
**Annual Outcome Surveys of Private Sector Development in
Ethiopia (PSD-E)**

**Project number/
cost centre:
19.2310.1-001.00**

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0. List of abbreviations

BDS	Business Development Services
CAPI	Computer-Assisted Personal Interview
CATI	Computer-Assisted Telephone Interview
FESMMIPA	Federal Small & Medium Manufacturing Industries Promotion Authority
FGD	Focus Group Discussion
JCC	Jobs Creation Commission
KII	Key Informant Interview
MInT	Ministry of Innovation & Technology
MoTI	Ministry of Trade & Industry
SME	Small & Medium sized Enterprises
PSD-E	Private Sector Development in Ethiopia
SGB	Small and Growing Businesses
TOC	Theory of Change
ToR	Terms of Reference

1. Context

Background

Ethiopia has made significant progress in its economic development in recent years, achieving economic growth of 10% per year on average (2010-2019), which is well above average within the region. Although this development has been instrumental in significantly reducing the poverty rate (from 71.1% in 1995 to 25.9% in 2019), the country continues to face multiple challenges. It is estimated that the population will double by 2060 (currently 122 million people). Without taking into account the existing unemployment rate, at least 2 million jobs will need to be created annually to accommodate this rapid population growth. While the government has pursued a far-reaching course of political, social and, in particular, economic reform, the latter has not yet tangibly translated into an improved business and investment climate for businesses. For example, Ethiopia has ranked 159th out of 190 countries in the World Bank's Ease of Doing Business Index, unchanged since 2015. Multiple barriers to growth include cumbersome bureaucracy, limited access to finance, the wide-ranging problem of foreign exchange shortages, and strong competition from abroad. Micro-, small and medium-sized enterprises (MSMEs), which account for 99 % of businesses in Ethiopia, are particularly affected by these unfavorable conditions.

Another challenge is the COVID-19 pandemic which began in spring 2020 as well as the conflict in the north of the country since November 2020, which have led to significant economic losses. Economic growth declined from 9% (2019) to 6.1% (2020) and, according to the IMF's most recent estimate, the real GDP growth rate stagnated at 6.4% (2021). In the early months of the pandemic, estimates suggested that more than 30% of Ethiopian SMEs and about 10-15% of jobs could be at risk, especially in urban areas, exports, construction, and services.¹ The conflict in the Northern Ethiopia, together with COVID-19 and the war in Ukraine, shrunken industries, and undermined foreign exchange reserves.² Furthermore, the loss of jobs associated with the crises is estimated at 600,000.³

Potential for private sector development comes from the Ethiopian government's reform efforts, particularly the Homegrown Economic Reform Agenda, which forms the strategic reference framework for national implementation of the 2030 Agenda. It aims to transform Ethiopia by 2030 from a largely low-income agrarian economy to a middle-income industrialized country, with the private sector playing a key role and being strengthened accordingly.

¹ Engidaw, A.E. Small businesses and their challenges during COVID-19 pandemic in developing countries: in the case of Ethiopia. *J Innov Entrep* 11, 1 (2022), <https://doi.org/10.1186/s13731-021-00191-3>.

² UNDP, Crisis, Resilience and Opportunity: Poverty, Human Development, and the Macro-Economy in Ethiopia, 2020-23, Working Paper Series, No. 1, (UNDP, 2022), https://www.undp.org/sites/g/files/zskgke326/files/2023-03/UNDP%20Ethiopia%20_Working%20paper%20series%201.pdf.

³ CIPE, The Impact of the War in Northern Ethiopia on Micro, Small and Medium-Sized Enterprises (MSMEs) and Marginal Economic Actors (MEAs), Research Brief, (CIPE, 2022), <https://www.cipe.org/wp-content/uploads/2023/04/RThe-Impact-of-the-War-in-Northern-Ethiopia-on-Micro-Small-and-Medium-Sized-Enterprises-MSMEs-and-Marginal-Economic-Actors-MEAspdf.pdf>.

