



Terms of Reference

for

the selection of a service provider to conduct TRTP Mid-Term Outcome Survey

for

talent Retention for Rural Transformation

(IFAD VIII)

Foreword

These terms of reference have been prepared by *CPIU IFAD* and are based on the 1st edition of the IFAD-issued standard procurement documents template for terms of reference available at www.ifad.org/project-procurement This document is to be used for the procurement of services in projects financed by IFAD.

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Terms of Reference (ToR)

TRTP Mid-Term Outcome Survey

1. Client

The client for this assignment is the Consolidated IFAD Programme Implementation Unit (CPIU IFAD) which is responsible for day-to-day management and implementation of Talent Retention for Rural Transformation Project (TRTP) which has established a robust and well-recognized track record of competent and diligent project management of IFAD's previous and ongoing projects.

2. Country background

Moldova is a small lower-middle-income economy. Although it is among the poorest countries in Europe, it has made significant progress in reducing poverty and promoting inclusive growth since the early 2000s. Agriculture is a central pillar of the Moldovan national economy and the main source of livelihood in rural areas. The last years are marked by drought, which highlighted another major vulnerability of the country - increased exposure to climate shocks. Climate change and its consequences on agriculture and forestry in Moldova are the key topics discussed at Government level.

3. Background on projects

Talent Retention for Rural Transformation Project (TRTP), the eighth Project in Moldova (IFAD VIII), financed by IFAD and Adaptation Fund (AF), and local contribution, was designed to be implemented during 81 months period, starting from 13th of January 2021 and completing 30th March 2027. The TRTP is joint GoM and IFAD response to the significant challenges facing the rural poor and strengthening resilience to climate change, increasing competitiveness and economic opportunities for small farmers in rural areas.

Project	Talent Retention for Rural Transformation (TRTP)
Project launch	13/01/2021
Project end	30/03/2027
Project objectives	<ul style="list-style-type: none">Reduction in poverty and outmigration from rural areas through the enhancement of smallholder resilience to climate change and economic risk and ensuring access to markets.
Project target area and groups	<ul style="list-style-type: none">TRTP has a national coverage and is implemented in the areas controlled by the Government of Moldova (GoM) except the entities registered in Chisinau and Balti.Target Group: commercially-oriented smallholder farmers and youth entrepreneur's cultivating up to 10 hectares, especially women farmers.
Implementation agency	IFAD Consolidated Program Implementation Unit
Project components	Component 1. Resilient Economic Transformation: 1.1. Enhancing Climate Resilience 1.2. Agribusiness Development Component 2. Entrepreneurship Finance: 2.1. Affordable credit for youth and women 2.2. Rural Finance sector development

4. Background of the assignment

The mid-term outcome survey is a critical component of ongoing TRTP project, which aims to enable the rural poor (especially youth, women, and smallholders) to increase their productive capacity, resilience to economic, environmental, and climate-related risks and their access to markets. The overall goal of TRTP is reduction in poverty and out-migration from rural areas through the enhancement of smallholder resilience to climate change. This survey is designed to assess and analyse the project's progress and its impact on the intended beneficiaries. TRTP has reached a critical juncture, nearing the mid-point of its implementation phase. Evaluating the progress made so far is essential to ensure the Project is on track to meet objectives. The stakeholders involved in TRTP including donors, government and the project team, seek a transparent and accountable assessment of project outcomes and the efficient utilization of resources. Conducting this mid-term survey will provide an opportunity to gather valuable insights and lessons learned. These findings will enable CPIU team to make necessary adjustments and enhancements to the project strategy, improving its overall effectiveness.

5. Objectives of the assignment

The survey will focus on understanding the initial impact of TRTP on the beneficiaries. It is crucial to assess the changes in their lives and livelihoods resulting from the project's interventions. For the activities which are not yet started, the survey will collect additional data to guide the implementation and targeting strategy. The survey's findings will inform our decision-making for the latter stages of the project, ensuring that we are well-prepared to achieve the desired long-term outcomes.

The successful execution of this mid-term outcome survey will serve as a valuable tool for informed decision-making and strategic adjustments, ensuring that our efforts continue to benefit our target beneficiaries and fulfil the project's overarching mission.

6. Scope of work

In order to perform the middle term survey of the project, CPIU IFAD is seeking a service provider to conduct the Mid-term Outcome Survey based on importance of assessing and enhancing beneficiaries' performance.

The survey will include both quantitative and qualitative data collection and it will cover the period from January 2021 to December 2023. The survey will measure the values of project outcomes and individual/household characteristics in compliance with the International Fund for Agricultural Development.

The contracted firm will also be responsible for analysis of the data, presenting a report outlining the values of key outcome indicators and presenting attributable impact estimates in compliance with the methods outlined in this ToR. These terms of references outline the key elements of the data collection, analysis and deliverables. The set of data to be collected will be based on the Project's logical framework indicators and [IFAD's COI Guidelines](#). The list should specify which indicators are IFAD Core Indicators (COI) and which indicators are specific Outcome indicators included in the project Logical Framework (Annex 1). This mid-term evaluation involving qualitative and quantitative methods to evaluate the implementation and the performance and to make recommendations for the remaining implementation period.

The Mid-Term Outcome Survey will collect quantitative and qualitative data of the outcomes indicators determined in the project logical framework.

The objective of the Survey is to establish the achievement of outcomes according to the logical framework.

