



Terms of Reference

Evaluation Survey on The Impact of Cash Transfers on The Livelihoods of Small, Medium, and Micro Enterprises (SMMEs) Relief Fund beneficiaries

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Prepared by FinMark Trust

1. About FinMark Trust

FinMark Trust (FMT) is an independent trust whose purpose is to make financial markets work for the poor by promoting financial inclusion and regional financial integration. FMT does this by conducting research to identify the systemic constraints that prevents consumers from accessing financial markets, and by advocating for change based on research findings. Thus, FMT has a catalytic role, driven by its purpose to start processes of change that ultimately lead to the development of inclusive financial systems that can benefit all sectors.

2. Background and contextual information

In the backdrop of economic challenges exacerbated by the impact of COVID-19, a focused initiative has emerged to address the plight of SMMEs in Southern Africa. This initiative aims to leverage digital remittance data and channels for targeted cash transfers to informal enterprises. The objective is to establish a structured process for these transfers, gaining insights from the experience to enhance future implementations. This approach focuses on utilizing digital remittances to support and strengthen informal enterprises, with an ongoing commitment to improving the effectiveness of such interventions for future endeavors.

FCDO developed a Beyond Relief Fund (FTL) with a target of 50 beneficiaries. The FTL was designed to benefit recipients in Botswana and Zimbabwe with a target of 60% female recipients. The cash disbursements started in January 2024 and will be completed in May 2024.

3. Objectives

Finmark Trust (FMT) seeks to appoint a service provider to conduct a survey of the FTL beneficiaries to understand how the cash grant impacted their livelihoods and enterprises and the ease of accessing the Fund. Thus, FMT invites proposals from research houses/ companies with relevant research experience and expertise to conduct the Relief Fund Evaluation Survey.

The key objective is to assess the economic impact of the Beyond Relief Fund (FTL) on the livelihoods and enterprises of beneficiaries in Botswana and Zimbabwe, aiming to measure the changes in income, employment, and business growth resulting from the cash disbursements.

4. Scope of Work / Approach

The appointed service provider is expected to conduct proactive application outreach, including direct calls to engage potential applicants for the pilot in local languages in both Zimbabwe and Botswana. This outreach initiative aims to encourage participation and ensure a diverse pool of respondents.

At the end of the pilot, an interviewer-administered telephonic survey of about 50 respondents across the two countries - Botswana and Zimbabwe - is required. The sample of recipients will be provided by Mukuru – the implementing partner of the Fund. FMT will facilitate access to names and contact details of recipients. The expected total sample size per country should be as follows:

- 50 respondents (25 from each country) with 60:40 women/men split
- Data collection mode – CATI (telephonic interviews)
- Questionnaire length < 20 minutes
- Demand side survey

The survey will be approximately 20 minutes in duration and consist of coded, closed questions. A draft questionnaire will be supplied to the research house (RH) for further customization and aligning to ensure the instrument is fit for purpose. The research firm may be required to translate the questionnaire to the main languages spoken by most of the participants (see table below).

Table 1: Common languages spoken

	Country	Main language(s)
1	Botswana	Setswana
2	Zimbabwe	Shona, Ndebele

The proposal must be 5 pages max and must clearly highlight the methodology that will be employed and detail all quality control measures that will be in place for the period of data collection. We would like all calls to be recorded and made available to our team for quality assurance purposes. Also, part of our research team would like to observe the training of enumerators using virtual platforms to ensure reliable implementation of the survey instrument.

We envisage that this project will take about 4 weeks to be completed (1 week of direct outreach to recruit applications, 3 weeks of CATI interviews), thus a detailed workplan based on the understanding of the scope of work is required. In the event of subcontracting, the RH will have to inform us and provide evidence of competence of the other RH.

5. Output/ Deliverables

The key deliverables generated from the research will be:

- **An inception report** to be presented to FMT within one week of signing of the contract detailing the way the study will be carried out including immediate tasks, refined methodology, deliverables, and timeframes.
- A clean coded **dataset** should be submitted in SPSS format.
- A brief **technical report** addressing the sampling approach, the data collection and quality control process as well as data capture and cleaning processes.