Moreover, the government has finalized and approved the Ten Years Perspective Development Plan (2021-2030) that intends to introduce inclusive and comprehensive reforms in the social, economic, administrative and institutional matters to bring about shared prosperity. Over the past two and half years, the government of Ethiopia (GoE) has introduced several measures to accelerate the economic growth and modernize the economy with a view of building a robust private sector driven economy.

Technology-savvy companies and intermediaries provide incentives for an innovative, future-oriented private sector. The government is supporting this development by investing heavily in extensive IT training at universities. Ethiopia's Digital Strategy 2025 which was put into effect aims to significantly improve the environment for fostering innovation and, as a result, to create over 2,000 start-ups and around 20,000 new jobs. The National Digital Payment Strategy has also been adopted recently. Additionally, the national payment system proclamation has been put into effect in 2019. Moreover, Ethio-telecom has launched *tele birr*, a mobile money service which facilitates cashless transactions.

The objective of the **project “Private Sector Development in Ethiopia” (PSD-E)** is: SMEs, start-ups and small growth-oriented businesses (SGBs) benefit from improved growth opportunities. In particular, the target groups are owners/managers of SMEs, start-ups and SGBs, who are to benefit from improved legal frameworks and services offered by various types of service providers. The activities also target women-owned businesses, whose needs are specifically addressed in service and consulting offerings, and businesses affected by the impact of the COVID-19 pandemic. Employees of the businesses are also part of the target group.

The project is divided into five components (outputs):

- Output 1: Institutional, human resource and technical strengthening of relevant public institutions, in particular MoI, MInT, MoTRI, and EED
- Output 2: Strengthening capacities and services of chambers and associations
- Output 3: Strengthening capacities and services of intermediaries in the innovation ecosystem
- Output 4: Strengthening capacities and services of private business development services (BDS) providers
- Output 5: Strengthening MSMEs and entrepreneurs (with employment potential) affected by conflicts and crises

Originally, the focus of PSD-E was on improving the ecosystem where the private sector operates through strengthening public institutions and various private sector intermediaries. Thus, the scope of the project was limited to output 1-4. Following the conflicts and other crises, there was a need for addressing MSMEs and (aspiring) entrepreneurs affected by conflicts and crises. Therefore, in 2022, **PSD-E added output 5 as a responsive measure that focuses on directly supporting MSMEs and entrepreneurs affected by conflicts and crises.**

The annual outcome surveys are intended to generate evidence for the measure of key outcome, and few selected output indicators. The surveys will build on the baseline study to measure results periodically.

The baseline assessment employed different approaches for output 1-4 and output 5. The assessment for output 1-4 covered a representative sample of manufacturing and service-oriented SMEs, start-ups and SGBs in the target locations indicated in the “scopes of the assignment”. On the other hand, baseline data for output 5 was gathered from MSMEs and (aspiring) entrepreneurs selected for direct support.

Result areas of PSD-E

PSD-E’s **objective** is formulated as: SMEs, start-ups and SGBs benefit from improved growth opportunities. This is measured by the following **outcome indicators**:

- **Indicator 1:** 70% of 1,000⁴ SMEs, Start-ups and SGBs, 45% of which are women-led, confirm that the legal and regulatory environment for their entrepreneurial growth has improved.
- **Indicator 2:** 50% of 1,000⁴ SMEs, Start-ups and SGBs, 45% of which are women-led, report a 30% real increase in their sales.
- **Indicator 3:** 75% of 1,000⁴ SMEs, Start-ups and SGBs, 45% of which are women-led, confirm that the services they use from their providers (organized private sector, innovation support intermediaries, certified business consultancies) are beneficial to their business growth.
- **Indicator 4:** 5,000 employees (of which 40% women, 40% young people and 10% internally displaced persons or returnees) in growth-oriented companies benefit in one of the following categories:
 - i. New or secured employment
 - ii. Increased or secured income

PSD-E aims to achieve this objective through five interrelated outputs:

Output 1 aims to ensure that technical and managerial staff of public institutions with an influence on private sector development act in a more pro-business manner, thereby creating a better regulatory and legal environment.

The output is formulated as: Public institutions are strengthened in their ability to act in a way that promotes business. The output is measured by the following output indicators:

1. In each of 3 reform areas, 2 regulations relevant to the development of SMEs, start-ups and SGBs, prepared or adapted in cooperation with the private sector, were adopted by the responsible public institution.