The survey will measure the project outcomes indicators on individual/household characteristics at the end of 2023. The survey will be conducted on a sample 400 persons: 200 beneficiaries as treatment group and 200 non-beneficiaries as control group.

The survey should:

- focus on key indicators required to measure the outcomes and impact mentioned in the Project's Logical Framework;
- not duplicate existing available data;
- not require an excessive amount of interviewees time;
- generate accurate and reliable results based on sound statistical best practice, and;
- allow disaggregation by gender and age.

7. The Project consists of the following Components and Sub-components:

Component 1: Resilient Economic Transformation

This component is aimed at enhancing resilient economic transformation in the rural areas and will provide the entry point for addressing constraints related to infrastructure, agribusiness, and marketing. Particular attention will be devoted to the promotion of climate-resilient technologies and building the capacity of government institutions for enhancing awareness and technical knowledge about conservation agriculture and strengthening government capacity for economic and market analysis regarding the agribusiness sector for smallholder farmers. This component will have two sub-components; 1.1: Enhancing Climate Resilience and 1.2 Agribusiness Development.

Sub-component 1.1: Enhancing Climate Resilience

A. Climate Resilient Infrastructure (CRI): The subcomponent is designed to support investments in productive rural infrastructure enhancing resilient rural economic transformation by removing infrastructure bottlenecks.

B. On-farm Climate Adaptive Water Management: The subcomponent is designed to build smallholder farmer's resilience to climate change by fostering the adoption of climate smart, water saving technologies and building smallholder awareness and capacity in climate adaptive agricultural practices.

Sub-Component 1.2 Agribusiness Development

A. Strengthening Value Chains for Producer Groups: This sub-component will be focused on enhancing the potential for agri-processing and agribusiness in rural areas aimed at individual farmers willing to undertake agro-processing and agribusiness development through producer groups, farmer associations or cooperatives.

B. Strengthening MAFI Technical Capacity: The project will strengthen the capacity of MAFI by providing it technical specialists for economic and market analysis. These specialists will be kept informed of the experience of the project in undertaking some of the innovative arrangements in organizing the market facilitation meetings, partnership with private sector entities and the experience of PGs in the equity partnerships.

Component 2: Entrepreneurship Finance

This component will consist of two complementary subcomponents: 2.1. Affordable credit for youth and women; and 2.2. Rural finance sector development.

Sub-component 2.1. Affordable credit for youth and women: Will be focused on addressing the two main bottlenecks affecting access to credit for the rural youth and women – the cost of capital and lack of collateral to access loans.

Sub-component 2.2. Rural finance sector development: This sub-component is designed to build capacity and strengthen some of the initiatives of the previous IFAD projects and will further strengthen the SCA sector and the regulatory and supervisory capacity of the National Commission for Financial Markets (NCFM).

8. Project Area

TRTP has a national coverage and shall be implemented in the areas of Moldova which is under control of the Government of Moldova (GoM). The project will prioritize interventions in the more climate vulnerable and deprived areas throughout the country based on Small Area Deprivation Index and data on climate vulnerability from the 4th National Communication of the Republic of Moldova on Climate Change.

The table below shows the numeric distribution of direct beneficiaries by rayons and number of villages in which beneficiaries develop the activities.

Table 1: Distribution of direct beneficiaries by 31.12.2023

Rayon	Villages per rayon	Number of beneficiaries
Anenii Noi	8	17
Briceni	6	10
Cahul	3	24
Calarasi	1	8
Cantemir	2	2
Causeni	3	3
Chisinau mun.	1	1
Cimislia	2	2
Criuleni	1	6
Donduseni	2	4
Drochia	4	14
Dubasari	1	1
Edinet	6	6
Falesti	6	12
Floresti	6	9
Glodeni	9	20
Hincesti	5	33
Ialoveni	6	13
Nisporeni	5	6
Leova	12	27
Ocnita	9	18

Orhei	7	18
Rezina	3	3
Riscani	2	3
Singerei	4	9
Soroca	3	3
Stefan Voda	8	22
Straseni	3	5
Taraclia	2	2
Telenesti	1	2
Ungheni	7	8
UTAG	1	3
Total		317

9. TRTP Targeting Strategy

TRTP was designed to be socially inclusive. By so doing, it aligns with the Sustainable Development Goals and the associated Agenda 2030 principle of *Leave No One Behind*. In fact, the project follows guidelines developed by the IFAD in relation to targeting as well as for gender transformative and youth sensitive projects. Thus, the TRTP Targeting and Gender Strategy (document attached) serves as a reference document to managers and implementers alike to guide project management to ensure that outreach is loyal to the targeting and gender transformational expectations. For IFAD, targeting refers, firstly, to ensuring that the right people are considered for the project. Secondly, it entails that all relevant considerations are made for programmes and projects to effectively reach intended target groups. Lastly, targeting requires that adequate products, measures, and other forms of support are promptly provided so that each of the target groups can thrive beyond the project's lifetime.

The primary target group of TRTP is commercially-orientated small-holder farmers and youth entrepreneurs. The project will focus on women, youth and men small-holder farmers cultivating land up to 10 ha, engaged in horticulture and cultivation of high value crops who face constraints in increasing productivity, in accessing finance and technical expertise, in aggregating their produce and accessing markets. TRTP will focus on youth entrepreneurs, women and men from rural areas facing challenges in accessing finances and business development support to establish and expand their on- and off-farm businesses. The project will also target smallholders who live under the national poverty line (primarily characterised by their dependence on agricultural production with low levels of productivity). Poor smallholders tend to be among those cultivating less than 3 ha of land. In addition, the project will engage with a range of actors such as agribusinesses, exporters, input suppliers, processors of agricultural goods, farmers with larger landholdings where they can function as aggregators, innovators and catalysts providing pathways for small-holder farmers to access national and international markets. In all project activities, there will be a strong focus on youth and women.

