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BUSINESS SOLUTIONS TO POVERTY

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REQUEST FOR PROPOSALS (RFP)

Coffee agronomy project evaluation services for Regrow Yirga

Date: October 29, 2021

Opportunity: Request for Proposals for project evaluation services including baseline, midline, and endline for Coffee Agronomy Best Practice Adoption surveys, coffee yield assessment surveys, coffee processor data audit and analysis, and enabling environment key informant interviews.

Expected start date: December 2021

Terms of Reference (ToR)

1. Background

1.1 Background on TechnoServe

TechnoServe is a leader in harnessing the power of the private sector to help people lift themselves out of poverty. A nonprofit organization operating in 29 countries, we work with enterprising men and women in the developing world to build competitive farms, businesses, and industries. By linking people to information, capital, and markets, we have helped millions to create lasting prosperity for their families and communities. With more than 50 years of proven results, TechnoServe believes in the power of private enterprise to transform lives.

The TechnoServe Coffee Practice is an area of excellence that has projects within the coffee sector across Latin America and Caribbean, East Africa, and Southern Africa. The Coffee Practice implements activities across the coffee value chain from agronomy support to trainings on sustainability standards for processors.

1.2 Background on the project

TechnoServe is currently implementing Regrow Yirga, a five-year USDA-funded Food For Progress project focused on the coffee sector in Yirgacheffe[1] Woreda, Ethiopia. The $14.7m program operating budget includes USDA funding complemented by cost share of $2m from Jacob Douwe Egberts (JDE) and $250,000 from Peet's Coffee & Tea for Activity 1 (see below for more information). TechnoServe is actively seeking additional investment from the private sector to deepen impact of the Regrow Yirga program.

The Regrow Yirga project will enhance the competitiveness of the Ethiopian coffee sector through increased productivity, improved supply chain performance, strengthened market linkages, and a more facilitative enabling environment, resulting in an increasingly secure supply of high-quality,

[1] Yirgacheffe was chosen for an area of implementation because it is one of the more stable coffee-producing areas of Ethiopia. Prior to any short-term assignment in the field, TechnoServe will closely work with the evaluator to assess the current security situation.

sustainable coffee for US and other export markets. Regrow Yirga will implement a set of tested market-driven solutions and leverage private sector resources and expertise to address root causes that constrain Ethiopia's coffee sector from reaching full potential. **The project aims to increase productivity in the coffee sector through improved agronomy practices and to increase trade in Ethiopian coffee by both volume and value.** Within Ethiopia, this initiative will focus on Yirgacheffe, as the region is internationally recognized and acclaimed for producing some of the world's most uniquely flavorful coffees.

The project aims to directly benefit 37,500 smallholder farmers and 45 cooperative and private wet mills. Key project activities include:

Activity 1: Practical hands-on farmer training covering good agricultural practices (GAPs) through the TechnoServe Coffee Farm College (CFC) approach, delivered on a monthly basis over two years to a cohort of small farmer groups. A key initiative is the establishment of **a "stumping" fund** to encourage adoption of the stumping[2] best practice by providing a conditional incentive to compensate farmers for short-term income loss from two years of reduced yield.

Activity 2: Technical advisory support to coffee processors focused on improving supply chain performance and improving market linkages for better traceability and reliability.

Activity 3: Strengthening the enabling environment by building capacity in coffee varietal research and climate adaptation, supporting business service providers, and offering targeted advisory support to government institutions.

2. Scope of Work

2.1 Evaluation Approach

TechnoServe intends to hire a single evaluation firm to perform the services described in this ToR. The proposed performance evaluation will use a pre-test and post-test design to address evaluation questions and learning questions, primarily at the outcome level. No impact evaluation is planned under this program. The evaluation for Regrow Yirga will take place at the three different activity levels. The farmer level data, which will be the primary focus of the evaluation, will be collected and analyzed by the evaluation firm through best practice surveys and a yield assessment (see Section 2.2.). The wet mill level data will be collected by the project field team but will be audited and analyzed by the evaluation firm (see Section 2.2.). The enabling environment level data will be collected by the evaluation firm through key informant interviews (see Section 2.2.).