⁴ This is a size of a representative sample of SMEs, start-ups and SGBs.

2. 6 measures to improve organizational structures in terms of enhanced capacity for demand-driven and sustainable private sector development have been implemented at two public institutions.

Output 2 aims to strengthen chambers and associations in their two core functions of representing the interests of their members more effectively vis-à-vis public institutions and improving their own range of services for businesses.

The result is formulated as: Chambers and associations are strengthened in exercising their core functions. This is measured by the following output indicators:

1. 70% of a total of 200 member businesses surveyed, 45% of them women-led, from 20 sectoral and cross-sectoral chambers of commerce and associations confirm an improvement in their representation of interests vis-à-vis public institutions.
2. 8 chambers of commerce and business associations each launched 1 new demand-driven service to promote their member businesses.

Output 3 aims to sustainably strengthen and further develop selected intermediaries in the innovation support environment to support start-ups and SGBs in order to improve growth opportunities for these target groups.

The output is formulated as: Intermediaries to support startups and small growing businesses are strengthened. This is measured by the following output indicators:

1. 8 intermediaries each launched 1 new demand-driven service to support startups and SGBs.
2. 15 intermediaries have improved the sustainability of their organizational models.

Output 4 aims to improve the quality of the services offered by management consultancies for SMEs. Selected management consultancies will be enabled to offer high-quality consulting services in line with demand.

The output is formulated as: The quality of services offered by management consultancies has improved. This is measured by the following output indicators:

1. 35 Ethiopian management consultancies have obtained international certification of services for the first or additional time.
2. 200 businesses use the newly certified services of management consultancies.

Output 5 aims to support re-establishment, continuity, recovery, and resilience of businesses in the crises affected areas to improve employment and income situations of the population.

The output is formulated as: Companies affected by conflicts and crises with employment potential are strengthened. The output is measured by the following output indicators:

1. 1,500 MSMEs affected by conflict and crisis, 45% of which are women-led, have taken an action regarding one of the following objectives:
 - (i) preservation of the business, jobs, or income (business continuity)
 - (ii) recovery and resilience of the business (business recovery)

2. 900 entrepreneurs, 45% of them women, 80% young people and 20% internally displaced persons or returnees have taken measures to improve their business prospects

Objective of the Service Contract

The objective of the service contract is to undertake two annual outcome surveys to periodically assess the intermediate results of the project intervention, emphasizing on periodic changes in the following selected indicators:

Outcome indicator 1: 70% of 1,000 SMEs, Start-ups and SGBs, 45% of which are women-led, confirm that the legal and regulatory environment for their entrepreneurial growth has improved.

This indicator periodically assesses the improvements in the legal and regulatory environment observed by women-led and men-led SMEs, start-ups and SGBs. The improvements will be assessed as per the selected parameters of the new Business Enabling Environment (BEE)⁵. The annual outcome surveys will involve a sample of SMEs, start-ups and SGBs and other stakeholders assessed in the baseline study.

Women-led businesses are those businesses whose management is composed of at least 50% women. The definition applies throughout this document.

Outcome indicator 2: 50% of 1,000 SMEs, Start-ups and SGBs, 45% of which are women-led, report a 30% real increase in their sales.

This is the periodic change in the real sales revenues of SMEs, start-ups and SGBs. The indicator will be disaggregated to women-led and men-led businesses. The annual outcome surveys will assess the SMEs, start-ups and SGBs and other relevant stakeholders contacted in the baseline study.

Definitions

- Sales revenue: valuation of the annual sales revenues (ETB and USD) of businesses using standard market methods such as individual valuation methods, total valuation methods, investment theory methods, differentiated according to forms of the businesses.
- Real increase: The values have to be adjusted for inflation.
- 30% real increase: in comparison to the baseline

Outcome indicator 3: 75% of 1,000 SMEs, Start-ups and SGBs, 45% of which are women-led, confirm that the services they use from their providers (chambers and associations, innovation support intermediaries, (certified) business consultancies) are beneficial to their business growth.