10. Targeting quotas

In each of the different areas of intervention the project will reach 40% women and 40% youth. These targets have been set in line with the project being gender transformative and youth sensitive. The quotas will apply for the different areas of intervention, except the matching grants that come with a loan

component given that these products have been conceived exclusively for women and youth. When targeting women, efforts will be made to ensure that women heads of households are also targeted across project areas of intervention.

11. Direct Selection. The set of households that met the project's selection, eligibility criteria and targeting strategy.

IFAD activities in Moldova target rural poor, especially youth, women and smallholders, to increase their productive capacity, resilience to economic, environmental and climate-related risks and their access to markets. Gender mainstreaming will be strengthened with total direct targeting to include at least 40% woman and 40% youth. The project has been classified as Gender transformative and Youth sensitive and special attention should be given to these aspects.

12. The Self Selection mechanisms involve the following measures:

1. Information dissemination on opportunities provided by TRTP to as many persons as possible residing in rural areas of Moldova. Publishing the CPIU announcements with set eligibility criteria
2. Technical advice and support provided to eligible and interested beneficiaries to participate in project's interventions.
3. Clear eligibility and selection criteria established for direct targeting. Checking the relevance, approve or reject.

Self-targeting measures include clear, inclusive eligibility and selection criteria, and affordable selections of crops and technologies for smallholders with upper limits on size of assistance and loans available.

The TRTP self-selection targets are the following:

Micro and small enterprises (MSEs). These are two types of enterprises, which share many similarities. The MSEs are registered legal entities. They are specialized in production, harvesting and storage of fruits, berries, vegetables, medicinal and aromatic plants, seeds and seedlings, field crops and table grapes, animal breeding, agrotourism, production of renewable energy.

Micro-entrepreneurs (MEs) are small farmers from rural area, both, both physical and legal persons, Moldovan citizens who intend to develop or expand agricultural and/or non-agricultural income-generating activities based on private property.

Young entrepreneurs - is a crosscutting target group facing unique challenges and opportunities that also require tailor-made targeting strategies. *Women smallholder farmers* operate on a smaller scale, and more likely to work at the homestead plots cultivate vegetables and fruits on homestead plots, and/or land shares near the houses. The eligible beneficiaries for „matching grant for youth and women” are rural enterprises (registered legal entities) owned and/or led by young men and/or women of up to 40 years old. The total area of land owned and/or rented by all members/founders of the applicant and all entities of the founders/members, will not exceed 10 hectares.

TRTP self-targeting measures refers to commercially oriented small farmers cultivating up to 50 hectares, registered as subjects of entrepreneurial activity, under any legal form, especially women and young farmers, from climate-vulnerable rural areas.

Geographic targeting

The TRTP is covering all rural Moldova, special prioritization will be given to climate-vulnerable and deprived areas.

Geographic targeting is applied throughout the Components and is demand driven. Targeting of most climate sensitive districts is conducted based on Livelihood Vulnerability Index (LIV), and targeting of rural municipalities is conducted based on poverty data of Small Area Deprivation Index for 2015 verified by the Household Budget Survey of 2015.

13. Treatment Group

Treatment Group includes the project beneficiaries that have received financing services under any aspect: on-farm and off-farm climate resilient infrastructure, entrepreneurship finance, technical assistance or trainings during the lifetime of the Project all over the TRTP implementation area.

Within the Component 1, „Resilient Economic Transformation” as of the end of 2023, 5 grants for the establishment of demo plots have been provided ; 2 equity investment for agro-processing (Loans for micro and small enterprises) and 279 persons have been trained in on-farm climate resilient water management capacity building.

For the activities which are not yet started, under Component 1 „Resilient Economic Transformation”, activities related to land restoration and irrigation infrastructure, the service provider will collect additional data to guide the implementation and targeting strategy to identify the surface areas to be rehabilitated and the type of climate-resilient practices already in use by target beneficiaries.

This survey will map out areas most in need of land restoration and improvement of irrigation infrastructure. This analysis can identify areas with high levels of land degradation, water stress, or vulnerability to climate change impacts.

Within the Component 2 „Entrepreneurship Finance”, during the period of Project implementation – there have been disbursed 29 matching grants for women and youth , 3 credits for MSEs for agroproduction and 4 loans for microentrepreneurs.

The table below shows the actual cumulative achievement by components at the end of 2023.

Component	Unit	Appraisal target	Actual Cumulative 31.12.2023
Component 1 Resilient Economic Transformation	<i>Men</i>	5302	215
	<i>Women</i>	3496	71
	<i>Young</i>	3923	111
	<i>HH</i>	8798	286
Component 2: Entrepreneurship Finance	Men	157	22
	Women	103	14
	Young	103	30
	HH	260	36

Total number of TRTP (excluded beneficiaries with more than one activity)	<i>Men</i>	5459	234
	<i>Women</i>	3599	83
	<i>Young</i>	4026	139
	<i>HH</i>	9058	317

For the assessment of the financing of entrepreneurship, including technical assistance, trainings, mentoring, loans and grants implemented by the project, the treatment group will consist of supported agribusiness, smallholder farmers, young entrepreneurs, and women farmers. They and their comparison group will constitute the recipients of the **quantitative survey**.

