

REQUEST FOR PROPOSAL-CONSULTANCY SERVICE TO ESTIMATE INDIRECT BENEFICIARIES FOR SYSTEM CHANGE PROGRAMS IN THE AFRICA REGION – NIGERIA.

Name of Signature Program:	Naija Unlock
Agresso Work order:	NG1001
Country:	Nigeria
RFP No.	

Funded by:
Heifer International

RFP Release Date:	3rd November 2023
Question/ Inquiry Submission Deadline:	17th November 2023
Proposal Submission Deadline:	18th November 2023
Performance Period:	2 months
Electronic submission to the attention of:	procurement-NG@heifer.org
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Terms of Reference

I. General Information

Heifer International is a global non-profit non-governmental organization (NGO) whose mission is to work with communities around the world to eradicate hunger and poverty and care for the Earth through sustainable development. The organization seeks to promote self-sufficiency and economic sustainability by providing farm animals, training in sustainable agricultural practices, and support for small business creation. The "Passing on the Gift® (PoG)" approach is central to Heifer's strategy, as it fosters solidarity and collaboration among beneficiary families. Heifer currently uses multipliers to estimate households that have benefited indirectly from Heifer's programs, based on the "Original Gift (OG)" or "Direct" change and Passing on the Gift models.

In recent years, Heifer International has undergone changes in its approach to program design and implementation, adopting a systems approach in some regions, including in Africa. Systemic programming enables Heifer to contribute to farmers, cooperatives, and government and private sector actors in achieving more effective program implementation, better outcomes, and potentially broader impact. Due to these changes, the organization has revised its methodology for estimating indirect multipliers, seeking to develop an approach more compatible with systems programming.

A successfully implemented systems change project produces two effects:

First, some farmers or households benefit directly from receiving assets or services from the project or from actors with whom the project works directly, following the project plan.

Second, other farmers who do not receive direct support from the project benefit indirectly, either by imitating the direct beneficiaries (e.g. by applying new farming techniques) or because agglomeration enterprises (as input suppliers) offer them new or improved services.

To understand these effects, it is essential to establish result chains, also known as outcome pathways, that connect project interventions (activities) with the series of changes (outcomes or effects) that lead to benefits to direct and indirect beneficiaries. These results chain frameworks are essential for identifying and estimating the direct and indirect beneficiaries of projects.

Objectives and Methodology of the Services

The Data Collection (Consultant) Team will collaborate with Heifer International and the Institute of Development Studies (IDS) to estimate the indirect beneficiaries of two projects in Nigeria that are in different stages of implementation. The first project will be a mature one (at the end, or at least beyond the middle line of intervention), and the second will be in the process of implementation (middle line of intervention).

The main objectives of the collaboration between Heifer and IDS are:

1. Generate learning about the results chains and pathways through which systemic change-oriented projects are generating indirect results.
2. Characterize the indirect beneficiaries and define the number reached.

The main objectives of the Data Collection Team will be:

1. Estimate the number of indirect beneficiaries of the two selected projects in Nigeria, working together with Heifer and IDS.
2. Document the methodology used to assess the number of indirect beneficiaries, including reflection on contextual factors (e.g. in different sectors or regions) that influence the results obtained, in collaboration with the Heifer Programs area and IDS.

Steps to perform by IDS, Heifer and the Data Collection Team:

1. Formulate learning outcome-based multipliers in Nigeria, which will allow other Heifer programs to estimate indirect beneficiaries when a direct assessment of the number of such beneficiaries is beyond budget or scope, using the outcomes of this learning in conjunction with IDS.

The estimation of indirect beneficiaries of system change projects follows five steps:

- 1. Preparatory workshop and pre-data collection activities (led by IDS, with the data collection team and Heifer)**

At the workshop, the three teams (IDS, Heifer and the Data Collection Team) involved in the evaluation will introduce each other. IDS will explain the conceptual framework for the development of multipliers. IDS will also present pre-developed result chains, one per project, for discussion and improvement as needed.

