

Terms of Reference (TOR)
A Call for M & E Consultancy for Gender in the Floriculture Industry
Ethiopian Horticulture Producer Exporters Association (EHPEA)

Introduction

EHPEA is established as a pioneer horticulture legal entity representing actors in the sector in 2002. EHPEA is not-for-profit, nongovernmental organization whose members are legally registered and operating in the horticulture production and export business, such as flowers, cuttings, ornamental plants, fruits, vegetables and herbs. The mission of EHPEA is to promote the competitive position of the Ethiopian horticulture sector in the global market. Compliance with Social Standards and sustainable production practices, including employment practices are becoming increasingly important for access by farms to large sections of the international flower market. Therefore, EHPEA designed a project to provide on-going gender based trainings and support to EHPEA member farms who are seeking to implement gender sensitive management policy that will address the needs and concerns of female employees and contribute to the achievement of sustainability in the supply chain, certification and market access.

Background to the project:

A number of studies conducted to identify gender issues in the context of the floriculture industry of Ethiopia by academic as well as development organizations. The findings of the studies show that in Ethiopia more than 85% of the workforces in floriculture are women, 88% of the workers are within the age range of 18-30 years. Of the total number of the women workers more than 60% are single and 62% of the workers are enrolled in elementary education only. As a result of the aforementioned factors, women are vulnerable to a number of challenges, though various interventions are underway to address their challenges. Cognizant the above challenges, EHPEA together with partner organizations (BSR-HER project) needs to address the gender issues. EHPEA and BSR have partnered in a project sponsored by the Floriculture Sustainable Initiative (FSI) to advance the sector. The project “Empowering the Source” includes three work streams:

1. Promote Female Staff Wellbeing;
2. Promote Gender Sensitive Management;
3. Engagement farms and other stakeholders to address sexual harassment and gender based violence (GBV)

Therefore, in order to measure impact for this project, a baseline study is needed prior to the implementation of the project in order to measure impact of the project. The baseline will be conducted at 20 EHPEA member growers in December 2014 and January 2015. Some tools for the baseline have already been developed. The M&E consultant is responsible to review baseline tools, add more tools, manage data collection, analyse data, and draft the report.

Objectives of the assignment

The consultant will administer a survey at twenty farms in order to learn the status of female and male farm workers, to assess the farm management from gender perspective, to identify gender issues at farm and in their vicinity.

Specific Objectives:-

1. Identify existing gender issues at farm and in their vicinity,
2. Learn about the status of female and male workers at farm and in their vicinity,
Useful baseline measurements will be:
 - Assess the level of awareness of male & female workers regarding common health issues,
 - Assess occupational health concerns of the male & female workers;
 - % female & male representation on the farm union and farm safety committee
 - Female and male staff leaving the farm
 - Female and male staff level of satisfaction with their employment
 - Female engagement with farm management and production activities
 - Understand how female and male workers address their health problems,
 - Learn more about female and male worker's access to health service providers in their vicinity;
3. Assess farm management in terms of gender sensitivity,
Useful baseline measurements will be:
 - Farm certification
 - Presence and roles of the farm nurse
 - Presence, roles and level of activity of farm peer educators
 - Presence and implementation of a farm gender policy
 - Presence and implementation of a policy and procedure for harassment
 - Presence, roles and activity of a farm gender committee
4. Give recommendations under each performer (EHPEA, Farms, Stakeholders & Partners)

The assignment (Key tasks to be done by the consultant)

- Understand the project proposal, and submit technical and financial proposal
- The selected consultant is expected to submit and present a brief inception report which includes how data gathered, time frame, tools, and period to finalize the assignment and submission of draft report dates.
- Incorporate inputs from EHPEA to enrich the inception report,
- Review data gathering tools for the baseline, and add more tools,
- Manage data collection : conduct field visit and consult various actors (including farm managers/administrators, human resource managers, union of workers, both men

and women workers of farms, gender/women committee, partners, stakeholders, the community etc.), review available documents

- Analyse data
- write-up report

Deliverables

- Inception report with clear methodology,
- Draft analysis 40 to 50 pages document both in soft and hard copies
- Presentation to EHPEA members to incorporate comments and feedback
- Final report of the baseline (it includes:
 - Introduction,
 - Objectives,
 - Methodology,
 - Worker demographics and farm information,
 - Gender Issues at Farm and in their Vicinity
 - Status of Female and Male Flower Farm Workers
 - Flower Farm Management In terms of Gender Sensitivity
 - Conclusion
 - Recommendation

Timeframe (duration)

30 person days spread over the period of **December, 2014 to January 30, 2015**

Methodology

The consultant is expected to:

- Use qualitative and quantitative research methods,
- Select the farms considering the heterogeneous nature of farms such as, geographical location, farm size, certification level etc,
- Recruit proper number/% of female and male worker from each farm depending on the farm size,
- Use proper data collection technique and tool for each objective (surveying, in-depth interview, FGD etc.),
- Analyse data using SPSS software and use proper software for qualitative data,

Minimum Competency and Academic Qualification

The competing firm for this particular assignment should possess the following competency and academic qualifications:

- The study requires expertise in areas/professions of gender and development studies, sociology or social work, related fields;
- The consultant or its team members should have substantial, reputable and dependable experience, skill and knowledge to conduct study.
- Testimonials & other supporting documents should have to be submitted.
- Fluency in local languages (eg, Amharic & Oromifa,) is preferable,

- Experience of the floriculture industry will be advantageous during selection;

Application Procedure

- Bidders should submit renewed trade license and other required documentation as indicated in the instruction to bidders.
- Bidders should drop their technical and financial proposals in separate envelopes in a bid box located at the following address on or before **10 December, 2014**
- Both envelopes with bid documents shall be clearly marked as “consulting services for preparation and delivery of the **M & E Consultancy for Gender in the Floriculture Industry.**
- All bid documents which are not dropped in the bid box on the time indicated will not be accepted.
- The proposal should include properly planned time frame

The proposals should be submitted in person box in the following address:

Ethiopian Horticulture Producer Exporters Association (EHPEA)

On the Road to Chechiniya, around Zerihun Building,

N.B Business Center Building, 6th floor, 603,

Admin and Finance Office

For more information contact: Tel. 251 (0) 11 6636750, +251 (0) 913008226.