The treatment group for „On-Farm Climate Adaptive Water Management” activity will be smallholder farmers using/benefiting from financed projects for the establishment of water management demo plots (grants for climate-smart irrigation). They and their comparison groups will be subject to **qualitative assessment**.

14. Comparison Group: In order to better understand the attribution of the project interventions on beneficiaries, a control group will also be used for both the quantitative and qualitative survey. **For the quantitative survey** to assess the financing of entrepreneurship, technical assistance, trainings, mentoring, loans and grants provided by the project, the comparison group will be formed of households and agribusinesses similar to those participating in the project identified based on their similar characteristics (i.e., nearby locations with similar demographics).

For the qualitative assessment of „On-Farm Climate Adaptive Water Management” (water management demo plots projects), the control group will be selected from villages who will submit the applications for the financing of the demonstration lots in the first half of 2024, or households and agribusinesses similar to those participating in the project identified based on their similar characteristics in case no application submitted in the first half of 2024.

15. Theory of Change

The theory of change (TOC) of the TRTP project is that IFAD can help alleviate poverty reduction and drive the transformation of the rural economy by supporting smallholder farmers, young entrepreneurs and women in becoming more resilient and competitive through a range of complementary investments. A graphic illustration of the TOC is given in Annex 2. IFAD interventions represent a comprehensive and integrated approach to rural development in Moldova, addressing the root causes of poverty and inequality while harnessing the potential of rural communities to drive sustainable economic growth. By aligning investments, policies, and partnerships towards common objectives, stakeholders can work together to create a more inclusive, resilient, and prosperous future for all residents of rural Moldova.

The proposed interventions in Moldova aim to address the multifaceted challenges facing rural communities while leveraging opportunities for sustainable development and poverty reduction. By targeting key areas such as agricultural productivity, market access, infrastructure development, gender equality, financial inclusion, and capacity building, the interventions seek to catalyze positive and lasting changes in the lives of rural households.

Through investments in irrigation infrastructure, water-efficient technologies, and agricultural training, the initiative aims to enhance agricultural productivity and resilience to climate change, thereby improving food security and increasing incomes for rural households. Additionally,

improvements in market access, processing facilities, and producer organization partnerships will enable farmers to access markets more effectively, increase sales, and generate new employment opportunities.

Empowering women and youth through equity participation, entrepreneurship training, and leadership development will promote gender equality, youth inclusion, and intergenerational resilience in rural communities. Strengthening institutional capacities, particularly in economic and market analysis, will enhance evidence-based policymaking and support the sustainable growth of rural economies.

Furthermore, by expanding access to financial services, providing matching grants, and collateral support, the initiative aims to unlock the entrepreneurial potential of rural communities, foster innovation, and stimulate economic growth. These interventions collectively contribute to the overarching goal of poverty reduction and rural transformation, with expected outcomes including increased access to water and infrastructure, improved market connectivity, enhanced agricultural production, and greater financial inclusion.

IFAD's previous experience in the country has clearly shown that investments in demand driven physical infrastructure and water efficient technologies can help enhance productivity and build resilience to climate change and extreme weather events for smallholder farmers. Organizing producer groups and associations in innovative arrangements with clear specification of ownership rights, equity investments and professional management will encourage farmers to participate in collective agribusiness enterprises and access markets that are otherwise not accessible to them. Working with strategies that facilitate smallholders contacts with market drivers can provide mutually beneficial partnerships for a range of market players along the value chain.

16. Project Key Outcome and Impact Indicators

The set of data to be collected will be based on the Programme's logical framework indicators and IFAD's COI Guidelines. The list should specify which indicators are IFAD Core Indicators (COI) and which indicators are specific Outcome or Impact indicators included in the project Logical Framework. The following list the key impact and outcome indicators are expected to be considered {(note for each indicator the unit of observation and the data source (quantitative, qualitative, etc.)}:

Outcome Indicators:

- 1) 1.2.1 Households reporting improved access to land, forests, water or water bodies for production purposes.
- 2) 2.2.3 Rural producers' organizations engaged in formal partnerships/agreements or contracts with public or private entities
- 3) 2.2.1 New jobs created
- 4) 3.2.2 Households reporting adoption of environmentally sustainable and climate-resilient technologies and practices

Impact Indicators:

- 1) Number of households that report an increase in income and % increase over the baseline value
- 2) IE.2.1 Individuals demonstrating an improvement in empowerment
- 3) Percentage reduction in the number of households reporting about their intentions and plans to migrate from their community due to the project

Specific Indicators for the Adaptation Fund

1. Ha of smallholder agricultural land made climate resilient
2. Number of smallholder households benefitting from climate resilient improvements.
3. Number of persons trained in water saving technologies and trained in practices which are climate resilient

Mandatory Indicator for all NEN COI Surveys

Household asset-based poverty indicators computed from index of asset ownership using durable assets, productive assets, and housing assets as relevant

17. Methodological requirements for the Quantitative survey

The CPIU IFAD intends to conduct a survey to obtain quantitative data that will enable to monitor and evaluate the Project's outcomes results at the middle of the term of implementation. The quantitative data collection will consist of in-person surveys with households and rural enterprises. The survey will measure the project outcomes indicators at the end of 2023.

