

TERMS OF REFERENCE

Project Midterm Review (MTR)

Project: 'Gender Responsive Opportunities for Women in Community based Tourism'

Donor: Australian Department of Foreign Affairs and Trade (DFAT)

Position Title: Evaluator or Consultant team

Place of Assignment: Hanoi and Son La provinces

Reporting to: AOP Senior Program Officer

Duration: July to September 2020

[Action on Poverty \(AOP\)](#), previously known as The Australian Foundation for the Peoples of Asia and the Pacific Limited (AFAP), is an independent, secular, non-governmental Australian organisation, based in Sydney. Since 1968, AOP has been working with local partners to help poor and vulnerable communities make lasting change.

Started working in Vietnam in 1989, AOP was the first Australian NGO to open a representative office in Vietnam in 1996. For the past 30 years, AOP in Vietnam has empowered thousands of Vietnamese people through various projects and programs in agriculture, water and sanitation, food security, climate change, livelihoods, and governance.

1. Project information

Community-based tourism is a responsible and inclusive form of tourism that involves local people in all stages of decision making. To AOP in Vietnam, community-based tourism is an effective tool for livelihood development, poverty reduction, empowerment for local communities, environment protection, climate resilience and improved accountability from local authorities. Since 2019, AOP in Vietnam has been implementing the 'Gender Responsive Opportunities for Women (GROW) in Community based Tourism' project in Son La. Funded by DFAT, the project is under the Gender Responsive Equitable Agriculture and Tourism (Vietnam) (Aus4Equality/GREAT) Program.

a. Objectives

The overall project's objective is to empower ethnic minority women economically through the active engagement, management and equitable benefit distribution from sustainable community-based tourism (CBT) services in Son La province.

Three specific objectives supporting the overall objective are:

1. To develop an effective, locally appropriate CBT model which secures jobs and income for ethnic minority women and equitably distributes benefits to local communities
2. To empower ethnic minority women with improved capacity and better access to resources to utilise opportunities from CBT
3. To support local tourism policies to be more gender-responsive and socially inclusive.

b. Location

The project is being implemented in two communes in Moc Chau district and three communes in Van Ho district in Son La province. The midterm review will look into four following villages:

Locations	Number of households/population	Main ethnic minority groups
Ban Vat village, Muong Sang commune	124/480	Thai
Ban Doi village, Tan Lap commune	287/1.355	Thai
Na Bai village, Chieng Yen commune	170/740	Muong
Phu Mau village, Chieng Yen commune	197/825	Thai

c. Target:

The primary target groups are poor ethnic minority women, men, and their dependents in the five target villages.

d. Approaches:

The project combines a Market System Development (MSD) approach with promoting women's economic empowerment. This involves increasing local communities' knowledge on economics and women's rights and status, while ensuring that men are also active participants and champions in this project. The project also applies a Social Enterprising approach in tourism service management where representatives for local CBT groups sign agreements with travel agencies in domestic and international markets to ensure a sustainable stream of revenue and equitable distribution of benefits to the participating ethnic minority communities.

2. MTR's objectives

GROW is mid-way through its implementation (2019 – 2021) and a mid-term review (MTR) will be conducted. The MTR will generate lessons learnt, and recommendations to streamline the project, adjust the implementation methods, improve results, and ultimately to ensure the achievement of the project's intended outcomes.

The MTR primary audience will be AOP in Vietnam, GREAT team, and the project targeted beneficiaries.

An independent external evaluator or evaluation team is sought to undertake the MTR to ensure an unbiased view and assessment. Specifically, the purposes of the MTR will be:

1. To assess mid-point results and achievements of the project: To identify the external and project-related factors affecting successful implementation and result achievement
2. To analyse the effectiveness, relevance, and coherence of project strategies and approaches to date and in the coming years in the local context and policy environment tendencies.
3. To evaluate the likely sustainability of results, strategies and approaches.
4. To draw out lessons and recommendations to inform: the adjustment of project activities, strategies and approaches to ensure the achievement of the intended outcomes by the project's end.

3. MTR criteria and key questions

RELEVANCE: *Is the project doing the right things?*

- i. Analyse whether the project's approach addressed the needs and demands of targeted women and men;
- ii. Assess whether the methodology adopted helps local women to perceive the limitations imposed on them and to overcome them;
- iii. Measure the extent to which the project's activities and methodologies are still relevant to existing context (changes and new opportunities).