The research questions the evaluator aims to answer are:

1) How do the agronomy training activities impact best practice adoption by farmers?;

2) How do wet mill training and coaching activities impact high-quality coffee sales by wet mills?;

3) How do value chain actors see the project's relevance, impact, and sustainability in terms of having increased productivity and expanded trade now and in ways likely to continue beyond life of the project?

[2] Rejuvenation practice where the main stems are cut back to the base and the coffee tree is taken out of production for a period of two years. Stumping helps older trees achieve maximum productivity and can be followed by selective pruning after a period of eight years. Note that once all trees have been stumped and proper pruning techniques are applied to maintain the tree canopy and limit the number of stems, stumping will no longer need to be practiced.

The farm level project evaluation, consisting of best practice surveys and yield assessments, primarily aims to answer the question of what impact attending agronomy trainings has on best practice adoption. Best practice adoption will be the focus of the evaluation as it is the main driver of impact for the project. In terms of adoption, TechnoServe is interested in which practices are adopted, how attendance (evaluation firm will receive attendance records from monitoring and learning team) affects adoption, and what household characteristics (data on asset ownership, gender, farm size, nutrition status, education, and participation in farmer associations, and other relevant data will be collected by evaluation firm) influence best practice adoption.

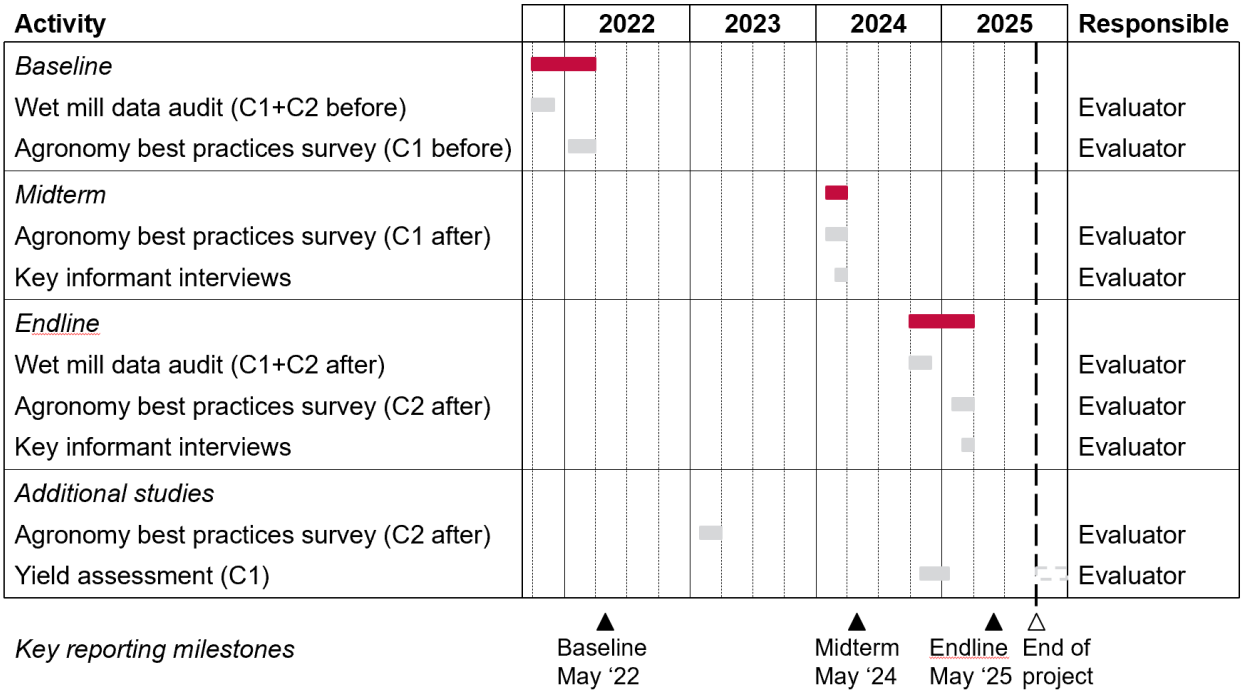
The project's baseline will look at both best practice adoption at farm level through a best practices survey (anticipated early 2022) and best practices adoption through a wet mill data audit (anticipated October to December 2021). **The midterm evaluation** will examine best practice adoption at farm level through a best practice survey (at the end of Cohort 1 agronomy training) and changes at the sector level identified through key informant interviews. **The endline evaluation** will evaluate best practice adoption at farm level (at the end of Cohort 2 agronomy training) as well as adoption at wet mill level and changes at the sector level. Additional studies undertaken outside of the baseline, midterm and endline evaluation window, will be **a second agronomy best practices baseline survey** (at the start of Agronomy Cohort 2) and a **yield assessment at the end of the project** to measure the yield impact of stumping trees at the start of Cohort 1.