The survey will be conducted on a sample of 200 beneficiaries and 200 non-beneficiaries (comparison group). The Project Team will provide the firm with the list of project beneficiaries. The listing of comparison households will be arranged by the firm for which they'll be provided relevant project and secondary data if available. Before proceeding with data collection, the firm should validate the sample with project team.

The survey should:

- focus on key indicators required to measure the outcomes mentioned in the Project's Logical Framework;
 - not duplicate existing available data;
 - not require an excessive amount of interviewees time;
 - generate accurate and reliable results based on sound statistical best practice, and;
 - allow disaggregation by gender and age
-
- georeferencing the survey results

18. Methodological requirements for Qualitative Survey

The qualitative survey serves the purpose of complementing the quantitative survey by contextualizing the findings and providing information on the capacity of existing institutions and procedures. For the evaluation of the project at the middle term, the primary focus of the qualitative work will be evaluation of the „On-Farm Climate Adaptive Water Management”, i.e. grants financed for the establishment of the demo plots. The purpose of the qualitative surveys is to verify and contextualize the results of the quantitative analysis, provide information on program design and implementations, and evaluate program activities at midline. The firm will develop the questionnaires and guidelines for the qualitative work, based on IFAD Core Indicators, subject to the approval of IFAD.

The qualitative data collection will consist of 5 In-depth interviews with the beneficiaries of grants for demo plots. The list of the beneficiaries will be provided to contracted firm.

The CPIU IFAD intends to conduct a survey to obtain quantitative and qualitative data that will enable to monitor and evaluate the Project's outcomes results from the beginning of the Project till its midline.

19. Questionnaire

The completed questionnaires are to be administered in an electronic form CAPI Software (Survey Solution, Survey CTO, ODK) format that will assure high data quality. The questionnaire has a roster structure that makes use of paper questionnaires infeasible. The household questionnaire will take 1 hour maximum to deliver on average and needs to be delivered through in presence interviews. The flow of the questionnaire will need to be calibrated and tested to avoid interviews fatigue and low response rate.

The selected firm will develop the questionnaires and guidelines for the qualitative and quantitative work, subject to the approval of IFAD. The questionnaire needs to be elaborated in order to allow calculation of outcome indicators from Logframe (Annex 1) and in compliance with the International Fund for Agricultural Development's [Core Outcome Indicator Measurement Guidelines \(COI\)](#).

The **beneficiaries sample size** and sampling lists will include all TRTP persons that have benefited from at least one IFAD intervention during TRTP period from Project's beginning till its midline. Only for „On-Farm capacity Building” beneficiaries the sample size will be calculated using standard statistical formula, using 95 per cent confidence level and with the margin of error at 5 per cent as the first choice.

The final determination of the sample size should be justified and submitted to IFAD's approval. The sample will be also representative of the percentage of women and youth targeted by the Project or whatever other relevant feature.

The **comparison sample list** will be identified by service provider conducting the survey, list of non-beneficiaries can be identified from local public authority or other secondary sources. The project team will support in providing relevant data and linking to local authorities as relevant. The firm will need to develop a sampling frame of similar individuals and households working with the project team records, secondary sources, and public records. The sample size for the comparison group should be equal to that in the treatment group and should present the same socio-economic characteristics and poverty level.

Thus, the minimum total sample size for the survey will be 200 beneficiaries and 200 non-beneficiaries from which 40% women and 40% young (<40 year). The final sample selection and sampling plan for the control group will be submitted in the inception report and subject to the approval of the project team prior to launching data collection. It is necessary that the contracted party maintain an accurate register of households sampled for future reference and clearly enumerate and record all decisions and processes involved in sample selection.

20. Data quality control

The use of electronic devices and georeferencing for data collection is required. The use of Survey Solutions or a similar software is recommended for CAPI data collection. As data are collected and entered into SPSS Statistics or similar software, checking for errors and data quality is an important step and sufficient time

should be allocated to review the data and assure its quality. The CAPI questionnaire should also be programmed for real time data quality control.

The following strategies should be used:

- Sort data to find missing data, outliers, high, or low values;
- Use automation, such as drop-down menus;
- Review data for anomalies;
- Discuss data discrepancies and/or findings with implementers.

21. Detailed list of activities and deliverables

This section presents the list of activities expected to be performed by the firm. It also describes the main deliverables to be provided.

The firm/consultants will work in close collaboration with the concerned general experts of the implementing agency and under the supervision of the Project Team and IFAD in the development and supervision of all phases of data collection and the following analysis of the survey data.

22. List of activities

Phase 1 - Inception phase

- Initial situational analysis - review of project materials and data. The Project Team shall be responsible for providing key background documentation to the firm (financing agreements, Logframe, startup reports, supervision reports, etc). In particular, existing and previous data to be provided by the project: Logframe, List of beneficiaries if any, etc.
- Preparation of listing survey
- Collect and analyze secondary data (from multiple sources where available).