COHERENCE: *How well does the project fit?*

- i. Assess if the project fits in the organisation's development approaches and strategies;
- ii. Analyse if the project's interventions are consistent with the market system development approach;
- iii. Measure the extent to which the project is consistent with the interventions of other actors in targeted locations.

EFFECTIVENESS: *Is the project achieving its objectives?*

- i. Measure the extent to which the objectives have been achieved;
- ii. Assess if the project has accomplished its intended outputs and outcomes;
- iii. Assess how the project has contributed to the achievements of AOP in Vietnam's committed cross cutting issues: environment protection, disability inclusion, and indigenous peoples/ethnic minorities.

EFFICIENCY: *How well are resources being used?*

- i. Analysis of the degree to which women empowerment and gender equality results are achieved in an economic and timely way; Assess and demonstrate the project's value for money level.
- ii. Assess how well the project has been managed (including M&E, communication, project implementation, etc.)

IMPACT: *What differences does the project make?*

- i. Measure the totality of the effects brought by the intervention, including intended and unintended, positive and negative, as well as short term and longer term effects;
- ii. Provide recommendations to maximise positive impacts and to prevent/minimise negative impacts.

SUSTAINABILITY: *Will the benefits last?*

- i. Assess the degree to which the project results are likely to be sustainable (financially, technologically, institutionally, and ownership by local women and men) and provide recommendations for strengthening sustainability;
- ii. Assess the sustainability of AOP's community based tourism in Son La based on its effect on environment and the local people;
- iii. Assess the ability to scale up/replicate the project's interventions, approaches, initiated structures and other key points for next future and provide recommendations for enhancing the scaling up/ability to replicate.

Lessons learnt/Conclusions:

- I. Identify and document lessons learnt and good practices that can inform future programming;
- II. Provide recommendations that focus on specific, actionable activities allowing for the scaling up and replication of project interventions.

5. Methodology

The consultant team must propose their own proposal and methodology. Nonetheless, the evaluation has to be conducted in a participatory way at all stages and ensures the voices of the target groups to be heard and served as the basis for the analysis. It is a must that the evaluation will be conducted in a gender sensitive manner (more details in the next section). The combinations of both qualitative and quantitative methods are required. Data collection tools should include but not limit to: a desk review, key informant interviews, survey questionnaires, focus group discussions, expert observation, and statistical analysis of time diaries.

The consultant team shall make sure that all the crosscutting issues of AOP in Vietnam (environment protection, disability inclusion, and indigenous peoples/ethnic minorities, and especially gender equality) are included in this consultancy work, and that it adheres to the AOP in Vietnam's values and strategies for development work.

The MTR will start with a meeting at AOP in Vietnam office and conclude with a debriefing meeting with AOP in Vietnam and other stakeholders.

6. Mainstreaming gender in the evaluation process

The evaluation process must be gender sensitive in nature. The review should not only seek to analyse the integration of women and the progress made in their situation, but also to study the different starting situations of women and men and the different gender effects of the interventions. This means the inclusion of the points of view of women and men in order to enrich development processes and ensure that both take part.

Minimum requirements for a gender sensitive evaluation:

- Women and men should be included in the sample or study population and the potential obstacles to women's participation should be addressed
- The different time availability of women and men and their diverse needs and interests should be taken into account
- An evaluation team with skills in working with men, women, and diverse groups is required
- The team should have the skills to enhance participation and ownership of the evaluative practice and not reinforce the traditional leadership and the concentration of power.

It is recommended that the gender analysis framework will be applied across the evaluation process (figure below).

Terms of reference	<ul style="list-style-type: none"> • Inclusion of gender equality as a key issue • The participation of experts on gender
Criteria and questions	<ul style="list-style-type: none"> • Revision of usual criteria and incorporation of gender issues • Formulation of gender-sensitive questions
Indicators	<ul style="list-style-type: none"> • Construction of gender-sensitive indicators in order to measure the changes in the status and position of women and men and in the gender relations
Methodological approach & Tools	<ul style="list-style-type: none"> • Mixed methods and the use of participatory tools • Gender-sensitive ways of applying techniques
Reporting, dissemination and use	<ul style="list-style-type: none"> • Findings, conclusions, recommendations, and lessons learned from the gender perspective • Design a gender-sensitive communication plan • Ensure the use of the report for improving gender equality

Figure 1. Mainstreaming gender in the evaluation process (Source: Espinosa, 2011, DFID, 2008 and CIDA, 2001).

