MINISTRY OF MINING, BLUE ECONOMY AND MARITIME AFFAIRS

State Department for the Blue Economy and Fisheries

Kenya Marine Fisheries Socio-economic Development (KEMFSED) Project
P.O. Box 58187-00200
NAIROBI
Credit Number: IDA 65400

PROJECT ID : P163980

TERMS OF REFERENCE
FOR
CONSULTING SERVICES TO UNDERTAKE BENEFICIARY SATISFACTION SURVEY FOR KENYA MARINE FISHERIES SOCIO-ECONOMIC DEVELOPMENT (KEMFSED) PROJECT

(FIRMS SELECTION)

PROCUREMENT/CONTRACT REF NO: KE-MOMBEMA-C2-2024-037-CS-CQS/MMBEMA/SDBE&F/04/2024-2025

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1. PROJECT BACKGROUND

The Government of Kenya, through the State Department for Blue Economy and Fisheries, (SDBE&F) and with support from the World Bank, is implementing the Kenya Marine Fisheries and Socio-Economic Development (KEMFSED) project, which aims at supporting the country in its efforts to leverage emerging opportunities in the Blue Economy. **The Project Development Objective (PDO)** is to improve management of priority fisheries and mariculture and increase access to complementary livelihood activities in coastal communities. The project is implemented in Kenya's coastal counties namely Mombasa, Kwale, Kilifi, Tana River and Lamu and aims to strengthen the management of fisheries that are priority to coastal livelihoods, thereby securing stocks at sustainable levels of harvesting. Further, it is expected to strengthen coastal households' access to complementary livelihood activities towards diversifying sources of household income to reduce dependence on capture fishing. By better managing and conserving marine resources, reducing illegal fishing activity, and enhancing the value of the fish products in the value chains, the sector is expected to enhance its contribution to the overall economy.

The project comprises of the following three components:

i. **Component 1: Improved Governance and Management of Marine Fisheries** - this contributes to the attainment of the PDO by focusing on improving the management of marine fisheries in Kenyan waters. Fisheries governance related interventions are being promoted through strengthened co-management of nearshore fisheries and infrastructure development in relation to fisheries management at national and county levels.

ii. **Component 2: Coastal Community Empowerment and Livelihoods –** this is contributing to the PDO by strengthening livelihoods in coastal communities through a combination of technical and financial support for the implementation of subprojects, improved access to micro-credit and complementary capacity-building and mentoring of beneficiaries;

iii. **Component 3: Project Management -** is financing supplemental support for project management at both national and county levels to ensure coordinated and timely execution of project activities.

2. PROJECT IMPLEMENTATION STRUCTURE

The Project is being implemented through a two-tier structure. At the national level, its implementation is guided by the National Policy Steering Committee (NPSC) and the Project Technical Advisory Committee (PTAC) while in the participating counties, guidance is provided by the County Project Steering Committee (CPSC). At the community level, community demand driven sub projects and interventions are implemented through the Common Interest Groups (CIGs), Community Based Organizations (CBOs) and Beach Management Units (BMUs).

3. RATIONALE FOR THE SATISFACTION SURVEY

One of the key interventions as indicated in Component 2 of the project is to enhance coastal communities' livelihoods through implementation of subprojects. It also provides a package of support services and capacity-building to beneficiary groups (CIGs and CBOs) and project team needed to deliver and complement the activities implemented under the component. To address the capacity gaps identified during the design, the project developed a training plan which identified capacity areas to be developed during the project life. The training plan has been rolled out and the project has offered several trainings to the project team, project beneficiaries and also provision of educational scholarships and internship opportunities. The assignment therefore reflects into the issue of social accountability through engagement with the project beneficiaries and assessing what worked well, what didn't work well, critical success factors, recommendations and lessons learnt.

A total of 217, 000 beneficiaries are expected to be reached by end of the project in March, 2025. Several activities have been implemented targeting the project beneficiaries for Coastal Community Empowerment and Livelihoods. These activities include Participatory Integrated Community Development (PICD); CIGs value chain-based trainings, group management and group dynamics and business development trainings. The Coastal communities have also benefited through scholarship and internships for young professionals. On the achievements, 86,572 beneficiaries have been trained and/or provided with technical assistance out of a target of 90,000 (40,106 male and 46,466 female) beneficiaries. A total of 621 groups (CIGs/CBOs) have benefited from the project with total membership of 19,393 group members, of which 10,808 are female. In addition, 540 students from the project area, of which 260 are female, are benefiting from the educational scholarship programme funded under the project, and 28 fresh college graduates engaged as interns, of 14 are female. It is therefore the beneficiaries reached under the various categories whose levels of satisfaction will be assessed.

