

Subject: Request for Proposal (RFP) for final evaluation of the project: Economic Empowerment of Rural Women Groups through Capacity Building

Green Lane NGO plans to procure ***A final evaluation of the project: Economic Empowerment of Rural Women Groups through Capacity Building*** as described in this Request for Proposal and its related annexes. Green Lane NGO invites sealed or electronic proposals from qualified proposers for providing the requirements as defined below.

The Deadline for Submission of Proposals:	February 11, 2019 by 18:00
Manner of submission:	(a) Personal Delivery/ Courier mail/ Registered Mail (b) Electronic submission
Address for Proposal Submission:	Green Lane NGO, 24 Heratsi str., #1, Yerevan 0025, Armenia,
Email:	office@greenlane.am (please mention RFP: Final Evaluation for Rural Women Group Economic Empowerment Programme in the subject line).
Language of the proposal:	Armenian/English
Proposal Validity Period:	_____ days
Proposal Currency:	AMD
Expected Start Date:	Immediately after signing of the Contact, 15 February, 2019
Expected Places of Travel:	The specialists shall travel to the 15 beneficiary communities (for the list see Annex I) in Armenia

BACKGROUND

In Armenia, 45% of the workforce is engaged in agriculture; an estimated 50 % of these workers are women. Though the educational status is higher in women, they earn 30% less than their male counterparts in all areas of employment. This is mostly due to traditional beliefs about sex role in the society and the national policies being mostly gender-blind. According to the Caucasus Research Resource Center, 35% of men and half of women believe that when jobs are limited, men should have more rights to work. Half of men and a third of women believe that problems are likely to occur if the wife makes more money than the husband does. 59% of men and half of women believe that children suffer if the mother is a hired employee. Such common societal views limit employment and earning opportunities for women.

The project addresses the following issues being faced by rural women in Armenia: lack of employment/self-employment/business opportunities; limited access to lifelong education, information, consultancy and other resources; small and divided land plots; lack of the “culture” of group work; low effectiveness of agriculture production, mistrust and lack of awareness on application of advanced technologies; poor soil quality, limited market opportunities, weak agricultural loan system, low quality service provision.

The project is in synergy with government decisions regarding the Sustainable Development of Agriculture in Armenia. These decisions describe the main obstacles to agricultural development, including small land size, ineffective usage of land resources, little knowledge of modern technologies and management systems, incorrect usage of fertilizers, plant protection means, limited access to the markets, and the lack of knowledge on reforms and legislation.

The Project is focused on economic empowerment of rural women. The Project targeted 150 resource-poor rural women in 15 communities of Armenia who were engaged in Women Groups mainly focusing on chemical-free crop growing. Family members of the beneficiary women were to benefit from capacity building and the expected final outcome of the project (improved incomes and livelihoods).

Local authorities; government agencies; local, national and international organizations; various groups working for rural development and empowerment of women in the project’s target areas were another groups of beneficiaries, as their participation in the project (e.g. active involvement in surveys, meetings, discussions, trainings and other capacity building activities, as well as access to the data/information obtained and knowledge shared/generated during the project, etc) could help them strengthen linkages with their own beneficiary and stakeholder communities, check their own strategies and work plans against the project’s finding and make the necessary corrections as well as build partnership in the areas of common interest.

The project Outcomes and Outputs as defined in the Project Proposal Document were as follows:

Outcomes:

- Increased rural women's participation in chemical-free agriculture value chains and access to markets;
- Increased involvement of rural women's groups in community-level decision making processes regarding community development strategies, natural resource management, environment protection, youth programmes, etc.;
- The local environment has improved, where local authorities and the public act in a gender-equal manner.

Outputs:

- Improve rural women's knowledge and skills on sustainable agricultural practices including innovative farming techniques, farmer cooperatives, and marketing tools;

- Improve online and local/urban access to markets for rural women farmers and their chemical-free products;
- Develop rural women's sense of autonomy, self-confidence and leadership skills;
- Women's groups successfully implement advocacy campaigns reaching out to key community stakeholders including men and authorities;
- Increase rural women's participation in local government and involvement in NGOs/ Business entities (as board members, members in different working groups, etc.);
- Work with community stakeholders, officials and others to promote and recognize women's representation in their communities and ensure equal opportunities;
- Enhance credibility and relations between rural women's groups and local government authorities.

To have comprehensive baseline information on the socio-economic status, including intra household relations about the proposed beneficiaries of the project and also to gather baseline information about the institutions that are targeted by the project, a Baseline Study was carried out in the beginning of the project the result of which is available for consideration during the final evaluation of the project.

Thus, Green Lane NGO is looking for an experienced and qualified consulting firm and/or individuals that will undertake a Final Evaluation of the Project.