⁵ https://www.worldbank.org/content/dam/doingBusiness/pdf/BEE%20Concept%20Note_December%202022.pdf

This refers to confirmation of businesses on the benefits of business services received from chambers and associations, innovation support intermediaries and management consultancies. This will be disaggregated to reflect the benefits to women-led and men-led businesses. The annual outcome surveys will measure changes from the baseline based on the data gathered from SMEs, start-ups and SGBs and other relevant stakeholders who have participated in the baseline study.

Outcome 4: 5,000 employees (of which 40% women, 40% young people and 10% internally displaced persons or returnees) in growth-oriented companies benefit in one of the following categories:

- iii. New or secured employment
- iv. Increased or secured income

This refers to change in the number of individuals that came into new employment or whose employment sustained; and number of individuals with nominal increase in, or sustained monthly income from employment. The annual outcome surveys will assess MSMEs and entrepreneurs in the crises affected areas that targeted for direct support. The data gathered for baseline assessment at the beginning of the intervention serves as a basis for comparison.

Indicator 2.1: 70% of a total of 200 member businesses surveyed, 45% of them women-led, from 20 chambers of commerce and associations confirm an improvement in their representation of interests vis-à-vis public institutions.

This is the level of improvement in the representation of interests of businesses by chambers of commerce and business associations in public institutions. This also involves disaggregation by women-led and men-led businesses. The annual outcome surveys will gather data for this indicator based on a dataset of SMEs, start-ups and SGBs contacted at the baseline study.

Indicator 5.1: 1,500 MSMEs affected by conflict and crisis, 45% of which are women-led, have taken an action regarding one of the following objectives:

- (iii) preservation of the business, jobs, or income (business continuity)
- (iv) recovery and resilience of the business (business recovery)

This indicator is focused on changes in the number of project supported MSMEs that have taken measure to improve business continuity, recovery and resilience. The annual outcome surveys will cover MSMEs in the crises affected areas that are supported by the project. The periodic changes will be measured through benchmarking the results of baseline assessment that includes assessment of business recovery and resilience.

Indicator 5.2: 900 entrepreneurs, 45% of them women, 80% young people and 20% internally displaced persons or returnees have taken measures to improve their business prospects

This is a periodic change in the count of entrepreneurs or aspiring entrepreneurs supported by the project, and that have taken measures to improve business prospects. The annual outcome surveys constitute the post-intervention assessments to compare with the results of the baseline assessment to assess changes over time.

Definitions

- **MSME:** Generally, the project adopts the definition provided by the draft Enterprise Development Strategy. The definition is further customized for output 5. In the context of businesses affected by conflicts and crises, MSMEs are defined as formally registered businesses (for at least 2 years) with an employee count of up to 100 people.
- **Start-ups:** Tentative to be reflected with the contractor.
- **SGBs:** Tentative to be reflected with the contractor.
- **(Aspiring) Entrepreneur** is a person who, at the beginning of the intervention, has set up a business in the last two years or intends to set up a business (formal or informal)

Scope of the assignment

The two annual outcome surveys will be conducted in the **following Ethiopian regions: Addis Ababa, Amhara, Dire Dawa, Harari, Oromia, Sidama, SNNPR, and Somali region**. These are regions in which interventions of PSD-E are implemented. The surveys will be focused on measuring the time series changes in the above listed outcome and output indicators based on information gained from MSMEs, start-ups, SGBs and (aspiring) entrepreneurs, and other relevant stakeholders.

2. Tasks to be Performed by the Contractor

The contractor is responsible for conducting two annual outcome surveys to generate evidence on the periodic changes that are attributable to the interventions of PSD-E. In each of the outcome surveys, the study involves the following processes:

Step 1: Inception

This involves desk review of the main project documents and discussions with the PSD-E team. The consultancy team will do a thorough review of the project's Theory of Change (TOC) and other relevant project documents. At the beginning of each survey, the team will develop plans and adaptations, and present and discuss it with the PSD-E project team on the inception meeting. Expectations, concepts, definitions, etc. will be clarified. A consensus will be reached on the ways forward.