4. OBJECTIVES OF THE ASSIGNMENT

The main objective of the assignment is to ascertain the beneficiaries' perception on the effectiveness of the project interventions offered and the bundle of benefits derived from the project and assess their level of satisfaction with the services and products. The assignment is intended to assess one of the performance indicators in the Project Results Framework – 'share of target beneficiaries with rating satisfied or above on the project interventions.

5. KEY SURVEY ISSUES

The survey will focus on the following key issues:

i) Grants provided for CIG/CBO subprojects

On the grants provided for the subprojects' implementation, assess the level of satisfaction among the beneficiaries on the following:

- Funding levels
- Subproject preparation and implementation process as guided in the Project Grant Manual (PGM)

- Technical assistance provided during implementation
- Assess the subproject procurement process
- CIG performance
- Subproject categories implemented
- Grievance redress mechanisms
- Handling of environmental and social safeguards
- Guidance provided on sustainability of the subprojects

ii) Training-related activities undertaken

In view of the training sessions conducted, the following tasks will be undertaken:

- Assess the content of all training sessions conducted against the capacity needs of the beneficiaries
- Assess the level of understanding of the subject matter among the target beneficiaries against the training content offered;
- Assess the adoption of the different technologies and practices by project beneficiaries
- Assess the level of satisfaction by recipient beneficiaries of the various training sessions conducted and the justification for the same

iii) Scholarships/Internship Programme

- Assess the coverage of the scholarships/interns within the project area;
- Assess and determine the degree of involvement of the target beneficiaries in designing the scholarship and internship programme;
- Assess and determine the degree of beneficiaries' satisfaction with regard to the mechanism of awarding the scholarship and internship grants
- Assess the level of perception and reception of the various categories of scholarships by beneficiaries and degree of satisfaction with the same;
- Interrogate the level of satisfaction rating provided by the respondents reached.
- Reveal deficiencies and consolidate the experience in the course of the survey

Over and above the tasks raised in each of the three areas above, the survey will also establish the following from the respondents:

- What worked well and that which didn't work well
- Critical success factors
- Recommendations from the respondents, and
- Lessons learnt.

6. SCOPE OF THE SERCICES AND SPECIFIC TASKS OF THE ASSIGNMENT

i) Scope of the Services

The survey will be conducted in all the 5 participating counties and sub-counties. But due to the vastness of the project area and large number of beneficiaries to be interviewed, the respondents will be sampled beginning from the ward level.

ii) Sampling Design

Thirty percent (30%) of the benefitting wards in each of the participating counties will be sampled out for the survey. Twenty percent (20%) of the 19,393 beneficiaries accessing subproject grants; who have also participated in various training sessions, will be sampled out as respondents to the survey. The 20% sampling will be applied on the total number of beneficiaries for each county and across the subproject categories and value chains. This is expected to provide an estimated average sample size of 4000 beneficiaries due to the varying number of beneficiaries per county. Another 20% (26 respondents) of the scholarships and internships beneficiaries (568) will also be reached. Multistage, stratified and random sampling techniques will be applied at different stages during the sampling process. Details are as presented in the table below.

S/No.	Type of population (Sources of Data)	Total Number (Sampling Frame)	Total Beneficiaries*	% of sample targeted	Sample Size
1.	Wards	98	-	30	30
2.	Subproject Categories	-			
	a) Livelihood	529			
	i) Fisheries	214	5,225	30	1,568
	ii) Livestock	180	3,691	20	738
	iii) Crops	80	1,938	20	388
	iv) SMEs	55	864	20	173
	b) Social Welfare	43	3,622	20	724
	c) Environmental	49	4,053	20	811
	Total	**621**	**19,393**	**20**	**4,402**
3.	Trainings Conducted	10	-	-	**
4.	Scholarships provided	540	540	20	20
5.	Internships awarded	28	28	20	6

