

## Doc 3.5 terms of reference for carrying out studies

These Terms of Reference can be adapted to be used in commissioning studies as part of the development of TREE:

1. Identifying potential market opportunities and validating them with the communities
  2. Validation the identified economic opportunities through feasibility Studies
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### Identifying potential market opportunities and validating them with the community surveys

The surveys are intended to provide information on potentially profitable businesses and self-employment opportunities for the target group locally, including non agricultural and non traditional trades/occupations/jobs.

#### Specific objectives and scope of work

1. Adapt the ILO TREE survey questionnaires and translate them into the local language.
2. Undertaking the surveys (select all that are relevant to the specific task)
  - Mapping of the local community and economy, including socio-economic status of men and women in the community; availability of skills and infrastructure; community and commercial services; and, particularly, local raw materials and intermediate products that could be used for further expansion of existing businesses or development of new businesses - > **Community Profile [CP]**
  - Assess potential barriers to accessing training, self-employment and employment for women, persons with disabilities and other disadvantaged groups, and potential strategies for addressing these barriers. > **Community Profile [CP]**
  - Identify unsatisfied consumer demand, and prepare an inventory of available local resources and raw materials to be used for possible new and improved products to meet market demand -> **Consumer Demand Survey [CDS]**
  - Conduct a local or regional supply and demand analysis to identify new economic opportunities - **Market Opportunity Survey [MOS]**
  - Explore and identify new areas with market potential, particularly in areas that will widen the employment and income prospects of the target group - **Market Opportunity Survey [MOS]**
  - Assess structural challenges, barriers to entry and competition in the area -> **Market Opportunity Survey [MOS]**
  - Determine whether an in-depth Value Chain Analysis is needed to identify existing and potential value creation opportunities for local producers or if feasibility studies are sufficient

- Identify relevant existing infrastructure, facilities and technical support available from government, NGOs and the private sector. - > **Community Profile [CP] tool**
1. Analyse and synthesize findings of the surveys (output - a draft report)
  2. Discuss and validate results & findings of the research with local stakeholders and integrate their comments and feedback in the final report
    - Discussions of results of surveys with local stakeholders select priority activities among those identified during the assessment

## Deliverables

- ILO TREE survey questionnaires adapted to the local context and translated them into the local language.
- Data gathered from the survey
- Draft report with recommendations on prioritized potential new economic opportunities
- final report with recommendations on prioritized potential new economic opportunities

## Survey Methodology

- The surveys should include quantitative and qualitative data and avoid preconceived opinions on the types of employment suitable for women or men. Participation of key stakeholders is a requirement.
- Surveys should include information from a sufficiently large and representative sample of individuals and institutions, including beneficiaries, customers, local businesses, wholesalers, brokers, retailers, business associations, government agencies, NGOs and other institutions.
- Data collection may include primary research such as focus group discussions, interviews, other.
- Surveys instruments should be tested and approved by the TREE local advisory committee before full implementation
- Data collection should be done by enumerators with relevant expertise, ideally from the community. The data gathering staff should reflect gender balance, diversity and inclusion.

## A survey report will include:

- executive summary ;
- major findings of the surveys and analysis of the data;
- recommendations on viable economic opportunities to be promoted and strategies to address market constraints;
- interview sheets/data collection materials as an attachment;

A draft will be submitted so that TREE staff and advisory committee members can provide input before the report is finalized.

## Profile of researcher (adapt as needed to fit task)

- Expertise and experience in conducting market surveys, including techniques of participatory research, data collection and analysis.
- A strong background and experience in market analysis with emphasis on non-conventional market niches and skills development, including a proven track record in this type of work.

## 2. Feasibility Studies

After having identified and prioritized potential economic opportunities that appear to be the most suitable in the community, it is necessary to analyse them in greater detail to determine whether they are profitable when transposed to the local context. The objective of this part is to assess the financial viability and sustainability of the economic opportunities that have been pre-selected.

Specific objectives and scope of work (select all that are relevant to the specific task)

1. Adapt as needed the template for a feasibility study
2. Complete all elements of the feasibility assessment, including
  - Market analysis: assessing issues of supply, demand, competition, customers and price.
  - Technical assessment: focusing on the methods of production and the required skills.
  - Management: assessing the skills and capacities need to run the activity. This will inform both training and post training support needs.
  - Financial: capital required for start up, ongoing costs of loans and overall profitability and risks.
  - Structural factors impacting feasibility
  - Social factors impacting feasibility: this includes any barriers related to gender, age, disability and ethnicity
  - financial models and return analysis
3. Produce High level training needs description and identification of post training/transition support required.
4. Rank the economic opportunities identified
5. Discuss and validate results with stakeholders

### Deliverables

- Data gathered for the feasibility study
- Draft feasibility study
- Final feasibility study following discussion with stakeholders

A draft of the feasibility studies will be submitted so that TREE staff and advisory committee members can provide input before the report is finalized.

### Profile of researcher (adapt as needed to fit task)

- A strong background and experience in Business Development in rural settings with emphasis on non-conventional market niches and skills development, including a proven track record in this type of work.
- Experience in undertaking feasibility studies.