The baseline report is expected to be ready by May 2022 and include the results of the first best practice survey (2022 CFC Cohort). The second best practice survey (2023 CFC Cohort) report will be added as an addendum to the baseline report in May 2023. The timing of the best practice survey is closely linked to the pre-training project activity of farmer mobilization during which farmers sign up to join the two-year CFC program. The CFC trainings start during January with the key agronomy best practice of stumping which can only occur following harvest (ends in January) and before the tree flowers (in March). Therefore, CFC sign up ends in November, after which the sampling of coffee farmers to include in the survey can start. The best practices baselines for both Cohorts will therefore take place during the first quarter of the year, while the midterm and endline are timed slightly later during the months of March and April to allow for observation of stumping best practice adoption. To ensure that baseline survey data can be retaken if USDA does not approve the baseline report, the training curriculum will be sequenced so that training only occurs for clearly observable practices during the first five months of CFC. The planned topics are stumping (a freshly stumped tree is clearly visible and moment of adoption discernable), composting (a freshly built compost heap is clearly visible), planting hole preparation, planting of coffee seedlings and intercrops (recent adoption clearly distinguishable from pre-activity adoption). While the baseline survey starts in sync with the start of the two-year training program, the evaluation team will be able to assess adoption that occurred prior to training given the choice of topics for the early months of training (see Section 2.2. for more details).

Figure 1. Evaluation activity timeline

Evaluation Activity	Linked project activity	Responsible	Timeline	Primary purpose
Best practice surveys	Activity 1 (Agronomy)	Evaluation firm	Feb-Mar ’22; Mar-Apr ’23; Mar- Apr ’24; Mar-Apr ‘25	Evaluation and learning
Yield assessment(s)	Activity 1 (Agronomy)	Evaluation firm	Oct ‘24-Jan ’25; Oct ‘25-Jan ’26 (optional)	Evaluation
Wet mill data audits	Activity 2 (Processing)	Evaluation firm	Oct-Nov ’21; Oct-Nov ‘24	Evaluation
Key informant interviews	Activity 3 (Enabling environment)	Evaluation firm	Mar ’24; Mar ‘25	Monitoring, evaluation and learning

Figure 2. Simple timeline overview of main evaluation activities[3]



In compliance with USDA and TechnoServe policies and guidelines, the broad objectives of the program evaluation will be to:

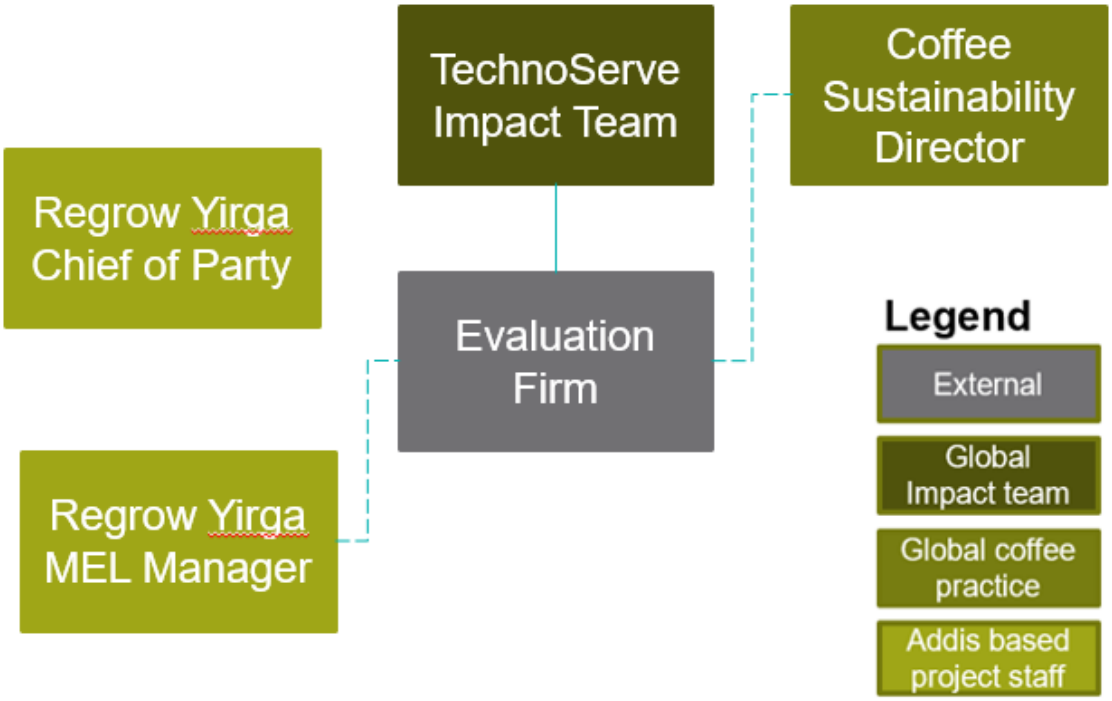
- Provide an objective assessment of the characteristics of the value chain at program outset (baseline) and provide data to be used as a benchmark for performance indicators to support the ongoing monitoring activities as well as subsequent program evaluations.

[3] Due to delays in the start of program activities, TechnoServe anticipates requesting a one-year project extension. If USDA grants the extension, TechnoServe and the evaluator would collaborate to include a second yield assessment and shift the timing of the endline evaluation.

- Provide insight into what is working and what is not working and recommend adjustments to the implementation strategy and process during the life of the project.
- Undertake an end-of-program evaluation that will inform TechnoServe and its partners on the project's results and impact. In addition, to identify lessons learned from the project's implementation experience for future programming either by TechnoServe or by the donor/partner organizations.

The TechnoServe Global Impact Team will oversee the evaluation firm in the completion of their scope. The Coffee Sustainability Director and the Regrow Yirga Chief of Party and MEL Manager will be consulted to ensure alignment with program implementation.

Figure 3. Evaluation organization



Key Learning Questions

The evaluation approach for each Regrow Yirga activity is intended to respond to one key learning question. Each learning question was selected in alignment with the USDA learning agenda priority questions.

1. Which incentives most effectively drive stumping adoption by farmers? (aligned with USDA learning question #10)
    a. What incentives work well to encourage agricultural actors to allocate labor based on efficient use of resources instead of expectations based on cultural norms and practices?
    b. How sustainable are such incentives?
2. What is the impact of individual best processing practices on wet mill operations costs and cup quality? (aligned with USDA learning question #21)

    a. In what context is it profitable for agricultural actors, particularly producers and processors, to adopt higher product quality standards for sales in higher-value markets, including international markets?
3. What is the impact on climate resilience and farm profitability of individual climate smart agricultural practices? (aligned with USDA learning question #39)
    a. What is each agricultural actor's greatest vulnerability to climate risks?
    b. What are the best models for agricultural actors to protect their livelihoods against these risks?

Evaluation Questions

The combined evaluation activities are meant to serve as the main source of information to gauge the project's success. To determine this, the evaluation firm will answer the list of proposed evaluation questions outlined in Figure 4. These evaluation questions are framed by the OECD evaluation criteria of relevance, effectiveness, efficiency, impact, and sustainability, which are described below.

Relevance: To what extent have the project interventions met the needs of the project beneficiaries and are they aligned with the country's agriculture and/or development investment strategy and with USDA and US Government's development goals, objectives, and strategies?

Effectiveness: To what extent has the project achieved its objectives? Effectiveness should assess the extent to which the interventions contributed to the expected results or objectives.

Efficiency: How well are resources being used to deliver results in a timely and economic way? To what extent have the project resources led to the achieved result? To answer this question, the project Return on Investment (RoI) will be calculated and describe the value provided to TechnoServe beneficiaries for each dollar spent on the project. As for all TechnoServe projects, impact figures will be made public through our impact portal as to allow comparison to other projects.