- 2. Determine appropriate data collection and evaluation methods, tools, and sites (IDS and Heifer, supported by the Data Collection Team)**

Based on the results of the results chain mapping processes, relevant data collection methods and tools to estimate indirect beneficiaries, and geographic areas or sites relevant to the evaluation will be agreed/confirmed by IDS and the Heifer team. This will be based on establishing how the project has influenced the direct beneficiaries (farmers) as well as other actors in the system: agribusiness, non-commercial actors and others who

are part of the chain. These actors in the system generate direct project-related "benefits" that lead to improvements in farmers' incomes, for example by providing improved seeds or improved access to markets. They can also lead other actors in the system to change their behavior, for example, private agricultural companies and cooperatives that recognize the opportunities demonstrated by the project and enter the market, and those actors that provide support and generate a regulatory process that affects development and systemic change. These other actors could be the drivers of broader impact and a source of data on indirect beneficiaries.

Based on the selected sample, IDS and Heifer will work with the Data Collection Team to determine individual actors and stakeholders for data collection. The methods, tools and final sites will be jointly determined by these three actors.

3. Data collection and analysis to estimate indirect beneficiaries of projects (Data Collection Team)

Data collection and analysis will first involve the generation of primary and secondary evidence to verify: a) pre-developed result chains, and that there have indeed been changes in specific result chains, e.g. companies have concentrated and provided additional services to farmers; (b) there is evidence to suggest that a link between changes in the results chain, such as an initial intervention activity leading to more firms adopting the business model, is plausible; and (c) that other possible causes of the observed changes have been explored and excluded.

Secondly, it will involve the use of primary and secondary data to identify the number of farmers who benefit indirectly from these changes. For example, methods may include interviewing direct beneficiaries to identify farmers who have duplicated actions as indirect beneficiaries of new agronomic techniques. They also include the collection of secondary data from related companies/organizations and/or government organizations supporting the projects, and primary data through quantitative and qualitative methods. Appropriate methods will include tools that provide useful and rapid information, including interviews with key informants¹.

The decision on the final tools for data collection will be led by the IDS, with input from Heifer and the Data Collection Team. However, it is proposed to take into consideration the following aspects as a guide:

1. Conduct approximately 30 (15 per project) interviews with key informants and stakeholders, dedicating approximately 30 minutes per interview.
2. Collect data from approximately 12 organizations (6 per project) who provide Naija Unlock Signature Program type of services to indirect beneficiaries.
3. Conduct the following surveys:
 - Project A: a survey of at least 150 direct beneficiaries and 150 indirect beneficiaries, with a duration of approximately 25 minutes per individual survey, and
 - Project B: a survey of at least 150 direct beneficiaries and 150 indirect beneficiaries, with a duration of approximately 25 minutes per individual survey.

In this way, the data collection process will be structured and organized according to the tools and aspects proposed, allowing to obtain valuable information for the analysis and evaluation of the project in at least 4 states of Nigeria (list states).

The estimated time of the consultancy is 60 calendar days from the date of the first disbursement.

4. Data collection on direct beneficiaries of Heifer (Data Collection Team, with Heifer)

This is data held by country project teams on participants who benefit from project time and resources through direct interaction with them. Heifer will share robust internal monitoring data and/or this will be estimated by the

¹ Unless strongly justified, expensive methods such as randomized controlled trials and large surveys are not recommended.

project team. All data will be collected and organized by the data collection team for inclusion in the final results (step 5).

5. Organization and validation of data and field report (Data Collection Team).

Based on the IDS guidance, data on direct and indirect beneficiaries should be reported and documented by the data collection team. These results should be validated with the Heifer Nigeria team and IDS prior to submission to ensure they comply with the Assessment methodology and broader research standards. Results should be produced in English and should clearly show an estimated total number of direct and indirect beneficiaries per project.

In addition, the evaluation process, assumptions and limitations, the contextual factor influencing the identified beneficiaries and the methods used should be justified and documented. These assumptions, context and constraints surrounding the evaluation of each project will be important factors in determining future indirect multipliers (low, medium, and high).

Responsibilities of the Data Collection Team

Following the above methodology, the Data Collection Team will generate data for the direct and indirect beneficiaries of two projects in Nigeria. The leader is expected to assemble a team of well-qualified personnel who possess relevant and demonstrable experience in data collection, dataset management, and quality monitoring functions. It is suggested that the enumerating team (surveyors) or field workers per project of this consultancy be based in the different areas of intervention.