* Total number of subprojects beneficiaries per county will be provided

** Grants beneficiaries will also respond to training related questions because they are one and the same community members.

iii) Data Collection Instruments

Data and information will be collected using both qualitative and quantitative methods through Interviews, Focus Group Discussions (FGD) and Key Informant Interviews (KII). Semi structured Questionnaire will be used for collecting Qualitative data. The quantitative data will be triangulated with qualitative data generated through FGDs as well as in-depth interviews with Key informants. Discussions with beneficiaries will be facilitated through semi-structured interview guides to foster active participation and in-depth discussion. The semi-structured nature of the discussions intends to probe specific, predetermined topics while allowing flexibility, and stimulating participants to share and discuss among each other. This will gain in-depth insights into beneficiaries' motivations to utilize project interventions, as well as how they view or perceive their experiences during their involvement in specific activities implementation.

In view of the methodology provided to undertake the survey, the consulting firm to undertake the assignment will be required to undertake the following:

- Develop a technical proposal that clearly defines the methodologies for data collection procedure, questionnaires, entry, compilation, analysis and report writing.

- Develop appropriate survey instruments that will collect both qualitative and quantitative data. Prior to implementation of the survey, the project will review and approve the tools and methodology for data collection.
- Organize and implement the survey with support from the technical team from the National Project Coordination Unit (NPCU) and County Project Implementation Units (CPIUs).
- Compile and collate the data collected, both qualitative and quantitative.
- Develop survey report and submit to the NPCU for a technical review, incorporate feedback and submit final report
- In addition, the firm is expected to provide weekly progress reports.

7. DURATION AND LOCATION OF THE ASSIGNMENT

The duration of the assignment duration will be 120 days from the date of contract commencement.

The assignment will be implemented within the 5 Coastal counties namely; Kwale County, Mombasa County, Kilifi County, Tana River County and Lamu County within the Coastal Region in the Republic of Kenya.

8. REPORTING REQUIREMENTS AND TIMELINES FOR DELIVERABLES

The reporting requirements and timelines for submission of deliverables is as shown in the Table 1 below.

Table 1: Reporting requirements and timelines for delivery of deliverables

S/No.	Deliverables/Reports	Timelines for submission of deliverables after contract commencement	Format of submission
1	Inception report	20 days	2 hard copies and a soft copy
2	First draft beneficiary satisfactory survey report	45 days	Soft copy
3	Second draft beneficiary satisfactory survey report	60 days	Soft copy
4	Final beneficiary satisfactory survey report	120 days	2 hard copies and a soft copy

All reports shall be submitted in the subscribed format to the KEMFSED National Project Coordinator.
Kenya Marine Fisheries and Socioeconomic Development (KEMFSED) Project
Attn; National Project Coordination Unit
Maktaba Kuu Mezzanine Floor

Ngong Road Upper Hill Nairobi
P.O. Box 58187-00200, Nairobi Kenya
Tel:+254202716103
Email: info@kemfsed.org

9. PAYMENT SCHEDULE

The proposed payment schedules based on satisfactory performance of the contract which will be negotiated with the successful consultant will be as presented in Table 2 below. Upon submission of every report, the consultant is expected to make a presentation of the submitted report to the Client in a scheduled meeting. The acceptance of the report shall be recorded in the minutes of the meeting.

Table 2: Proposed payment schedule

S/No.	Deliverable/Reports	Timelines for submission of deliverables after contract commencement	Percentage of the contract amount
1.	Submission and Acceptance of Inception report outlining the work plan and methodology	20 Days	20%
2.	Submission and Acceptance of the first draft of the Beneficiary Satisfactory Survey report	45 Days	20%
3.	Submission and Acceptance of the Second draft beneficiary satisfactory survey report	60 Days	30%
4.	Submission and Acceptance of the Final beneficiary satisfactory survey report	120 Days	30%

10. MINIMUM REQUIREMENT FOR THE CONSULTING FIRM'S QUALIFICATIONS AND EXPERIENCE

The Consulting firm shall have the following minimum qualifications and experience:

10.1 **Core business and years in business:** The firm shall be registered/incorporated as a consulting firm with core business in the field of survey and with an understanding of beneficiary satisfaction or related fields for a period of a minimum of 10 years.