Impact: Assessment of the medium and long-term effects, both intended and unintended, of a project intervention. Effects can be both direct or indirect and positive or negative. To the extent possible, the evaluation should assess the extent to which the effects are due to the project intervention and not other factors.

Sustainability: Assessment of the likelihood that the benefits of the project will endure over time after the completion of the project. Sustainability should also assess the extent to which the project has planned for the continuation of project activities, developed local ownership for the project, and developed sustainable partnerships.

Figure 4. Overview table of project questions

Evaluation question type	Project questions	Data collection method	Who	When
Relevance	Has Regrow Yirga contributed to the implementation of the Ethiopian government's Comprehensive Ethiopian Coffee Strategy and Implementation Roadmap?	Key informant interviews with ECTA, JARC, exporter and wet mills.	Evaluator	2024-2025

	How do value chain actors see the project's relevance, impact, and sustainability in terms of having increased productivity and expanded trade?			
Effectiveness	How do the agronomy impact best practice adoption by farmers? Which incentives most effectively drive stumping adoption by farmers? What is the impact of individual best processing practices on wet mill operational costs and cup quality? How do wet mill training activities impact high-quality coffee sales by wet mills? What is the impact on climate resilience and farm profitability of individual climate smart agricultural practices?	Best practices survey, wet mill client data, yield survey, attendance records, project records, verification records.	Evaluator, TechnoServe	2022-2025
Efficiency	What is the Social Return on Investment of the Regrow Yirga project?	Best practices survey, wet mill client data	Evaluator (data), TechnoServe (RoI calculation)	2025
Impact	How does stumping affect farmer household income and expenditure patterns?	Demo trials, Best practices survey, financial diaries	Evaluator, research firm	2024-2025
Sustainability	Do farmers continue to stump after the Coffee Farm College training has ended? Are former project clients taking on farm visit follow up of trained farmers and do any coffee value chain actors start stumping incentive schemes? Will private roasters be willing to invest and scale the stumping fund scale beyond Gedeo Zone? Will established partnerships between wet mill and importer or exporter continue after the end of the project?	Yield assessment, key informant interviews, project committee (local stakeholders) final workshop report discussing continuation, ownership and partnerships.	Evaluator, project committee	2025-2026

2.2. Evaluation Activities Summary

Best Practice Survey

The best practice surveys are a two time-period study (baseline and endline) which will be performed on two cohorts tracking sampled households before and after the start of the CFC trainings delivered by TechnoServe in targeted woredas in Gedeo Zone, SNNPR. In other words, it is an observational study and the impact estimates will be based on constructed estimates of the counterfactual (i.e. before-and-after). The evaluation firm will consult with TechnoServe and USDA on determining the final sample size for the surveys, using power calculations to determine the ideal tradeoff between survey resources and the size of effect the analysis can detect. The exact sample size will need to be determined by the evaluation firm, but based on previous experience with similar baseline surveys we anticipate a total sample size of 1600-2000 farmer households. The sampling frame will consist of all coffee growing households signing up for CFC training in the Cohort 1 and Cohort 2 kebeles (estimated at around 42,000[4] households in approximately 133 kebeles). The household listing will consist of the farmer sign-up lists, compiled during famer mobilization in November/December 2021. A one-stage clustered random sampling method, with stratification at the kebele level, will be used to select the sample of coffee-growing households. The sample will be stratified over all kebeles across the participating woredas included in the Farm College operational area. The first stage of clustering will be randomly selecting fourteen coffee farming household within each kebele from the Farm College sign-up lists. However, the actual sampling, questionnaire, and data analysis methodologies will need to be proposed by the evaluation firm once selected and reviewed by TechnoServe's impact team, Chief of Party, global coffee sustainability director, and USDA. Outcomes of interest are overall adoption levels, type of practices more and less adopted, the relationship between attendance and adoption levels, the relationship between adoption and household characteristics (e.g., household composition, education level, farm size, asset levels), poverty levels in area of operations (measured through MPI/PPI), household food security and nutrition levels in area of operations (measured through HDDS), gender dynamics within households (e.g., division of labor, distribution of sales proceeds).