Specifically, enumerators involved in the Assessment are expected to:

1. Be available and attend preparatory workshops and training on the approach to multiplier development over February- March 2024
2. Participate in the review of project results chains and in the definition of appropriate "direct" and "indirect" beneficiaries for projects, together with evaluation sites.
3. Translate research questionnaires or checklist for collection into local languages, as necessary.
4. Collect and document primary and secondary data to validate results chains and estimate indirect beneficiaries of two projects. This will include the transcription of interviews, as well as the compilation of quantitative data in software to be agreed with IDS and Heifer Nigeria.
5. Access and collect data on Heifer Nigeria direct beneficiaries
6. Write and submit a draft field report on both projects.
7. Participate in data validation to ensure that data collected and presented comply with evaluation methodology and broader research standards.
8. Present the final field report and data based on feedback from Heifer Nigeria and IDS.

Key deliverables of the data collection and payments team.

Product	Payment
A detailed inception report with detailed work plan and timeline, based on this ToR	30%
Draft and final data on direct and indirect beneficiaries for two projects. This will include both quantitative data (in software agreed with IDS and Heifer Nigeria) and qualitative data (interview transcripts).	40%
Draft and final field reports (approximately 20 pages) on both projects evaluated in the verified final results chains, one per intervention studied.	30%

Skills and experiences of the data collection team and its staff

The data collection team should have a strong history of data collection, which should include substantive experience with qualitative (e.g., semi-structured interviews) and quantitative (e.g., surveys) methods. The team should have a leader or supervisor fluent in English. Field workers/surveyors must be fluent in the language commonly spoken in specific locations. The consultant must demonstrate having at least 3 years of experience in similar processes as the technical proposal. All core members of the team should have university education in the following fields or related fields: statistics, economics, politics or political economy and project management. The Data Collection Team must also demonstrate that its staff (interviewers, surveyors, and focus groups) have knowledge of handling data with a gender perspective. In addition, the team leader, in collaboration with the team involved in the evaluation, is expected to:

1. Have confidence working in different contexts and settings (interviewing business or government authorities, and working with leaders of farmer and farmer cooperatives)
2. Be flexible and able to adapt plans as the assessment unfolds.
3. Have a good understanding of project design and implementation (ideally projects with a systems change perspective).
4. Be available during February-March 2024 to manage the Assessment.

In addition, it is desirable that the team leader, in collaboration with his team involved in the Consultancy:

5. Have a strong knowledge of Heifer Nigeria projects as well as the places where these projects are implemented.
6. Have a strong knowledge of monitoring, learning and evaluation theories and practices.

Evaluation management

The team will be contracted by Heifer Nigeria and will work closely with Heifer and IDS. The Contractor will report primarily to the Heifer Nigeria Team. The Contractor will also keep the IDS team updated on progress and will report and consult with them in a timely manner should any issues or challenges arise in complying with these ToR. The Contractor must provide regular updates to IDS (**minimum every week**) by email or WhatsApp. The Data Collection Team is responsible for developing a detailed work plan and timeline to include each person's staffing and roles and responsibilities, data collection, and data quality control. As stated below, Heifer Ecuador and IDS will work closely with the Team, but the Team's work plan should detail how the field workers/enumerators plan to receive training, contribute to the development of checklists, implement data collection protocols, and plan to provide supervision to ensure the supervisor can successfully complete their tasks with high quality. The work plan should outline any areas for which Heifer Nigeria and/or IDS may require support.

Responsibility of Heifer Nigeria

1. Provide the Data Collection (Consultant) Team with background information on projects (project narrative report, baseline and monitoring data, geographies, partners, etc.)
2. Provide any other information that may be required by the Data Collection Team during the implementation of the task
3. Participate in decision-making according to previous team tasks and be available for consultation as needed
4. Accompany, as it deems appropriate, in the processes of gathering information
5. Review all progress reports and provide feedback
6. Facilitate all Data Collection Team contacts with partners, community organizations and businesses, as needed
7. Review evaluation results for direct and indirect beneficiaries of projects and provide feedback
8. Address any issues that may arise from time to time

Responsibilities of IDS

1. Provide training on indirect beneficiary evaluation approach.
2. Lead and develop research tools and techniques for data collection and evaluation.
3. Lead the development of results chain maps for projects.
4. Review all progress reports and provide feedback.
5. Provide outline/guidance on outputs (data compilation and field reporting)
6. Review the results and provide feedback.