Phase 2 -Sampling strategy and survey instrument development

- Development of the survey questionnaire, using IFAD's Guidelines for the Measurement of Core Outcome Indicators (2020) as a guide, the questionnaire and contextualize it to the country setting and logic of the project. If necessary, the contractor must provide accurate and professional translation to the appropriate local languages of the survey instruments and manual.
- Development of the sampling design in accordance with the guidelines enumerated above. This includes determining the sampling frame, selecting survey locations respecting the distribution of project activities, and determining the sampling size.
- Survey plan: The contractor must deliver a survey plan outlining the sampling strategy and methods for approval before proceeding. The plan should detail the strategy used, justify the methods and sampling size, and outline measures to ensure representativeness as well as methods for data processing. Additionally, all calculations and data informing the plan's development should be cited and shared. Only after approval of the survey plan may the consultant finalize the samples for data collection. The survey plan should also detail plans for data processing, reweighting, final estimation of outcome indicators, and quality control. Elements in survey plan:

- Adapt depending on data availability, sample design, and methodological choice, i.e. panel v. cross-sectional.
 - Decide on the sample frame: List of all the units in the desired population (s), from which random samples of units are selected to build the survey samples. The contractor should provide a listing of the project eligible population (potential beneficiaries and comparison group) in order to facilitate the drawing of the sample within the eligible population.
 - Determine the sample size: The consultant must determine the sample size informed by relevant data and literature to ensure that the sample size is sufficient to detect impact on outcome indicators at endline.
 - Select survey locations: it is important to respect the population distribution within geographic areas/communities, and the proportion of beneficiaries HH per type of activity in the sample. The sampling method should be such that it ensures representativeness across all relevant features
- Clearance by Project Team and IFAD of survey plan and the questionnaire.
 - Develop interview manuals and instructions for field staff.
 - Development of an appropriate data management system with adequate quality controls as enumerated in above.
 - Test Questionnaire: Contractor is responsible for arranging the pre-testing. The pre-testing has the function of: (i) verifying the accuracy of translation; (ii) identifying questions that are difficult to understand for respondents; and (iii) identifying where improvements can be made in the general questionnaire design and flow. The pre-testing team should include all the supervisors. Once the pre-testing is completed and the survey tools are finalized, the enumerator training and the pilot phase with the entire group of enumerators is conducted.
 - Development of the Final Questionnaire.
 - Clearance of the final questionnaire and sampling design by Project Team and IFAD.

Phase 3 Fieldwork Activities

- Preparation for field work (recruitment of interviewers, printing of questionnaires and other fieldwork documents).
- Staffing, Enumerator training, and pilot: It is required that the enumerator training is undertaken in the same location for the entire team, and that all enumerators, supervisors and managers are present. The Contractor is required to ensure enumerator's capability to collect high quality data within the average amount of time indicated for household survey. This may require higher number of enumerators attending the enumerator training and pilot, after which, the Contractor will screen out enumerators based on their performance during training and pilot.
- Pilot study fieldwork.
- Revision of the pilot study questionnaires.
- Analysis of pilot study results, introducing adjustments to the draft questionnaire.
- Development of the Final Questionnaire.
- Administrative approval from necessary authorities
- Qualitative data collection at the appropriate level of analysis
- Data quality control mechanism established and approved by IFAD team
- Quantitative data collection

Phase 4 - Data Processing, Analysis and Final Report Preparation

- Database formation
- Data entry and cleaning
- Statistical analysis of the data
- Analysis of Georeferenced data and preparing maps
- Preparation of the final report
- Final report should be elaborated in English.
- Clearance of the report

23. Analysis and report

Analysis

At midterm, the analysis relies largely on presentation of effect sized on various indicators and updating the logical framework. At this stage, the focus of the analysis should be on the estimation of treatment effects (ATE, ATET, ITT, etc.) not the presentation of descriptive statistics. Analysis should explain how the estimation, interpretation and presentation of the results was done.

- analyze and interpret the data collected, using agreed methodology, taking into consideration the goal, objectives, outcome and outputs and target group of RRP;
- prepare a detailed report and analysis on the collected data based on the outline submitted to CPIU IFAD during the preparation phase.

Report

While writing the report, the service provider will work in close collaboration with the Project Team, to enable a learning process and to maximize transparency and accountability.

Once the surveys have been conducted and their quality controlled, the analysis of the results should be presented in a report. The report summarizes the conclusions emerging from the analysis and includes the following elements:

- the description of the methodology used;
- the questionnaire;
- the results of the survey;
- the updated logframe (at outcome or impact levels);
- the analysis and interpretation of the results (detailed analysis with statistical significance and summarized tables for each indicator);

The survey database should also be provided to project staff in Excel format including the recording of the qualitative interviews.

All data collected should be georeferenced.

24. Competencies required

Firm expertise and required qualifications

The selected company shall possess the following qualifications: see Annex 2.

Key staff/ required staff

The proposed team should consist of reasonable number of qualified and experienced professionals having proven track record in designing and implementing socio-economic and/ or evaluation studies and having good depth of understanding of rural development as well as of and gender and social inclusion. The bidders are expected to propose Team Leader and appropriate number of experts, field supervisors, enumerators and support staff.

Minimum key professional staff positions:

Team Leader: Advanced degree in economics, statistics, agricultural economics or related field. At least five years relevant experiences in conducting impact evaluations, large quantitative survey implementation and analysis, experience in household and agricultural data collection and analysis required, ability to coordinate teams and ensure timely reporting.

Team Leader will be in charge of coordinating the planning, implementation of the studies and ensuring that the work is conducted following the highest professional standards.

One expert in survey implementation and field supervision: Minimum five years' experience with large survey implementation, experience in implementing household and agricultural surveys required. Preferably with previous experiences in conducting surveys in Republic of Moldova.

One socio-economic researcher: Advanced degree in economics, agricultural economics or related fields, at least five years' experience in analyzing survey data using SPSS. Strong background and experience in statistics and econometrics is required. Ability to write clearly and concisely in English. Previous experience in impact evaluation is preferred.

