

BASELINE STUDY

Terms of Reference, February 2024

COCOA COOPERATIVE ORGANISATIONAL STRENGTHENING PROGRAMME (CCOSP)

Overview:

Programme timeframe: 2024-2026

Baseline timeline: March 2024 – July 2024

BACKGROUND

In 2020, Fairtrade and Mondelez started the Climate Change and Organisational Strengthening Programme (CCOSP) implemented in Ghana by Fairtrade Africa, with the aim to support the cocoa farmers in the Mondelēz Ghana Cocoa Life programme to become more resilient against changing climate and to ensure ongoing viability of the Cocoa Life unions. The programme builds on Cocoa Life's wider goals: Sustainable Cocoa Farming Businesses, Empowered Cocoa Communities and Conserved and Restored Forests.

Rebranded as the **Cocoa Cooperatives Organisational Strengthening Programme (CCOSP) Phase II (2024-2026)**, this phase aims to see unions operate as professional and effective organisations leading to improved service delivery to members, market access, strategic investments and partnerships that enable cocoa farmers to progress towards sustainable livelihoods. The programme will initially work with 9¹ cocoa cooperative unions within Cocoa Life Ghana's sustainability programme, before expanding to work with unions in Côte d'Ivoire from 2025 onwards.

In order to meet these objectives, the programme is envisaged to deliver results across three core pillars, as follows:

1. Governance and regulatory compliance
2. Data ownership and coordination
3. Investing for the future

SCOPE OF WORK

The purpose of the assignment is to carry out primary data collection in Ghana (within the 9 unions/districts listed above) to establish baseline data against indicators in the programme Monitoring and Evaluation Plan. The consultant will develop a detailed approach in consultation with Fairtrade Foundation, Fairtrade Africa, and Cocoa Life which will likely include, but not be limited to, quantitative and qualitative data collected via surveys and interviews with union and society leadership, staff and members. Note that while the unions in Ghana have been selected, the unions in Cote D'Ivoire will not be selected until 2025, and so the consultants will need to design tools and provide support so that project MEL staff can collect data from these Ivorian unions once they are known (or an alternative solution agreed).

DELIVERABLES

The following deliverables are expected from the consultant:

¹ The unions in Ghana are West Akyem, Sekyere East, Wassa East, Suhum, New Juaben, Bia West, Amansie West, Awutu Senya and Fantekwa

- Inception Report - with details of survey methods, tools and work plan.
- Regular updates during data collection
- Validation workshop with key partners
- Final consolidated report and summary report
- Raw data

The consultant shall submit a final report in electronic copies along with all survey data (in Excel), transcripts of any focus group discussions or interviews, photographs and ethical approval etc. The draft report is expected from the consultant before final report.

BASELINE TIMELINES

Below is an outline of the anticipated timeline of the baseline study but this will be agreed and discussed with the selected consultants. If the baseline can be completed in shorter timeframe then this is welcomed.

Topic	Additional information	Projected Timelines
Recruitment	Baseline ToR launched and interviews conducted	February – March 2024
Contracting and start-up	Contracting of selected consultancy team, review of project documents and induction.	March 2024
Co-design	Co-design with Fairtrade Foundation, Fairtrade Africa, and Cocoa Life of the methods and approaches to be used in the baseline.	April 2024
Data collection	Collection of data from union leaders and staff across nine unions from Ghana.	May 2024
Data cleaning and analysis	Quantitative and qualitative analysis aligned to the programme indicators.	June 2024
Write-up and presentation of results	Data tables, report/slide-deck and presentation of results to project stakeholders including cooperatives and farmers.	July 2024

SKILLS AND EXPERIENCE

We are looking for a team of consultants that can provide the services outlined in the ToR. The Fairtrade Foundation is based in London, UK and the Fairtrade Africa office leading on this programme is based in Accra, Ghana. Applying companies or teams are expected to have at least 50% of the team based in West Africa.

The successful consultant (or consultancy firm) should have the following experience:

- Team leader having a minimum of a Master's Degree in social studies or any other developmental field (economics, agriculture, international relations, development studies) or comparable professional experience
- Proven experience in conducting quantitative and qualitative research, and specifically conducting baseline studies (minimum 5 years' experience)
- Experience of evaluating the effectiveness of agricultural development programmes.
- Experience with quantitative data analysis software
- Excellent working knowledge of English and report writing skills
- Committed to inclusive MEL approaches and willing to challenge the way data is collected and shared in the context of development sector dynamics.
- In-depth knowledge of agricultural supply chains and smallholder farmers, preferably in cocoa in West Africa.

INCLUSIVE MEL APPROACHES

The MEL team at Fairtrade Foundation has outlined principles towards an inclusive and anti-racist MEL approach. We have committed to our own reflection and learning on how MEL processes can be more beneficial to the people and farmers we work with. Some of principles adopted include ensuring accountability towards farmers and communities; embedding anti-racism in evaluations; ensuring equity in research teams; and methods for joint or producer-led data analysis. Applicants should be able to demonstrate their own commitment to inclusive MEL practices and how they can contribute to Fairtrade's inclusive MEL commitments.

DATA PROTECTION

The protection of farmers' and project participants' data is non-negotiable, and we expect applicants to be aware of and compliant with relevant data protection laws in the UK (GDPR), Ghana (Data Protection Regulation) and Cote d'Ivoire (ARTCI).

BUDGET

The consultant should submit the total budget in the proposal along with a detailed breakdown.

PROPOSAL PROCESS AND DEADLINE

The deadline for proposals is 13th March 2024. Applications should be sent to nick.chadwick-williams@fairtrade.org.uk with the subject: '*Proposal for CCOSP2 Baseline*'. Your proposal should include the following sections:

- How the company or team of consultants meets the criteria set out under 'Skills and experience' section including related relevant consultancy experience.
- The outline of the proposed team and the different roles identified based on the skills/deliverables required, including their location and daily rates.
- Proposed approach to the mixed-methods baseline.
- A financial proposal based on the activities listed in this ToR detailing the costs for activities and time of consultants.
- Statement and policies for safeguarding and data protection.
- Please include CVs (max. 3 pages per person) of all proposed team members.

For any queries, please contact Nick Chadwick-Williams, Senior MEL Manager at Fairtrade Foundation at nick.chadwick-williams@fairtrade.org.uk.

Annex 1: CCOSP2 ToC

ANNEX 1: CCOSP2 TOC

The Theory of Change will be updated during the inception phase. Below is the version included in the project proposal; the most up to date iteration of the ToC will be shared with the successful consultants.