Step 2: Formulation of the study

At this step, the consultancy team will be undertaking the following activities:

- Revise the study design employed during the baseline (and the preceding annual outcome survey while managing the succeeding survey) and apply adaptations relevant to the context.
- Develop the survey protocols and relevant methodological guidelines to the survey. Make revisions during the subsequent annual outcome survey.
- Develop data collection instruments.
- Train the data collection team on the study objectives, interviewing techniques, as well as quality control methods.
- Conduct pre-test of the tools to check validity and reliability of the data collection tools.

The major methodological considerations include:

- The contractor will apply both quantitative and qualitative techniques to gather the required information. Considering the methodological limitations associated with the use of before-and-after action assessments with the absence of counterfactuals, the application of mixed methods induces better understanding of the impact of the intervention.
- Annual outcome surveys concatenate with the baseline study to synthesize evidence on impact of the interventions. In this connection, there is a need to gather panel data from the sample established at the baseline study. Given that some of the business assessed may cease to exist, minimal adjustments are acceptable. However, this entails replication of the sampling methods and processes employed during the baseline. In this regard, the contractors will work closely with PSD-E Monitoring and Evaluation Advisor in the development of the sampling design.
- The assumptions are the central elements of the Theory of Change (TOC) bridging the causal linkages between the intervention and the intended results. Assessment of the assumptions, in relation to the results, in the annual outcome survey provide insights into the results.
- During the development of the survey tool, it is important to consider that the annual outcome survey employs measures similar to the baseline study. The contractor may need to adapt the instrument used in the baseline survey in consultation with PSD-E team. In addition, the survey data will be complemented with qualitative methods such as Focus Group Discussions (FGDs) and Key Informant Interviews (KIIs) with the key stakeholders.

Step 3: Data Collection Process

Followed by a pre-test of the tools, the consultancy team will gather quantitative and qualitative data from a representative sample of MSMEs, start-ups, SGBs and (aspiring) entrepreneurs, and other key stakeholders. Data collection of the survey shall be supported by a digital platform that enables to a real-time basis. The contractor may consider hybrid approaches that involve the use of Computer-Assisted Telephone Interview (CATI) and Computer-Assisted Personal Interviews (CAPI). However, quality control is also a crucial element in this step.

Step 4: Data Processing and Analysis

The analysis procedures to be used are those appropriate to the type of data that will be generated, and the indicators to be measured. Data analysis shall be performed using the appropriate software packages.

Step 5: Submission of Draft Report and Organizing Debriefing Session

Upon completion of the write up of the reports of the annual outcome surveys, the findings will be presented to the GIZ PSD-E team, and possibly to the implementing partners in PSD-E. These meetings will provide an opportunity to validate findings and incorporate key issues raised before production of the final versions of the reports of the annual outcome surveys.

Step 6: Submission of the Final Report

In this step, the contractor (the consultancy team) will develop a final reports incorporating comments provided on the debriefing meeting. The contractor will submit the final report electronically within a week after the debriefing meeting.

Expected deliverables include:

- **Inception report:** For each of the surveys, the contractor is expected to submit inception reports one week after the initial briefings. These reports should clearly specify the study design, sampling techniques, data collection instruments, and field follow up tools to be employed.
- **The raw data:** The raw data include datasets, audio records, and transcriptions. The cleaned and coded datasets of the surveys shall be provided electronically with .SAV and .CSV formats. It is also necessary to provide the cleaned and coded qualitative data electronically with the acceptable formats.
- **Draft and final reports:** The contractor will submit the first and second annual survey reports in two phases. Upon completion of write up of each of the reports, the contractor will submit the draft report for comment. It is also required to present the findings to GIZ-PSD-E team. Within a week of receiving the team's comment, the contractor will submit the final reports to GIZ. The final reports will be submitted in electronic version.

All the data and results generated through the baseline study are the exclusive properties of GIZ.