One computer specialist in data entry and data bases: Minimum experience of three years with large survey data sets and data entry software required. The data specialist will develop appropriate data management system with adequate quality controls, and finalize the data management system before the data collection process start. The data management system would also be organized in such a way as to deliver partial datasets on a regular basis to the Project Team.

Survey enumerators: Minimum qualifications include knowledge of local language. Preference should be given to candidates with experience in quantitative data collection in Republic of Moldova, namely, on the themes of the questionnaire. Minimum of 2-3 field supervisors should be hired (best ratio would be 1 supervisor every 4 enumerators). They should be chosen based on the firm's best practices. At least two years' experience in conducting or managing household surveys is required.

25. Payment schedule and timeline

(Payment terms will be based on deliverables.)

Deliverables	%
1. Inception report	10 %
2. Raw database for survey-based activities	20 %
3. Qualitative data, recording and transcripts	20 %
4. Final Mid Term Outcome Survey	50 %
TOTAL	100%

The exact timeframe for this assignment will be negotiated in line with the proposal submitted by the interested party.

The methodology proposed for this assignment will influence, to some extent the duration of the assignment. The study should be completed during the period of maximum 12 weeks from the date of signing the contract with service provider.

Tentative schedule is as follows:

Time Schedule for MTOS	WEEKS (after signing the contract)											
	1	2	3	4	5	6	7	8	9	10	11	12
Desk Review/Planning and drafting of Inception Report												
Development of Methodology, Questionnaire and Data Management Tools												
Comments from local and IFAD M&E team & revision of Methodology & Questionnaire												
Listing Survey (if relevant) & Development of Sampling Frame												
Data collection and entry												
Data analysis												
Submission of Draft Report												
Approval of Draft Report by the IFAD												
Submission of Final Report												

26. Deliverables

The following deliverables will be provided to the project upon completion of corresponding phases:

- **Inception Report** –This report will include a fully elaborated Midline Outcome Survey proposal, including the approach and proposed survey instrument, sampling frames and sampling methodology, interviewing method, questionnaires and other survey tools, data processing and analysis methodology, outline of the final report and schedule of activities; it will include the following elements:
 - Updated working calendar and delivery schedule

- Survey design describing the sampling strategy, data collection instruments and data entry methodology
- Final questionnaire including electronic format (SPSS).
- **Raw data (in SPSS format)**; cleaned data (same format); analyses files (do files and scripts)- this will help us determine how indicators was computed;
- **Final Midline Outcome Survey Report-** The final report should be written in a clear and simple style, documenting the results of the Survey in accordance with the above terms of reference and including: (i) a description of any limitations which may affect the accuracy/representativity of the results; (ii) a detailed description of the methodology used and the justification for its selection; (iii) a summary of the major findings of the survey, using photographs, maps and diagrams as necessary; (iv) technical details, documents consulted and other data in one or more Appendices; (v) feedback on the effectiveness and viability of the survey process, highlighting any issues identified during survey preparation. Final Midline Outcome Survey Report should be presented to CPIU IFAD Staff.

Final Survey Report and Database shall be submitted in English. All reports and data collected must be provided to the project, together with other relevant material and information collected or generated during the survey.

The clean dataset as well as the resulting reports will be property of the Project Team and IFAD.

Services and facilities to be provided by the consultant

The Consultant will provide the following items while carrying out the assignment:

- Office space;
- Office equipment;
- Any other equipment materials and/or tools.

27. Language

The final survey, the data base, the questionnaire as well as all subsequent deliverables will be provided in English. Based on needs from beneficiary side, the company will make proper accommodation in Romanian and Russian languages.

28. Offer Content

Interested consulting companies should submit their applications consisting of the following documents/information to demonstrate their qualifications:

Technical Proposal will include:

- the profile of the company
- relevant experience for the assignment, including:
 - experience in design and execution of quantitative surveys,
 - experience in projects with international organizations, agencies, NGOs;
- staffing (CV of each team member);
- proposed methodology to perform the survey;

- the work plan (activities) and resources sufficient to implement in the proposed timing;
- duration of the assignment and survey timetable;

Financial proposal will obligatorily include the consulting fee and operational expenditures related to the assignment. The survey company will provide a break-down of the budget by the activities mentioned in the Activities section above.

Financial proposal will include total cost for the activities according to the present ToR. The cost of services must be provided in EUR at 0% VAT.

29. Evaluation Criteria

Criteria:	Score:
Relevant specific experience:	10
Proposal and methodology:	40
Key personnel:	30
Non-key personnel involvement:	10
Timeframe	10
Total:	100

The award will be made to the bidder offering the highest combined score based on the QCBS methodology. The financial offer will be admitted for evaluation only if the provided technical offer will pass the minimum technical score of 70 points.

30. Coordination of activities

Coordination of the implementation of activities under these Terms of Reference will be carried out by the M&E Manager of CPIU IFAD.

31. Services and facilities to be provided by the client

The Service provider together with the team will work in close collaboration with the CPIU IFAD specialists responsible for the activities foreseen in the ToR, who will provide support and advice in the implementation of the activities.

32. Services and facilities to be provided by bidders

For the proper organization and execution of the planned activity, the service provider will have the necessary transport, facilities and equipment to provide the required services (office, computer, telephone, printer, scanner and software).

33. Additional information

The CPIU is entitled to cancel the tender at any stage of the competition due to the impossibility of financial coverage or due to unconformity of tenders to the requirements set out in the tender documents or other justified reason.

