

TERMS OF REFERENCE

Title: Consultancy to conduct a baseline and gender study
Location: Hanoi & Ho Chi Minh city
Duration: February – April 2023
Reporting to: MEAL lead and Project Manager



Founded in 1945, CARE is a leading humanitarian organisation fighting global poverty and providing lifesaving assistance in emergencies. In 100 countries and territories around the world, CARE places special focus on working alongside poor girls and women because, equipped with the proper resources, they have the power to help lift whole families and entire communities out of poverty. To learn more, visit www.care-international.org.

CARE International in Vietnam (CVN) is a creative and dynamic organisation which has worked with Vietnamese and international partner organisations since 1989 in over 300 projects. We recognise that the key to achieving equitable development outcomes lies in addressing deeply rooted, structural underlying causes of poverty and injustices which contribute to the exclusion and vulnerability of particular groups in society. Our long term programme goals in Vietnam are that Remote Ethnic Minority Women (REMW) and Socially Marginalised People (SMP) in urban areas equitably benefit from development, are resilient to changing circumstances and have a legitimate voice. To learn more, visit www.care.org.vn

Project information

Almost 13 million informal workers work in sectors facing the largest economic shock caused by COVID-19. The social distancing measures of the COVID-19 response have severely reduced income options for individuals near the poverty line, such as waste recyclers, street vendors and domestic workers, of which nearly 95% are women.¹ The impact of COVID-19 pushed women, especially garment workers from formal occupations into informal insecure forms of employment (e.g. owning a small business). Those already working in the informal sector, e.g. street vendors, experienced a decreased demand for their services through changing consumer behaviour caused by social distancing and a shift from shopping in the streets to online shopping.

In the Women on the Digital Move (WODIMO) project, CVN will recruit 1,475 women migrant workers in the informal sector (675 from their existing support groups and 800 others via online platforms). The project focuses on creating opportunities for these women to increase their income and enhance their access to social welfare through online trading platforms.

The project has two main outcomes:

Outcome 1: Informal women migrant workers have increased digital income generation opportunities

Outcome 2: Improved social protection regulations for informal workers

Rationale and purpose

The baseline and gender study are to collect evidence of the current situation amongst the target and impact groups, against the indicators in the project log frame. Specifically, this study will assess 1/ the challenges faced by women migrant workers in informal sectors, who are running their businesses online (in short, online vendors), and 2/ the necessary tools and knowledge required for them to ensure dignified work and grow their

¹ https://www.ilo.org/wcmsp5/groups/public/---asia/---ro-bangkok/---ilo-hanoi/documents/briefingnote/wcms_742134.pdf

businesses. The challenges include economic, environmental and social aspects, with a focus on gender issues (e.g. GBV and existing gender norms). COVID-19 impacts will be drawn attention to in these findings also.

Specific objectives of the baseline assessment are as follows:

1. Provide the baseline information by measuring the value for each indicator of the log frame as well as recommendations for any changes in the log frame where relevant.
2. Identify challenges and opportunities for potential project beneficiaries to run and scale up small online businesses.
3. Assess relevant policies/ regulations affecting informal migrant workers in accessing social protection services, and in running their online businesses.
4. Provide recommendations for any advocacy opportunity for WODIMO.

Key research questions:

1. What are the baseline values for each indicator? How should the project's interventions be considered to ensure relevance, cohesion, effectiveness, and efficiency?
2. What challenges and opportunities do potential project beneficiaries have to run and scale up a small online business, in terms of economic, environmental, and social/ gender aspects?
3. What are the available and relevant digital platforms/hubs that project beneficiaries have/could access to, and the existing supports that those platforms offer to their online business vendors? Are there any potential or specific supports for the online vendor like the project beneficiary? What are the required supports that WODIMO should provide for the project beneficiaries in running an online business?
4. What are the potential advocacy opportunities in relevant policies to support the project beneficiaries in accessing social protection services?

Method brief

Research location: Hanoi and Ho Chi Minh city

Research method:

To achieve the baseline objectives, the consultant (firm) is expected to develop mixed methods:

- Desk review of the project documents and local reports/documents to understand the project design and local context and situation.
- Quantitative methods to capture the baseline value for each outcome level indicator
- Qualitative methods (Focus Group Discussions/Key Informant Interviews) to dig deeper into the study area, gather additional information, and contextualize the data.

The data collection techniques must be participatory, gender and culturally sensitive, and appropriate with crucial informants and beneficiaries.

The baseline study protocols should consider the COVID-19 context and outline how the assignment could adapt during implementation.

Sampling and sample size:

For the quantitative component, the baseline study sample size should represent the project's targeted population and ensure precise data results. The samples can be recruited from:

- Members of Tu Luc group (managed by LIGHT)
- Members of support groups managed by CEWDS and DRD
- Business members from different digital platforms who are women migrant workers in the informal sector (optional).