Budget

The data collection team will provide an estimated number of days and a budget to carry out the evaluation of two projects. Fees and expenses or reimbursement procedures will be determined according to Heifer Nigeria guidelines. The offeror will present a cost proforma that includes the total costs of professional services, technical assistance, materials, computer equipment, logistics, public costs and others that result in all phases of the process including taxes.

Rating Matrix

The rating matrix to be used is indicated below:

Evaluation Criteria	Detail	Score
Profile	Team lead has obtained PhD or Masters-level university degree in Economics, Agricultural Economics, Statistics, Social Sciences, Business Management and Administration, politics/political economy or project management	20%
General Experience	Individual consultant or firm has demonstrated at least 3 years of experience in research and data collection	20%
Specific Experience	Core members of the consulting team have university education in the following or related fields: Economics, Agricultural Economics, Statistics, Social Sciences, Business Management and Administration, politics/political economy, or project management	10%
Gender Perspective	The Team demonstrates that its staff (interviewers & enumerators) have knowledge of data management with a gender perspective.	10%
Proposal	Technical Proposal	20%
	Cost Proposal	20%

Procurement modality and place of submission of proposals

The contracting modality is through an open call. Those interested can send their proposal (technical and cost) and resumes of the project lead, any confirmed key team members, and a sample CV of an enumerator who may be joining the team to the following email: procurement-NG@heifer.org. Proposals will be evaluated on a rolling basis. The technical and financial proposals should be submitted by **22nd November 2023** to Heifer, Please quote **"Systems Change Nigeria"** in the subject. Heifer retains the right to terminate this RFP or modify the requirements upon notification to the Offerors.

Note:

The contracting company must include all supporting documents such as a copy of updated CVs, work certifications and documents that prove their experience in similar work to the object of this contract. The documentation received will not be returned. Written inquiries may be made and should be directed to the following email: Oladele.Kolade@Heifer.org with copy to Love.Koshi@Heifer.org.

Selection Criteria

Submitted proposals must clearly demonstrate alignment with the SoW outlined above and with the appropriate level of details. Heifer's goal is to ultimately sign on with the Offeror whose proposal best follows the instructions in this RFP, includes the strong evaluation team, and is most cost effective. Proposals will be evaluated according to the following criteria:

Proposal evaluation focus	Percentage
Accuracy and relevance of the proposed technical approach and methodology	20%
Completeness of proposal according to the RFP (general information, general and specific experience, gender perspective and technical proposal)	20%
Proposed team: expertise and competencies to address project components	20%
Relevance and capability/skill to implement/manage the assignment	20%
Budget justification and costs realism	20%

The selection committee will evaluate the technical proposal based upon the criteria listed above and they will evaluate the financial proposal based on cost reasonableness and cost-effectiveness in the budget.



Validity of Proposals

Proposals submitted shall remain open for acceptance for 14 days from the last date specified for receipt of the proposal. This includes, but is not limited to, pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process are contractually binding.

Award Process and Contract Mechanism

Heifer will issue a fixed award agreement based on the submission and Heifer's acceptance of deliverables. Once an award is issued, it will include the payment schedule with the deliverables specified above.

Limitations

This Request for Proposal does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received in response to the RFP.

Intellectual Property

a. Ownership Generally.

Any intellectual property (including but not limited to copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and/or Goods (collectively, the "Work Product") shall be the exclusive property of Heifer International. Upon request, the Contractor shall sign all documents and take all actions necessary to confirm or perfect Heifer's exclusive ownership of the Work Product.

b. Prior-Owned Intellectual Property.

Any intellectual property owned by a Party prior to the Effective Date ("Prior-Owned IP") shall remain that Party's sole and exclusive property. Regarding any of Contractor's Prior-Owned IP included in the Work Product, the Contractor shall retain ownership, and hereby grants Heifer a permanent, nonexclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.