10.2 **Relevant experience:** The firm shall demonstrate as having successfully executed and completed at least 2 No. assignments of similar nature, complexity and in a similar operating environment in the last 5 years. Details of similar assignments- Name and address of the client, scope, value, and period should be provided in the submitted Expression of Interest including enumeration of these similar past assignments.

10.3 **Technical and managerial capability of the firm:** The firm shall demonstrate as having the requisite technical capacity and managerial capacity to undertake the assignment in the submitted company profile(s).**Key Experts will not be evaluated at the shortlisting stage**.

11. TEAM COMPOSITION, QUALIFICATIONS AND EXPERIENCE FOR KEY EXPERTS

The Consultant shall have well-qualified and experienced professionals as required and appropriate for completion of the exercise. They should possess necessary resources to undertake services of such nature including equipment and software required to execute the assignment. The key professionals/expert shall personally carry out (with assistance of other non-key staff deemed appropriate) the services as described in this TOR. The key experts to be provided by the Consultants for this assignment will include qualified personnel with adequate qualifaction and experience: -

i) <u>Team Leader:</u>

1. Minimum of Master's degree in economics, sociology, development studies or any other relevant area of study;
2. A minimum of 10 years professional experience in research design, quantitative and qualitative reaserch methods, including monitoring and evaluation;
3. A minimum of 5 years of specificexperience in undertaking beneficiary satisfaction surveys in Kenya or elsewhere in East Africa

ii) <u>Community Development Expert</u>

1. A minimum of Master's degree degree in community development, natural resources management with community development or any other related discipline;
2. At leat 10 years of professional experience in community development, participatory methodologies and specifically Community Driven Development approaches and community capacity building;
3. Atleast 5 years of specific experience in the devolution process and its implications on national and county governments;

iii) <u>Statistician/Data Analyst</u>

1. Should have a degree in statistics or data management from a recognized university,
2. At least 5 years' general or specific experience in data management and analysis,
3. At least 3 years of specific experience in management of data related to satisfaction surveys

12. ESTIMATED TIME INPUTS FOR KEY EXPERTS

The number of key experts and the estimated time input for each key expert for the assignment are presented in Table 3.

Table 3: Estimated Time Inputs for Key Experts

S/No	Key and Support Staff	No.	Input staff- Days
1	Lead expert-Team Leader	1	120
2	Community Development expert	1	120
3	Data Analyst expert	1	120
	TOTAL	**3**	**360**

13. MANAGEMENT AND ACCOUNTABILITY OF THE ASSIGNMENT

The State Department for Blue Economy and Fisheries is the Client for these services. The consulting firm Team Lead will report to the National Project Coordinator, KEMFSED National Project Coordination Unit (NPCU) on behalf of the Principal Secretary, the State Department for Blue Economy & Fisheries. The National Project Coordinator working closely with the Project Monitoring and Evaluation Consultant, Component 2 Task Team Lead and County Project Coordinators will oversee the day-to-day running of all matters pertaining to the assignment.

14. OBLIGATIONS OF THE CLIENT

The client SDBE&F and (National PCU) will provide all required documentation, organize meetings with relevant stakeholders as may be required by the firm.

15. OBLIGATIONS OF THE CONSULTING FIRM

i. The firm will be answerable to the National PCU Coordinator and will work closely with the Project M&E Specialist and any other relevant project staff in the execution and delivery of the consultancy.

ii. The consulting firm team will be required to make its own travel and accommodation arrangements during consultations with different stakeholders to ensure the assignment is carried out smoothly and seamlessly within the timeframe provided.

iii. The firm will consult and include inputs from the World Bank Team into the final report and will be responsible for organizing and delivering the final report.

16. CONFIDENTIALITY, PROPRIETY RIGHTS OF CLIENT IN REPORTS AND RECORDS.

i. All the reports, data and information developed, collected, or obtained from the implementing agencies, etc; Client and other institutions during this exercise shall belong to the Client. No use shall be made of them without prior written authorization from the Client.

ii. At the end of the services, the consulting firm shall relinquish all data, manuals, reports and information (including the database, codes, and related documentation) to the Client and shall make no use of them in any other assignment without prior written authority from the Client.