Yield Assessment

Of strategic interest of this project is the yield impact of stumping coffee to better understand the return on investment of stumping as well as use as proof of concept to make the case for industry actors to scale up the stumping fund. Given that the first trees will only be stumped in early 2022 and it takes two and a half years for them to produce the first good harvest, yield measurement by the evaluation firm can only be performed during the last harvest season of the project starting in October 2024. Depending on budget availability and donor approval, a second and final yield assessment on the same trees/plots is suggested to be performed post project in order to see the full impact of stumping.

To measure the effect of stumping, the research design exploits the fact that farmers who decide to stump their trees do not stump all their trees at the same time. Stumping puts trees out of production for one year and results in lower production in the second year after stumping. In order to minimize their losses in the short term, farmers are advised to only stump a portion of their

[4] The first training cohort targets to train 18,750 farmers from 13,393 households. It is assumed these represent around 64% of all coffee growing households who will sign up for the CFC trainings. Therefore, the total number of coffee growing households in the area who sign up would be around 21,000. The same applies to the second training cohort.

trees in any given year (training recommends 20-25%). It is therefore possible to compare the yield levels of stumped versus un-stumped trees on the very same coffee fields. This evaluation proposes that a random sample of un-stumped trees on each farm would provide a valid counterfactual for stumped trees on the same field - as long as these trees are of a similar age (date of planting). This is the case as trees on the same plot are relatively homogenous in terms of their age and yield levels, hence comparable on average. Furthermore, while there might be selection bias in terms of which trees farmers decide to stump first, this selection bias is likely to play to the advantage of the research design. If anything, given how new stumping is in the Ethiopian context and the resistance of farmers to adopting new farming techniques, we would expect farmers to stump their least productive trees first. This is the least risky strategy as it enables them to test the stumping technique, while minimizing their losses. In the scenario where there is selection bias in terms of the trees farmers decide to stump first, the biggest risk for this evaluation would be to underestimate the effect of stumping. It is always better to underestimate an effect, than to overestimate an effect. To mitigate the risk of bias in the estimates, it is possible to look into also collecting plot-specific information (such as the age of trees, the presence of disease, etc.), that can be used as controls (or for matching purposes) in the final estimation. The measurement of yields will be done through manual harvesting (overseen by enumerator) of selected and demarcated 10x10 meter sections of a coffee plot throughout the harvest season (an estimated 5-8 harvesting visits).

The yield assessments will only be done for a small number of farmers and/or focal farmers who stumped right after the first training provided under the project. Depending on the farmers who are early adopters of stumping, these may or may not be a sub-sample of the baseline sample. There is no yield target for the project, but the assessment will provide an evidence base to attract more future funding for the stumping after the end of the project. The proposed design measures yield in farmers' fields rather than setting up separate experimental plots. The impact on yield will be attributed to stumping and any other best practices adopted by the farmer prior to the yield assessment. Farmers may apply the same farm management practices to the stumped and un-stumped portions of their fields.

Wet Mill Data Audits

The project wet mill team will be responsible for collecting basic information on new wet mill clients such as past sales, Ethiopia Commodity Exchange (ECX) quality grades, cherry purchase prices, parchment coffee sales, and operating costs. These figures will serve as baseline data. To ensure data quality and integrity, the contracted evaluation firm will perform a data audit on existing data collected by the wet mill team by visiting clients (10-20% of wet mill clients) to verify their books[5] or contact the owners of the wet mill business and compare it against project team collected data. The external evaluation firm shall document its findings during the verification visits and integrate these into the best practice baseline and endline reports. For the baseline, both selected wet mill clients from Cohort 1 area will be included as well as non-clients (of which some will become project clients the following year) of Cohort 2 area will be included. Data validation will take place in October when last season's sales have been fully completed. Therefore, the baseline will look at sales data of before the project started its activities (2020/2019 season) and the endline will

[5] Note that sales contract information can be extremely sensitive and confidential in Ethiopia so where only volume information is available (which possible still needs to be converted from parchment to green), proxy prices will be used to estimate client sales values. Proxy prices can be obtained either by using location specific ECX data or origin specific information obtained from other exporters.

look at data after 3 years of project support ended for Cohort 1 clients and after 2 years of project support for Cohort 2 clients. To select wet mills to be included in the audit, the sample will be stratified over all woredas included in the project's operational area. The first stage of clustering will be randomly selecting two wet mills within each woreda from the wet mill master data base list. However, the final sampling methodology will be decided by the evaluation firm.

