to assess the sustainability and likely continuation of the project's key social and economic outcomes beyond project support
- x. To document lessons learnt/knowledge generated and best practices that can be replicated to future similar projects. Also, assess what should have been done differently and should be avoided in such similar projects in future.



Stakeholder Engagement: The key stakeholders to be consulted will include: project targets (including intervention group members in SHGs, CBOs and Cooperatives; and control group members), implementing staff, HiH Sweden, County government officials, and selected development partners within the project site.

Approach and Methodology

The methodology chosen should demonstrate attention to impartiality and reduction of bias by relying on a mixed-methods approach (quantitative, qualitative, participatory, etc.) and different primary and secondary data sources that are systematically triangulated. The evaluation must also be structured around the OECD DAC criteria for evaluation (specifically: Appropriateness, Relevance, Coherence, Effectiveness, Efficiency, Impact and Sustainability), since the evaluation is summative. The evaluator must ensure all relevant project indicators are addressed comparably between cohorts (BoP/Accelerator), and participation groups (intervention and control), periods (Baseline, Midline, and Endline) where possible. The study will use the Social Return on Investment (SROI) method to measure the project's social impact. The consultant will be expected to provide details of how the social impacts will be quantified, analyzed, and interpreted in line with the purpose of the study. The evaluator must ensure all project indicators are addressed.

Ethical Considerations

The Endline must conform to International ethical guidelines for research and evaluations. Accordingly, the selected evaluation firm will be responsible for safeguarding and ensuring ethics at all stages of the evaluation process. The consultancy firm will be responsible for managing any potential ethical risks and issues and must put in place processes and systems to identify, report, and resolve any ethical issues that might arise during the implementation of the evaluation. Consequently, the consultant should ensure the assignment is designed and aligned to internationally accepted norms and standards of quality evaluation. The consultant should also clearly indicate challenges and dependencies that might be encountered and how each will be mitigated, to deliver a credible evaluation. All principles of evidence such as voice and inclusion, appropriateness, triangulation, contribution and transparency must be observed in the evaluation process.

Quality Assurance

This Endline shall conform to OECD/DAC's Quality Standards for Development Evaluation¹. The consultant shall specify how quality assurance will be handled by them during the evaluation process. Additionally, the consultant is required to declare originality of work and the extent of use of AI.

¹ DAC Quality Standards for Development Evaluation, OECD, 2010.



Roles of the Consultant

The consultant will be engaged through a service agreement and will be required to undertake the following;

- a) Desk review of the project documents to understand the design;
- b) Design a utilization-focused Endline putting emphasis on who the users of the evaluation are, and the intended use of the evaluation. The Endline should be conducted and reported to meet the needs of the intended users.
- c) Adopt a partnership approach, by involving different stakeholders such as County Government, private sector, NGOs, network partners and intended beneficiaries.
- d) Develop the sample design and strategy for the surveys and any qualitative data collection;
- e) Design/adapt/refine (as appropriate) the data collection tools – both quantitative and qualitative, **ensuring alignment with HiH's standardized tools and the project MEL plan;**
- f) Map the relevant result framework questions and indicators to the data collection tools (e.g. each survey/interview/focus group question must clearly correspond with an evaluation question or indicator);
- g) Program the survey in Kobo Collect (preferably) or another approved data collection platform, ensuring accurate language translations, where appropriate;
- h) Conduct a pre-test of the tools and finalize them, validating and incorporating changes;
- i) Select and train enumerators and field supervisors for data collection, including developing user guide documentation e.g. enumerator supervision manuals, etc.;
- j) Plan the field work logistics in conjunction with HiHEA;
- k) Supervise survey implementation and ensure quality control, including consistent identification and treatment of non-responses, out-of-range responses, coding errors, and outliers;
- l) Collect quantitative and qualitative data;
- m) Ensure quality of data collected through spot checks, back checks, and high frequency checks;
- n) Clean and analyze all quantitative and qualitative datasets, ensuring appropriate indicator construction per the project MEL plan;
- o) Write an Endline report bringing together the quantitative and qualitative findings of all cohorts, using the HiHEA report template provided;
- p) Submit raw, cleaned, and worked datasets to HiHEA in .xlsx or .csv format;
- q) Submit qualitative transcripts/notes to HiHEA in .xlsx or .docx format;
- r) Submit the Endline report for review and feedback.