Certain milestones, as laid out in the table below, are to be achieved by certain dates during the contract term, and at particular locations:

Milestone	Deadline/place/person responsible
Annual outcome survey: Phase 1	
Formulation of the study completed, and inception report submitted	10 th of October 2023
Data collection process completed	31 st of October 2023
Preparation and submission of the first draft report	15 th of November 2023
Debriefing meeting conducted	20 th of November 2023
Submission of the final report	30 th of November 2023
Annual outcome survey: Phase 2	
Submission of the inception report	30 th of May 2024
Completion of data collection	30 th of June 2024
Submission of draft report	31 st of July 2024
Debriefing meeting held	7 th of August 2024
Submission of the final report	31 st of August 2024

The above-mentioned deadlines can be adjusted in mutual agreement between GIZ and the contractor in the inception phase.

Period of assignment: From **October 1, 2023** until **August 31, 2024**.

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 0 (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

Technical-methodological concept

Strategy (1.1):

The tenderer is required to interpret the objectives of the assignment put out to tender (see Chapter 1 Context) and provide a critical examination of the tasks. In particular, this should include an identification of the particular challenges of this assignment and suggested solutions (1.1.1). Following this, the tenderer presents and justifies the methodological frameworks with which it intends to provide the services for which it is responsible (see Chapter 0 Tasks to be performed) (1.1.2).

Processes (1.4): The tenderer is required to describe the key **processes** for the services for which it is responsible according to Chapter 0 (Tasks to be performed by the contractor). In particular, the tenderer is required to describe the necessary work steps. In addition, the tenderer is required to create an **operational plan** or schedule that is aligned with the work steps described (1.4.1).

Learning and Innovation (1.5): The tenderer is required to describe its contribution to knowledge management for the partner and GIZ (1.5.1).

Project management of the contractor (1.6): The tenderer is required to explain its approach for coordination with the GIZ project (1.6.1). In particular, the project management requirements specified in Chapter 2 (Tasks to be performed by the contractor) must be explained in detail.

The tenderer is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the tender; the plan includes information on assignment dates (duration and expert months) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule (1.6.2).

1.7 (Further requirements): Please describe how you plan to reduce the carbon footprint of this assignment, including how you plan to implement GIZ's minimum standards for sustainable event management (see annexes to the terms of reference).

4. Personnel concept

The bidder is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 7), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to **reach the maximum number of points**, i.e., they are not minimum requirements.

Lead Consultant (Team Leader)

Tasks of the Lead Consultant (Team Leader)

The Lead Consultant is responsible for all actions required to manage and the technical and administrative aspects of the study. Furthermore, the Lead Consultant:

- Leads the development of the study protocol, including the study design, in line with the objectives.
- Coordinates design and drafting of the quantitative and qualitative data gathering instruments for the baseline study.
- Oversees the fieldwork and ensures the proper implementation of the study protocol.
- Leads the development of data analysis plan to provide a framework for analysis and discussion of the results.
- Ensures the integrity and safeguarding of the data gathered through the study.
- Leads the production of technical reports as per the established standards.
- Ensures the completion, accuracy and timeliness of technical reports.
- Coordinates and ensures effective communication with GIZ and other stakeholders involved in the study.

Qualifications of the team leader (2.1 in the assessment grid)

- Education/training (2.1.1): Master's degree in Economics, Development Studies, Program Evaluation or related fields.
- Language (2.1.2): Excellent language skills in Amharic (C2/D) and good business language skills in English (C1), levels in the Common European Framework of Reference for Languages.
- General professional experience (2.1.3): 12 years of professional experience in preparing and conducting surveys, data analysis, and/or monitoring and evaluation.
- Specific professional experience (2.1.4): 8 years of professional experience in and/or in relation with the private sector and/or private sector focused projects, of which 4 years with a focus on SMEs and start-ups
- Leadership/management experience (2.1.5): 4 years of management/ leadership experience in leading studies, surveys, etc. with a team
- Regional experience (2.1.6): 5 years of experience in projects in Sub-Saharan Africa, of which 2 years in projects in Ethiopia.
- Development Cooperation (DC) experience (2.1.7): not applicable
- Other (2.1.8): 3 reference projects of similar nature in the past 5 years.

Expert 1: Private Sector Expert

Tasks of expert 1

- Conducts desk reviews and analysis of knowledge products relevant to the research/ study topic.
- Takes part in the development of data collection tools to be used in the study.
- Develops guidelines for the training of short-term experts and enumerators.