THE GENERAL PURPOSE AND SPECIFIC OBJECTIVES OF THE FINAL EVALUATION

The major purpose of the final evaluation of project as defined in the Grantee Programme Implementation Guide of "Fund for Gender Equality" is to:

Promote Learning:

- Identify innovative high quality programmes that test novel/unique approaches to catalyse processes toward the development of gender equality commitments.
- Identify particular approaches and methodologies that are effective in meaningfully and tangibly advancing women's economic and political empowerment.
- Identify lessons learned from the experience of grantees in order to influence policy and practice at national, regional and global levels.

Ensure Accountability:

- Provide credible and reliable evaluations of the programmes' results, including in the areas of programme design, implementation, impact on beneficiaries and partners, and overall results.
- Provide high quality assessments accessible to a wide range of audiences, including FGE donors, UN Women, women's rights and gender equality organizations, government agencies, peer multi-lateral agencies, and other actors.

The specific objective of the final evaluation is to get appropriate and timely data/information for the "**Economic Empowerment of Rural Women Groups through Capacity Building**" Project comparable to the baseline data for assessing the programme's achievements. More specifically the study aims at achieving the following objectives:

- To generate qualitative and quantitative endline information with regard to the indicators set in the Performance Monitoring Framework (Annex II);
- To assess the change in social and economic status of target women and their families;

- To assess the change in the level of women engagement in decision-making at local level;
- To assess the change in rural women's access to local and urban markets, including online markets;
- To assess the change in involvement of rural women's groups in community-level decision making processes regarding community development strategies, natural resource management, environment protection, youth programmes, etc.;
- To assess the change in communal based gender stereotyping and impediments to women's participation in local decision making;
- To assess the change in attitude of community stakeholders, officials and others towards promoting and recognizing women's representation in their communities and ensuring equal opportunities.

TERMS OF REFERENCE

The consulting firm or individuals are required to produce the final evaluation document covering the 15 communities included in the 15 regions focusing on the following tasks but not limited to:

Conduct a comprehensive assessment of:

- (i) Profiles of the target women: Assess the shift in structure of the family life of the target women attributed to the project implemented including gender relationships in their families, hours they work, their income generating activities, how they do it, the groups they belong to, quantity chemical production yields, online and local/urban access to markets for rural women farmers and their chemical-free products, as well as what they do with incomes earned. Reveal the gaps in their assets, knowledge and skills needed to further improve their productivity/business.
- (ii) Gender sensitive environment: Assess the change in perceptions of male population to the role of women in terms of gender equality and women empowerment in the targeted families.
- (iii) Gender-inclusiveness: Assess the change in the degree of involvement of women in local government, attitude of community stakeholders, officials and others to promote and recognize women's representation in their communities and ensure equal opportunities, etc.

The consulting firm and/or individuals will develop the methodology and instruments for the final evaluation in close collaboration with Green Lane Team. Methodology, which is a critical part of the task should be clearly and exhaustively indicated in the technical proposal that are expected to be submitted to Green Lane.

The selected Consulting Firm is required to come up with their feasible sampling strategies, methodologies and detail action plans.

DELIVERABLES

The Consulting Firm/ individual is expected to deliver the following:

- An inception report outlining consultants' understanding of the assignment, proposed methodologies, data collection tools and checklists and detailed action plan for the field visits/assignment,
- A draft final evaluation report/document assessing the performance of a programme in terms of relevance, efficiency, effectiveness and sustainability and revealing whether the activities have achieved the stated objectives of the programme document.

- Final evaluation report /document incorporating comments and inputs received from Green Lane;
- A copy of the full database (in EXCEL, Stata or SPSS) containing all data collected, delivered to Green Lane.

№	Deliverables / Outputs	Estimated Duration to Complete	Review and Approvals Required
1.	Inception report developed and submitted to Green Lane	5 days	Green Lane NGO
2.	Data Collection and analysis	1,5 month	N/A
3.	Produce draft report of the endline study and submit to Green Lane	10 days	Green Lane NGO
4.	Final report incorporating comments and inputs from Green Lane	5 days	Green Lane NGO

The assignment is expected to take a maximum of two months which includes review, preparation, implementation, report-writing. The endline survey is expected to start on 15 February, 2019 and the expected end date is 15 April. The consultants will be expected to compile and submit the draft report, then incorporate Green Lane NGO comments and submit a final report within 5 days of the end of the survey.

Consultant(s) Profile

The Consultant(s) should possess the following skills and expertise:

- Master's degree or higher in social science or related subject;
- Knowledge on data collection and analysis techniques using the various statistical packages-advanced excel, SPSS etc.;
- Knowledge of issues concerning women's human rights and gender equality;
- At least five years of proven experience in conducting survey/ research/data collection and analysis
- Familiarity with the relevant context of Armenia;
- Excellent communication skills.