Deliverables



- a. Minutes of the deliberations of the first meeting (kick off meeting) between the HiHEA and the Consultant that should be used for introduction and listing of the support required by the Consultant, especially as regards documentation and stakeholders to be consulted; It will also be used to set rules of engagement that HiHEA would wish the Consultant to observe.
- b. The inception report (including clear plans for sampling; enumeration selection, training, and supervision; fieldwork logistics; data analysis; and ensuring data quality) along with the validated quantitative and qualitative data collection tools which are aligned to **HiH's standardised tools and mapped to the baseline questions and indicators;**
- c. Post-field work report, describing the sample reached, number of surveys/interviews/FGDs conducted, and any challenges/limitations of data collection;
- d. Cleaned and worked datasets in an accessible format (.xlsx or .csv) – **must be submitted prior to report writing to validate indicator construction and preliminary quantitative results;**
- e. Draft zero report (soft copy) in word.docx. First draft of the Endline report for internal evaluation. The HiHEA team and key stakeholders in the evaluation should comment on the first draft evaluation report.
- f. Draft-one report incorporating changes or comments generated in the draft zero. Second draft of the Endline report for wider stakeholder validation. To be part of this, a presentation summary should also be included.
- g. Final Endline report should include an executive summary and illustrate the evidence found that responds to the evaluation questions. The report will be prepared in English, and supporting data and analysis should be annexed to the report.
- h. The final Endline report presents findings, conclusions, recommendations and lessons learnt separately and with a clear logical distinction between them.
- i. Include appendices such as data collection tools, indicator construction, data logs, audit trails and respondent list for KIIs, etc.;
- j. Raw data sets in an accessible format (.xlsx or .csv), and also Qualitative transcripts/notes in an accessible format (.xlsx or .docx);
- k. A PowerPoint presentation of the report to HiH EA, HiH Sweden and Lind Foundation.

Qualifications/Competence of the Consultant

HiH EA requests consultants to submit proposals to respond to this Terms of Reference as outlined above. We expect the consultancy firm or consultant to demonstrate the skills and experience outlined below (or equivalent):



1. The lead consultant must have at least a Master's degree in Social sciences, Economics, Project management, Community development, Monitoring and Evaluation, Statistics, and other closely related fields.
2. He/she should have at least 10 years of experience in conducting programme/project evaluations, impact assessments, or outcome studies, preferably for donor-funded development programmes. Experience in impact measurement using SROI is a must.
3. Demonstrated experience in using quasi-experimental designs in programs with intervention and control groups.
4. Demonstrated understanding and practical experience applying a double materiality lens to programme evaluation, sustainability assessment or impact measurement.
5. The lead consultant will work with a team of experts, who must have a solid understanding of MSMEs, entrepreneurship, gender, agricultural value chains (particularly Poultry and Indigenous leafy vegetables), climate change resilience, and have experience working with Cooperatives, CBOs, and producer organizations. The individuals should demonstrate evidence of past relevant assignments.
6. Strong and proven participatory qualitative and quantitative data collection, complex data analysis, and analytical report writing skills.
7. Proven track record of enumerator selection, training, and supervision and ability to ensure high-quality data collection.
8. The study team must have the capacity to ensure that gender equality is taken into account in all aspects of the evaluation (i.e. design, data collection, analysis and reporting).
9. Knowledge, familiarity and experience of fieldwork and data collection in rural areas of Uasin Gishu and Elgeyo Marakwet Counties, Kenya.