6. Proposal Content

The technical proposal should include at least the following sections:

- **Track record:** The service provider's track record in conducting surveys of this nature.
- **Methodology:** The service provider's approach to implementing the survey as described under the scope of work section.
- **Quality assurance:** steps taken to ensure validity and reliability of data collection.
- **Timeline:** a detailed timeline for executing all project activities.
- **Risk management:** a comprehensive list of anticipated project risks and contingency plans.
- **Skills and qualifications:** evidence of technical capacity of the firm and core team to undertake this study.
- **Reporting:** Outline and structure of the technical report on findings.
- **Costing:** detailed costing for each activity, broken down by professional fees and expenses.

7. Safeguarding

The selected service provider has the responsibility to consider and be aware of potential safeguarding issues and the project's potential to integrate gender dimensions and contribute to the advancement of gender equality in addressing the Terms of Reference and be able to demonstrate due diligence in relation to the protection and safeguarding of children and vulnerable groups as per strategies designed to support and manage ongoing risk and abuse, exploitation or neglect of participants in this research project.

8. COVID-19

The selected service provider and FinMark trust recognize the need to minimize the spread of the Corona Virus and the parties will agree on appropriate non face to face methods of

communications and completion of required tasks to ensure that work on the project is able to continue effectively. The situation however will be closely monitored by both parties on an ongoing basis.

9. Required skills and qualifications

Applications from interested parties must provide evidence of the technical capacity to undertake this exercise. This includes capacity to deliver the output in the timeframe provided, as well as prior experience on a similar exercise. Required skills / qualifications include the following:

- University qualification/s in Economics, International Trade, Social Science, Development Finance, International Development, or other relevant field; or other relevant field;
- A minimum of ten years of relevant experience in research, design, and analysis;
- Experience in conducting surveys;
- Excellent computer literacy, including report writing skills;
- Excellent communication, written and verbal skills in English is essential.

10. Selection criteria

Contract selection criteria and award will be made based on the following scoring mechanism:

	Criteria	Weighting
1	Technical soundness of the proposal and general approach	35%
2	Competence and previous experience of the firm(s)	20%
3	Competence, expertise, and experience of key individuals	10%
4	Technical ability of the firm to deliver QC requirements	10%
5	Financial proposal	25%
	Maximum score	100%

11. Submission and timing

Proposals: Proposals for the project should be submitted by close of business on 8 April 2024 at 17:00 (SAST) by email to nkosinathim@finmark.org.za. The successful bidder will be notified by 22 April 2024.

Timing: It is envisaged that the project duration will be 4 weeks from the date of contract signature.

The selected consultant must be prepared to meet with FMT on a date to be announced, for a briefing. Once the selection process has been completed, FMT will issue a contract confirming the appointment of the consultant. Any queries relating to the preparation of the application should be referred to damolaO@finamrk.org.za.

In line with FMT's policy of transparency, answers to queries from one candidate will be circulated to all who indicated their intention to submit a proposal.

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Guidance notes to bidders

FinMark Trust reserves the absolute right to use its discretion in the interpretation of these award criteria. The following notes are intended to provide broad guidance only on how proposals will be evaluated. Bidders may be required to clarify their proposals by way of a telephone call or presentation.

"Relevant, demonstrated competence of firm(s) in this area" - you should aim to demonstrate how the firm's collective past experience can be applied (or adapted) to address the specific brief set out in the terms of reference. You are welcome to describe the firm's general experience of financial sector development issues (e.g. in other geographies or topical areas) but the evaluation will focus particularly on the application of that experience for the specific task at hand.

"Demonstrated expertise of key individuals to be involved in this project" – the evaluation places considerable emphasis on the role and demonstrated expertise (i.e. track record) of the key individuals to be involved on the project rather than on the expertise of the firm itself.

"Use of local professional capacity (consulting, analysis, coordination etc.)" – FinMark Trust wishes to ensure that local capacity is used and developed. International firms are therefore encouraged to partner with local organisations.

"Content, quality and originality of proposal" – proposals should address the brief set out in the terms of reference in a comprehensive manner. Bidders should aim for innovation as well as professional presentation. Whilst similar, relevant experience in other markets will be an advantage for a bidder, each market is different and so proposals need to reflect the particular characteristics of that market, as well as the challenge set by the terms of reference.

"Fee basis" – value for money, as well as absolute cost, will be taken into account.

12. Important to note

If no communication has been received from FMT after 1 month of your submission, please consider yourself as unsuccessful.