Enabling Environment Key Informant Interviews

To the able to gauge the wider impact the project has on the coffee sector, key informant interviews will be organized by the evaluation firm. The interviews will be semi-structured and its derived data qualitative in nature. Questions will center around a) whether the project meets the needs of the actors in the coffee sector and whether its activities fit the social, cultural and political context (relevance) b) the unintended consequences of the project both negative and positive (impact) and c) the perceived sustainability of its intervention and suggestions for improvement (sustainability). To ensure the project design took into consideration the economic, cultural and political context and existing relevant program activities, prior to the start of project activities TechnoServe conducted stakeholder consultations with key informants (ECTA, JARC, EU-Café project, JDE, Peet's Coffee, WCR, Cropster etc), an Ethiopian coffee buyer survey, and a needs assessment visit to Yirgacheffe. Findings of those stakeholder consultations and key informant interviews will be shared with the evaluator and may serve as a list for potential follow-up interviews. The firm will evaluate midterm whether the project design still meets the clients' needs and whether activity modifications are needed based on the key informants' feedback. Findings will be integrated into the midterm evaluation report. Key informants will include representatives from the following companies/institutions:

- 5 client wet mills (selected through cluster sampling methodology)
- 2 exporters (selected based on volumes bought from Yirgacheffe origin and openness to share)
- 3 coffee buyers (selected based on their sourcing from Yirgacheffe and high involvement with/good knowledge of the project)
- 2 service providers (eg. Coqua, Cropster)
- Ethiopian Coffee and Tea Authority (ECTA) both at federal and at zonal level
- Jimma Agricultural Research Institute

During the final year of the project, the evaluator will consult the same key informants to assess whether changes have been successful and receive final feedback from key players within the industry on the project's relevance, impact and sustainability. While the midterm will focus more heavily on the project's relevance and suggesting modifications to project activities, the endlline will focus more on impact and sustainability. Findings of the final round of key informant interviews will be integrated into the project's endline evaluation report.

2.3 Profile of Evaluator/Evaluators

Each firm submitting a comprehensive proposal for performing all evaluation activities should demonstrate proven experience performing similar services in Ethiopia. Firms should propose an evaluation team structure that demonstrates sufficient capacity and experience to manage and conduct these evaluation activities. An anticipated core team structure is outlined below, but each firm may propose and alternative staffing plan if deemed necessary to ensure the successful completion of the above scope of work. Each proposal should clearly state which position will serve as the overall team lead.

1. Subject Matter Specialist – qualifications and experience in agronomy, agricultural extension and education, agricultural value chains, market systems development, food processing, and/or similar and related fields.
2. Evaluation specialist – qualifications and experience in designing and leading multi-faceted evaluations or agricultural livelihood programs and/or market facilitation programs. Responsible for the methodological design of the program.
3. Data analyst or data scientist – qualifications and experience organizing and analyzing datasets for evaluation activities.

A successful proposal will also demonstrate the following experience and qualifications of key team members proposed for the evaluation:

- At least five years of experience in designing and leading multi-faceted evaluations of agricultural livelihood programs or market facilitation programs in Sub-Saharan Africa with proven experience in Ethiopia
- Multiple team members with specific experience in collecting data and leading field operation in rural Ethiopia
- Proven knowledge of and experience in equity-focused and gender-responsive evaluation
- Proven knowledge of and experience in conducting complexity-aware evaluation approaches, outcome harvesting, contribution analysis, and other qualitative and participatory evaluation methods, with examples and references that can speak to this experience
- Excellent quantitative and qualitative data analysis and presentation skills
- Strong writing ability, particularly in English
- Sensitivity to cultural/historical context in the data collection process
- Experience conducting evaluations for international donors (e.g. USDA, USAID, and European Union, etc.)