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Annex 1 TRTP Logical Framework

Logical Framework Talent Retention for Rural Transformation

Results Hierarchy	Indicators			
	Name	Baseline	Mid-Term	End Target
Outreach Number of persons directly receiving services promoted or supported by the programme (Core indicator outreach 1)	1.b Estimated corresponding total number of households members			
	Household members - Number of people	0	10507	26268
	1.a Corresponding number of households reached			
	Households - Households	0	3623	9058
	1 Persons receiving services promoted or supported by the project			
	Males - Males	0	2184	5459
	Females - Females	0	1440	3599
	Young - Young people	0	1440	3599
	Total number of persons receiving services - Number of people	0	3623	9058
Project Goal Reduction in poverty and outmigration from rural areas through the enhancement of smallholder resilience to climate change	Number of households that report an increase in income			
	Households - Number	0	2174	5435
	Percentage reduction in the number of households reporting about their intentions and plans to migrate from their community due to the project			
Households - percentage	0%		20%	
Development Objective To enable the rural poor (especially youth, women and smallholders to increase their productive capacity, resilience to economic, environmental and climate-related risks and their access to markets	Percentage increase in average monthly income of supported smallholders over baseline			
	Income increase - Percentage (%)	0		30%
	IE.2.1. Percentage of persons reporting an improvement in empowerment (the means of verification pro-WEAI)			
	Total persons - Percentage (%)	0	10	25
	Total persons - Number of people	0	906	2265
	Females - Percentage (%)	0	5	10
	Females - Females	0	362	906
	Males - Percentage (%)	0	5	15
	Males - Males	0	544	1359
	3.2.2 Percentage of households reporting adoption of environmentally sustainable and climate-resilient technologies and practices			
	Percentage of households	0%	30%	70%
Households	0	419	838	
Outcome Enhanced resilience and increased	1.2.1 Households reporting improved access to land, forests, water or water bodies for production purposes			

employment opportunities through investments in rural infrastructure, facilitation of access to market and strengthening of farmer organizations	Total no. of households reporting improved access to water - Households	0	644	1611
	2.2.3 Rural producers' organizations engaged in formal partnerships/agreements or contracts with public or private entities			
	Number of POs - Organizations	0	5	10
	2.2.1 New jobs created			
	Job owner - men - Males	0	231	462
	New jobs - Jobs	0	385	773
	Job owner - women - Females	0	154	308
	Job owner - young - Young people	0	154	308
Output Climate resilient infrastructure is built	2.1.5 Roads constructed, rehabilitated or upgraded			
	Length of roads	0	3	3
	1.1.2. Farmlands under water-related infrastructures			
	Ha of farmland	0	900	2800
	Number of farmers provided with water saving technologies and trained in practices which are climate resilient			
	Males - Number	0	112	280
	Females - Number	0	64	160
	Young farmers - Number	0	80	200
	Total Number of People - Number	0	176	440
	Number of persons trained in water and soil conservation agriculture which promotes CA			
	Males - Number	0	1200	3000
	Females - Number	0	800	2000
	Young - Number	0	1000	2500
	Not Young - Number	0	1000	2500
	Total	0	2000	5000
Output Producer groups linked to markets	2.1.3. Rural producers' organizations supported			
	Total size of POs - Organizations	0	160	400
	Rural POs supported - Organizations	0	5	10
	Males - Males	0	112	280
	Females - Females	0	48	120
	Young - Young people	0	64	160
	Numbers of Market Facilitation meetings organized			
	Market Facilitation meetings - Number	0	18	32
	Number of business ideas/plans supported and mentored which assist in diversification of product			
	Business plans - Number	0	5	10
	Number of producer groups assisted processing, grading and/or packaging facilities			
	Total size of POs - Organizations	0	20	50

	Producer groups - Number	0	6	10
	Males - Number	0	13	32
	Females - Number	0	7	18
	Young - Number	0	8	20
Output Increased capacity of academic institutions and Government in disseminating policy and lessons learned regarding Conservation agriculture	Number of institutions that have introduced CA in their curricula			
	Institutions - Number	0	1	4
	Number of knowledge products completed			1
Outcome Increased access to rural finance for youth and women and increased sustainability of rural finance institutions, such as SCAs, through transformative changes in the sector	1.2.5 Households reporting using rural financial services			
	Total number of households	0	70	182
	Total number of household members - Number of people		203	528
Output Affordable credit for youth and women is made available	1.1.5 Persons in rural areas accessing financial services			
	Women in rural areas accessing financial services --Females	0	41	103
	Young people in rural areas accessing financial services - Young people	0	41	103
	Not-young people in rural areas accessing financial services		63	157
	Men in rural areas accessing financial services - Males	0	63	157
	Total persons accessing financial services -Number of people	0	104	260
	Number of young entrepreneurs provided matching grant and collateral support			
	Males - Number			
	Females - Number		55	136
	Young - Number		82	204
	Not Young			
	Total			
	Persons receiving mentoring in entrepreneurship			
	Males - Number	0		30
	Females - Number			120
	Young - Number			150
	Not-Young-Number			
Output SCA Stabilization Fund Established	Number of SCAs whose savings are protected by Stabilization Fund			
	SCAs protected by stabilization fund - Number	0	20	60
Output Change in Policy Regarding SCAs	Policy-relevant knowledge products completed (MoF and NCFM policy)			
	Knowledge product - Number	0	0	1

Annex 2: Theory of Change Talent Retention for Rural Transformation Project

THEORY OF CHANGE