Management and Reporting

The appointed consultant will be managed by HiHEA. The MEL Manager will be responsible for coordinating the entire evaluation process in consultation with the steering team. The steering team will ensure that the evaluator has access to project documents, introduce and book appointments with agreed upon stakeholders, arrange for start-up meeting and other meetings requested by evaluator. The consultant will make themselves available for coordination meetings with HiH EA throughout the duration of the contract, until the final report is delivered and signed off. The lead consultant will be responsible for ensuring the exercise is conducted professionally and within the timeline indicated and as will be outlined in the inception report and as agreed from time to time by the parties.



The proposal should include the following **(Max 10 pages TOTAL, not including cover page, table of contents, or annexed CVs. ALL other pages count towards this limit.**

The proposal content to include;

1. Motivational letter (Max 1 page)
2. Understanding of the Terms of Reference (max. 2 pages)
3. A short outline of Endline approach, study scope, research design and methodology for the Evaluation. Max. 3 pages.
4. A proposed process and time frame for the Endline setting out the phases, the number of consultants, their roles and the number of days. Max. 2 pages.
5. The anticipated challenges and dependencies likely to affect the implementation of the Evaluation and how these should be addressed. Max. 1 page.
6. A description of how to ensure data quality throughout the assignment. Max. 1 page.
7. A description of how gender will be mainstreamed throughout the study questions with consideration of how the perspectives of men, women and youths will be sought in the evaluation process. Max 1 page.
8. A narration of how ethical issues will be mitigated/safeguarded throughout the Endline process. Max 1 page.
9. A summary of the most relevant skills and experience of the proposed lead consultant and the consultant(s), together with her/his CV showing relevant previous assignments and clients. (Annex CVs separately). Max 2 pages per CV.
10. A detailed fee quote and rationale for the consultants and an estimate for the operational costs. Max. 1 page.

Financial Proposal

The financial proposal must not exceed 2 pages be inclusive of all reimbursements and quoted in KES;

1. Be clearly broken down and justified including estimated days of working, costs per day, and reimbursable expenses.



2. Be comprehensive and inclusive of all applicable taxes.
3. Indicate terms and conditions of payment

Award criteria

Award will be based on best value for money, which is evaluated in the light of the price and criteria related to quality and services (the methodology and the CVs of the consultants). The award will be given to the sound proposal reflecting both technical and financial requirements. The evaluation of the quotations will be based on the best value for money, weighing up technical quality (the methodology and the CV of the consultant) and price of the quotation.

Assessment of the proposal

The assessment of the proposal paper will be based on the following criteria:

- Responding to the requests outlined in the Terms of Reference
- Demonstrable experience

Assessment of CV's

The assessment of the CV's will be a review of the appropriateness of the proposed consultants based on their stated skills and experiences as well as additional criteria outlined above.

Assessment of the Prices

The contractor will have to make provisions for covering all costs associated with the assignment, including relevant taxes. Remuneration is based on submission of agreed deliverables.

Appointment

Shortlisted applicants may be called to interview or requested to submit samples of work.

Anti-Corruption and Safeguarding

Hand in Hand Eastern Africa strives to fight corrupt practices within its operations, and the same is expected of its vendors, contractors and service providers. HiH EA staff are therefore prohibited from accepting any gift/s, consideration or benefit/s of any kind which may constitute illegal or corrupt practices, either directly or indirectly, as an inducement or reward for the award of a contract.



HiH EA and all its employees undertake to create a safe environment for our members and to prevent any form of exploitation or abuse. We are committed to acting in the best interest of our members, and any willing vendor, contractor or service provider is required to commit and comply with our position on safeguarding.

Submission of Proposal Requirement

Electronic submission of EOIs will be made to procurement@handinhand-ea.org by 30/09/2026, citing the reference number as the subject of the email. EOIs that arrive late will not be accepted. All submitted EOIs will be treated confidentially.