



Terms of Reference for Green Business Tracer study

Post Title: Research Consultant

Project Title: Green Businesses: Creating opportunity for young people and women in rural Kenya.

Project Number: KEN 1176 - 19

Organization: Zizi Afrique Foundation

Type of Contract: Consultancy Contract

Background

The goal of the greening TVET project is to ensure green skills of women and youth are promoted and poverty and hunger reduced in rural areas of Kakamega, Makueni and Kajiado, Kenya. This project is currently being implemented in three institutions: Latia Agribusiness Solutions, Bukura Agricultural College and Makueni Agriculture College; and two learning institutions: Baraka Agriculture College and Miramar International college

Towards this goal, the project combines complementary strategic approaches which include;

- Support the strengthening of curricula for Green Skills especially in courses such as postharvest loss reduction, nutrition and food security, and value addition. The trainings should include financial literacy, social life skills, and group dynamics, to bridge skills mismatch and increase the employability of the graduates.
- Enhance training of participating institutions on financial literacy and business management for them to pass on the corresponding competences to the young people and women during their education.
- Map all successful local agripreneurs/practitioners as mentors to support the training and establishment of youth- and women-led green businesses.
- Connect with experienced local agripreneurs/practitioners to engage in training apprentices in their green businesses and offer industrial attachments.

The project's strategy is further outlined by one outcome area and by four complimentary outputs, combining both quick and lasting results with positive spillover effects:

Outcome: 1,500 women and young people (together at least 60% women) in Kajiado, Kakamega and Makueni County acquire technical, economic and life skills in various value chains.

Output 1: *The role of TVET Institutions in green skills development is enhanced.*

Output 2: *Youth and women receive a green education and find green (self-) employment after completion.*

Output 3: *The vocational training offer in green competences is known and appreciated by a broad public.*

Output 4: *The capabilities and capacities of the partner organizations (Zizi and ADS) are enhanced and professionalized.*

Introduction

Since 2019, the Green Business Project has conducted training on county-specific value chains and conducted 4 studies (Feasibility study, Market Study infusing a baseline study, Qualitative study and Midline study) to help shape the project. Additionally, activities conducted in the process of project implementation include and not limited to; networking all the five TVET institutions for knowledge exchange, participating in conferences to share evidence, holding country and national advisory group meetings, hosting TVET round tables, conducting curriculum review workshops to strengthen the curriculum, developing curricula for different levels and value chains and holding quarterly review meetings for evidence generation and utilization. Between review sessions, Zizi is expected to take a proactive role in 2 monitoring, synthesizing and sharing new information from studies, voicing the emerging concerns in the education sector with evidence, and generating evidence on identified gaps.

Tracer Study Objectives

Zizi intends to conduct a tracer study of the trainees to track changes at the individual level following green business training by focusing on trainees who received vocational training to see how they use it and how their lives evolve over time. The tracer study's specific objectives include assessing the extent to which green employment/self-employment has been achieved thus far in the project, understanding the determinants enabling and/or disabling employment, capturing key learnings from the implementation experience, and recommending doable project actions.

The tracer study's specific aims are as follows:

- Assessing the usefulness of education and training programs by evaluating graduates' skills and competencies based on market demand.
- Informing stakeholders, including advisory groups, trainers, administrators, and mentors, of graduate results.
- Career and Employment Success Indicators: Examining graduates' employment outcomes, skill use, and labor market demands.
- To understand barriers and opportunities to enhance employment for the trainees and within the sector.

The Scope of work

Zizi Afrique seeks to engage a consultant to conduct a tracer evaluation of the greening TVET program (2019-2025) implementation for the period ending October 2024. The consultancy's general objective is to establish the value addition of graduates after green business training. This will involve tracking trainees who received vocational training to establish how they are benefiting from the acquired skills including and not limited to use and changes in their livelihood among others and provide recommendations on how they can improve/adjust implementation.

The selected consultant will be required to undertake the following broad tasks:

- 1. Assessing the usefulness of education and training programs** by evaluating graduates' skills and competencies based on market demand and triangulating the same with the training institutions.
- 2. Assess Current Employment or Income Levels:** Analyze the current employment status and income levels of participants, while comparing their status before the project. This will involve collection of historical information to allow the comparison through use of appropriate methodologies or approaches such as event history calendar.
- 3. Evaluate Application of Skills or Knowledge:** Investigate how participants have applied the skills or knowledge gained from the project in their daily lives or work environments, while highlighting any mismatches and establishing opportunities of improving training experiences.
- 4. Identify barriers/challenges and opportunities** to enhance employment for the trainees and gather feedback from employers regarding the preparedness and performance of TVET graduates, specifically focusing on their green skills and contributions to sustainability initiatives within the workplace; and opportunities of the training- industrial linkages
- 5. Recommendations:** Provide recommendations based on the findings of the tracer survey to guide the program's future activities, strategies, and areas of focus for maximizing the impact of the Greening TVET initiative

Timeline and Outputs

The execution of this Agreement becomes effective as of **16th October 2024** and will end on **11th November, 2024** (20 Professional days).

The consultant will work closely with the Green Business Project Team and will from time to time submit and share the progress of activities as agreed. The required key outputs will include:

1. Inception report
2. Finalized tools and plans for fieldwork.
3. Fieldwork report highlighting the key findings from the data collected.
4. First draft of the tracer study report
5. Presentation of the preliminary findings and validation by various stakeholders
6. Final tracer study report including a summary of the employability outcome.
7. Quantitative and Qualitative data sets
8. Human interest stories documented during the tracer study (must be supported with consent forms for photos or videos taken)

Qualifications

Possess an advanced degree in research, monitoring and evaluation, education, education research, or related fields especially of international standards.

- Have knowledge of youth development, women, and issues related to TVET education.
- Have proven experience in conducting impact assessment and analysis.
- Demonstrated understanding of a range of quantitative research approaches for understanding social norms, structures, cultures, and practices of the communities, preferably toward TVET education.
- Strong written and verbal communication skills.
- Ability to take field notes, document field processes, and analyze quantitative and qualitative data.
- Fluent in Spoken and written English.
- Detail-oriented, with high-quality standards for work and a proven track record of success.

Application process

Interested consultants should submit a detailed proposal (8 pages max) outlining their understanding of the task, proposed approach, work plan budget, and CV/profile of key personnel (with at least 3 referees). Please submit by email under the heading '**Green Business Project Tracer Study**' to info@ziziafrique.org and a copy sent to wodondi@ziziafrique.org to reach not later than 24th September, 2024.

The contract terms, deliverables and payments shall be guided by Zizi Afrique Foundation's policy on consultancy assignments