Sample size: expected 335 women migrant workers in the informal sector will be recruited for this baseline study which ensures that 50% are currently online vendors or experienced with small online businesses.

For the qualitative component, critical stakeholders of the project are identified as:

- Women informal migrant workers

- Representatives from digital platforms
- Policy makers from the Department of Legal Affairs, MOLISA/DOLISA...

Data collection instruments:

- Structured questionnaire(s) to collect the baseline values.
- Key informant interview guidelines.
- The themes covered in the questionnaires will be but not limited to 1/ Personal and Household profile; 2/ Business profile; 3/ Business practices & Decision making; 4/ COVID impacts & gender norms on their livelihood and well-being; 5/ Aspirations, challenges & opportunities for business growth; 6/ Available support services...

Scope of work

CVN is looking for a consultant (individual or a team) to conduct this baseline study, with a high-quality standard. The consultant will be in charge of the following:

1. Desk review of project documents and other documents related to the study area;
2. Designing baseline study protocol including methodology, sampling strategy, sample size, data collection tools, analysis plan, field work plan and report outline;
3. Conducting tool piloting with some informants to test the appropriation of language, information flow, the meaning of questions, and interview duration;
4. Training the interview team prior to the field data collection;
5. Conducting interviews with designed samples under CVN staff supervision;
6. Daily updates and discussion on the field report which draws the fieldwork progress, challenges, and solutions to overcome for CVN MEAL Lead;
7. Conducting data analysis based on the discussion and approved analysis plan;
8. Developing a presentation of the main findings in PowerPoint format and present to CVN project team and partners;
9. Writing narrative reports

Deliverables

- Baseline study protocol
- Analysis plan
- Household and business questionnaire and interview guidelines
- Translation of survey tools
- Fieldwork report
- Raw and clean dataset, interview notes
- Analysis syntax, result tables and/or codebook for both qualitative and quantitative collected data
- The presentation of key findings
- Baseline & gender survey report

All deliverables need to get the final approval from CVN at least one week before operation.

The baseline study protocol, key findings’ presentation and narrative report are developed in both English and Vietnamese. The consultant (individual or a team) needs to ensure the proofreading for the final version of the English report.

Tentative timeframe

	Deliverables	Duration (Estimated # of days)	Deadline
1	Desk review	2	15 Feb – 20 Feb 2023
2	Design baseline & gender study protocol	5	28 Feb 2023
3	Conduct tool piloting with some informants	1	3 March 2023

	Deliverables	Duration (Estimated # of days)	Deadline
4	Training for the interview team prior to the field data collection	1	6 March 2023
5	Conduct field data collection	12	10 March – 30 March 2023
6	Conduct data analysis	4	5 April 2023
7	Present the main findings to CVN & partners (PowerPoint presentation)	2	7 April 2023
8	Writing & finalizing narrative reports	5	15 April 2023

Selection criteria

The consultant must meet minimum required qualifications, experience and competencies as follows:

- Proven expertise in study areas such as economic rights, gender equality and social inclusion, women entrepreneurship, women’s rights, monitoring and evaluation, political science, or community development
- Demonstrated experience in undertaking and leading relevant projects evaluation
- In-depth knowledge of Vietnam’s digital business and policy environment
- Ability to arrange and manage all logistical issues related to the implementation of the assignment
- Ability to produce high-quality outputs in a timely manner while understanding and anticipating the evolving client needs
- Sound communication, facilitation and presentation skills with multiple stakeholders
- Excellent written and verbal communication skills and quality report-writing skills in Vietnamese and English

Application procedure

Interested candidates should submit the following documents in English, clearly stating the title of the Terms of Reference to **procurement3@care.org.vn** before **1st February 2023**.

Applications include:

1. CV
2. Evaluation plan (with components indicated in the TOR) on how the consultant team will undertake this evaluation
3. A list of relevant past work
4. At least one written example of a relevant evaluation
5. Detailed financial proposal with the daily rate for the consultancy (this file is separated)

Only short-listed applicants meeting the requirements stated above will be contacted for an interview. Please no telephone contact after submitting the application.

CARE is an equal opportunity employer committed to a diverse workforce. Women, ethnic minorities and people with disabilities are strongly encouraged to apply.

Thanks for your interest in CARE! We are committed to each other and to the protection of the people we serve. We do not tolerate sexual misconduct within or external to our organisation and imbed child protection in all we do. Protection from sexual harassment, exploitation and abuse and child protection are fundamental to our relationships, including employment, and our recruitment practices are designed to ensure we only recruit people who are suitable to work with other staff and the people we serve. As well as pre-employment checks, we will use the recruitment and reference process to ensure potential new staff understand and are aligned with these expectations. To find out more, please contact the Human Resources Team Leader.