The period of performance of any contract resulting from this solicitation is anticipated to begin on or about December 2021 and last for the duration of the project.

3. Expected Deliverables

The following list outlines the key deliverables that the evaluation firm will be expected to complete for each component of the evaluation. Submission and approval of each applicable deliverable will be agreed upon with the TechnoServe team.

- Evaluation workplan and quality assurance plan
- Data collection tools
- Survey progress and data quality audit dashboard (‘live’ during survey period)
- Clean data sets
- Draft evaluation report with performance indicators annex
- Final evaluation report[6]

[6] All final versions of international food assistance evaluation reports will be made publicly available. Evaluators shall provide a copy of the evaluation reports that is free of personally identifiable information (PII) and proprietary information. Final versions of evaluation reports ready for publication should be accessible to persons with disabilities as required by USDA Section 508 Accessibility and Compliance. For guidance on creating documents accessible to persons with disabilities, please see the following resources: https://www.section508.gov/create/documents and https://www.section508.gov/create/pdfs

- A 2-3 page stand-alone brief describing the midterm evaluation design, key findings, and other relevant considerations. It will serve to inform any interested stakeholders of the midterm evaluation, and should be written in language easy to understand by non-evaluators and with appropriate graphics and tables
- Presentation of evaluation

4. Submission Process and Evaluation of Proposals

The procurement will take place in two phased submissions. Applicants will submit written responses during the first phase and the selected finalists will be invited to provide a brief oral presentation (virtual presentation).

1. Interested parties who intend to submit a proposal for this RFP should notify TechnoServe of their intent to bid by emailing procurement@tns.org and wlaytham@tns.org with the subject line "USDA Regrow Yirga evaluation RFP" by November 8, 2021.
2. All questions must be submitted to TechnoServe by November 8, 2021. TechnoServe will provide a transparent response to all interested parties by November 10, 2021.
3. Phase 1 submission is due at 11:59PM on November 15, 2021. The submission must be emailed to procurement@tns.org and wlaytham@tns.org with the subject line "USDA Regrow Yirga evaluation RRP" and must include:
    a. A cover letter summarizing the applicant's interest and capacity to implement the evaluation plan for this program, including subcontractor if applicable. (1 pg)
    b. A description of the recommended evaluation methodologies that demonstrates an understanding of the expected impact, implementation approach, and operating context of the program(s). (3-5 pgs)
    c. A description of the proposed evaluation approach suitable to respond to the RFP. (1-2 pgs)
    d. Past performance summaries of three relevant evaluation assignments completed within the last five years. Each summary should include details about the donor and size of assignment, description of assignment and approach, explanation of relevance to this RFP, and learnings drawn from the assignment (1 pg per summary)
    e. CVs including concise biographical paragraphs of each core evaluation team member, including specific Ethiopia experience. CVs should outline previous evaluation experience and accomplishments as it relates to demonstrating the skills and knowledge needed to fulfill the requirements of the assignment (max 3 pages per team member).
    f. A budget and budget notes for implementing the evaluation approach, including critical assumptions informing the estimate. (1-2 pgs).
        i. The final contract ceiling will be contingent on both the "value for money" of the selected applicant's cost proposal and on the final program budget.
        ii. Offer should clearly demonstrate the financial and administrative capacity to manage the proposed contract
    g. Optional: one example of an evaluation report recently completed or any other document that demonstrates analytical approach. (These documents will be handled with the utmost confidentiality).
4. TechnoServe will invite the top-ranking submissions to proceed to Phase 2 by November 8, 2021. Phase 2 presentations will occur from November 24-25-8, 2021. TechnoServe will schedule a suitable time for a brief oral presentation with the selected finalists.

Proposal Evaluation Criteria

The following criteria will be used to evaluate and rank Phase 1 proposals.

Section	**Points**
Proposed Evaluative Approach and Suitability	30
Past Performance/Ethiopian experience	25
Staffing	20
Cost	25
Total	100

TechnoServe reserves the right to award the contract to the consultant or firm whose proposal is deemed to be in the best interest of TNS and the Donor. The consultant or firm with the winning proposal will be notified in writing. Applicants who are not selected will also be notified.

Proposals should remain valid through December 10, 2021.