- Oversees the activities of short-term experts.
- Leads the process of qualitative data analysis and reporting.
- Supports the team leader in the development of technical reports

Qualifications of expert 1 (2.2 in the assessment grid)

- Education/training (2.2.1): Master's degree in Economics, Business Administration, International Development or related fields.
- Language (2.2.2): Excellent language skills in Amharic (C2/D) and good business language skills in English (C1), levels in the Common European Framework of Reference for Languages.
- General professional experience (2.2.3): 10 years of professional experience in evaluating development projects.
- Specific professional experience (2.2.4): 8 years of professional experience in private sector focused projects.
- Leadership/management experience (2.2.5): not applicable
- Regional experience (2.2.6): not applicable
- Development Cooperation (DC) experience (2.2.7): not applicable
- Other (2.2.8): 2 reference projects of similar nature in the past 5 years

Expert 2: Statistical Expert

Tasks of expert 2

- Develops the appropriate sample design, which involves developing the sampling methodology, the sample frames, the system for selecting the sampling units, sampling weights, sample size (power analysis), and the procedures for calculation of expansion factors.
- Provides the required documentation on the sampling design on the "Methodology" section of the report.
- Create plans for implementing the sample design and train enumerators to implement the sample design.
- Programs the questionnaire with the suitable digital data collection (CAPI/ CATI) software.
- Oversees the real-time data collection to check the consistency of the results and identify anomalies.
- Performs data cleaning and transfer; conducts the appropriate statistical analysis; and develops data presentations for reporting.
- Prepares the dataset with the required formatting.
- Makes sure that the data is gathered, stored and shared with the required level of security and as per GIZ's GDPR.

Qualifications of expert 2 (2.3 in the assessment grid)

- Education/training (2.3.1): Master's degree in Applied Statistics, Quantitative Methods or related fields.
- Language (2.3.2): Excellent language skills in Amharic (C2/D) and English (C1), levels in the Common European Framework of Reference for Languages.
- General professional experience (2.3.3): 10 years of professional experience in evaluating development projects.

- Specific professional experience (2.3.4): 6 years of professional experience in preparing, coordinating, managing, and analysing surveys.
- Leadership/management experience (2.3.5): not applicable
- Regional experience (2.3.6): not applicable
- Development Cooperation (DC) experience (2.3.7): not applicable
- Other (2.3.8): 2 reference projects of similar nature in the past 5 years

Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills
- Sociocultural competence
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

Short-term expert pool with 4 members

Tasks of the short-term expert pool

- Conduct KIIs and FGDs in different languages as per standards set on the study protocol.
- Transcribe and translate each interview/ FGD session; and label, code, organize and summarize the results.
- Develop sub-reports for each unit of study with the main findings and their explanation, structured field-notes from interviews, observations, personal interpretations.

Qualifications of the short-term expert pool (2.6 in the assessment grid)

- Education/training (2.6.1): all experts with university qualification Master's Degree in Economics, Business Administration, Development Studies or related fields.
- Language (2.6.2): 2 experts with very good language skills in Amharic (C2/D) and English (C1); and 2 experts with very good language skills in Afan Oromo (C2/D), Amharic (C2) and English (C1).
- General professional experience (2.6.3): all experts with 5 years of experience in development evaluation.
- Specific professional experience (2.6.4): all experts with 3 years of experience in private sector focused projects.
- Regional experience (2.6.5): not applicable
- Development Cooperation (DC) experience (2.6.6): not applicable
- Other (2.6.7): all experts with each 2 reference projects demonstrating hands-on experience on the use of qualitative methods.

The bidder must provide a clear overview of all proposed short-term experts and their individual qualifications.

5. Costing requirements

Assignment of personnel and travel expenses

Per-diem and overnight accommodation allowances are reimbursed as a lump sum up to the maximum amounts permissible under tax law for each country as set out in the country table in the circular from the German Federal Ministry of Finance on travel expense remuneration (downloadable at <https://www.bundesfinanzministerium.de>).

Accommodation costs which exceed this up to a reasonable amount and the cost of flights and other main forms of transport can be reimbursed against evidence

All business travel must be agreed in advance by the officer responsible for the project.

Sustainability aspects for travel

GIZ would like to reduce greenhouse gas emissions (CO₂ emissions) caused by travel. When preparing your tender, please incorporate options for reducing emissions, such as selecting the lowest-emission booking class (economy) and using means of transport, airlines and flight routes with a higher CO₂ efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.

If they cannot be avoided, CO₂ emissions caused by air travel should be offset. GIZ specifies a budget for this, through which the carbon offsets can be settled against evidence.

There are many different providers in the market for emissions certificates, and they have different climate impact ambitions. The [Development and Climate Alliance \(German only\)](#) has published a [list of standards \(German only\)](#). GIZ recommends using the standards specified there.

Specification of inputs

Fee days	Number of experts	Number of days per expert	Total	Comments
Team Leader	1	90	90	The team leader will manage the two annual outcome surveys.
Private Sector Expert	1	80	80	The private sector expert will support the two annual outcome surveys.
Statistical Expert	1	80	80	The statistical expert will support the two annual outcome surveys.
Short-term experts	4	30	120	The short-term experts will support the two annual outcome surveys.

Travel expenses	Quantity	Price (ETB)	Total (ETB)	Comments
CO₂ compensation for air travel	28	3600	100,800	A budget is earmarked for settling carbon offsets against evidence.
Fixed travel budget	1	1,968,000	1,968,000	A budget is earmarked for travel within Ethiopia (within the target locations mentioned in the "Scope of the Assignment"). This budget includes: <ul style="list-style-type: none"> - Per diems - Overnight allowances - Domestic flights - Vehicle rent or other local transport
Other costs	Number	Price (ETB)	Total (ETB)	Comments
Flexible remuneration	1	600,000	600,000	A budget is foreseen for flexible remuneration. Please incorporate this budget into the price schedule. Use of the flexible remuneration item requires prior written approval from GIZ.
Workshops	1	120,000	120,000	This budget is available for trainings of enumerators and short-term experts and contains the following costs: Workshop facilities, refreshment and lunch.
Other costs: Enumerators' fees	800 (days)	N/A	N/A	Please offer a price for the enumerators' fees. It is expected to deploy up to 800 days for the two annual outcome surveys in total. Transport costs for enumerators are covered by the travel budget above.

Workshops and training

Please describe in your concept (1.7, see section 3 above) how you implement GIZ's minimum standards for sustainable event management (see annexes to the terms of reference).

The contractor implements the following workshops/study trips/training courses:

- Training of enumerators

- Training of short-term experts

6. Inputs of GIZ or other actors

GIZ and/or other actors will make the following available:

- relevant project documents including the module proposal, the impact matrix, monitoring and evaluation strategy, and the report of the baseline study.
- coordination with all implementing partners and other key stakeholders.

All documents and records prepared and made available for the assignment are to be treated confidentially. Forwarding to third parties and any other use that does not serve to achieve the objectives of the contract is prohibited.

7. Requirements on the format of the bid

The structure of the tender (bid) must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English.

The complete tender must not exceed **10 pages** (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g., links to websites) will also not be considered.

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed **4 pages** each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs must be submitted in English. **Note:** please stick strictly to the personnel described in Chapter 4, i.e., do not submit CVs of different people for the same position; please indicate on each CV clearly the expert role this person is proposed for in accordance with the specifications in Chapter 4. Otherwise, the CVs will not be evaluated.

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.

8. Options

N/A

9. Outsourced processing of personal data

Personal data will be processed on behalf of the client. Therefore, an agreement on “Outsourcing of data processing (AuV)” will be concluded with the contractor in accordance with Art. 28 GDPR. For this purpose, the technical and organisational measures (TOM) for compliance with the data protection requirements must be outlined prior to conclusion of the contract. If the contractor has already been audited by GIZ in the past, an update in accordance with GDPR must nevertheless be sent. After a positive check, the contract is concluded with the AuV attachment.

10. Annexes

- Minimum standards for sustainable event management at GIZ