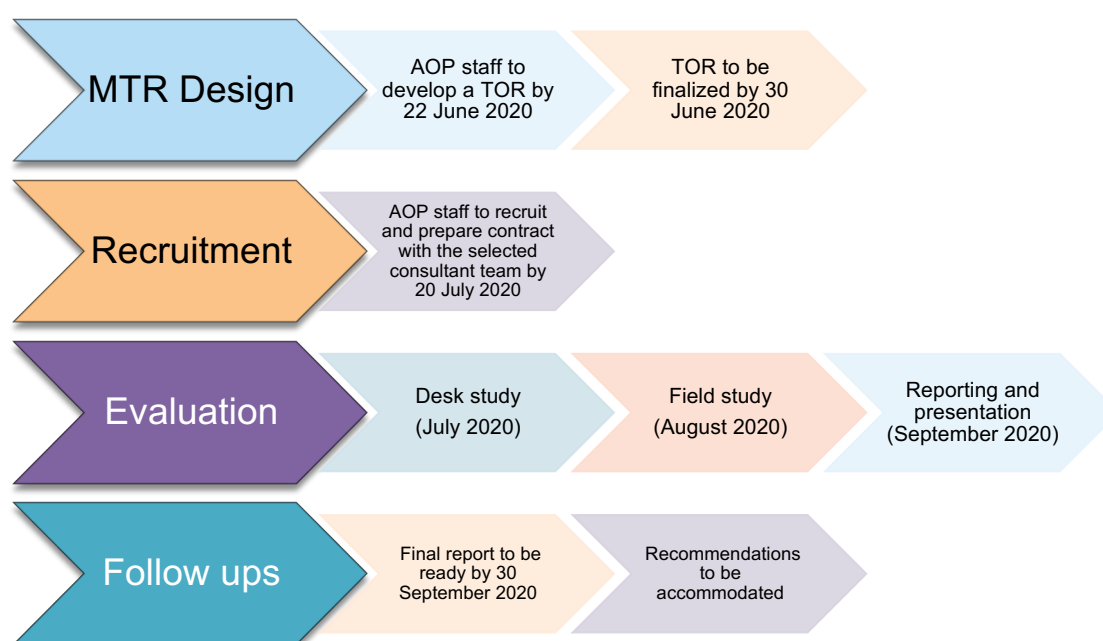
7. Expected outputs

The evaluation's findings and recommendations will be thoroughly discussed with the AOP in Vietnam team.

The consultant team will complete and submit a draft final report in soft copy and finalise the report after considering all relevant comments/suggestions. The key outputs of the MTR are:

- Evaluation protocol in English**
- Raw dataset as collected by the data collection tools**
- Draft report template:** Submission of a draft report template containing Table of Contents for the final report for approval by AOP in Vietnam;
- The MTR draft and final report:** the reports should highlight the key findings, lessons learnt and recommendations and are **no more than 30 pages** excluding the annexes. The final report will be submitted in English;
- A power point presentation on key findings and recommendations in both English and Vietnamese** that can be presented and shared with key stakeholders.

8. Overall process and timeframe



9. Responsibilities of the lead consultant and the team

- Oversee the management of survey-related activities, including the contribution of each participant during the process of evaluation. The lead consultant will be directly responsible for the overall quality and consistency of all reports and documents produced by the survey team.
- Design the final evaluation framework to measure the project results against its objectives. A detailed work plan should be discussed with and approved by AOP in Vietnam prior to the start of the evaluation. The work plan should contain suggested methodologies, timeframe, resources, task allocation between the consultant team and AOP in Vietnam as well as report template.
- Conduct desk review of the progress reports, evaluation reports and tools; design questionnaires.
- Conduct field surveys at 4 project sites as discussed with the project team.
- Present the key findings in the workshop to local partners after feedback from AOP in Vietnam.
- Analyse collected data, draft, and finalise the MTR report.
- Survey documents and filled questionnaires: the consultant team is requested to submit survey documents and filled questionnaires to AOP in Vietnam.
- Inform and keep AOP in Vietnam updated regarding process of the review. Maintain regular communication with assigned AOP in Vietnam staff who coordinates the review.
- Oblige common regulations and policies for AOP in Vietnam's partners, particularly child protection policy, policy for development, environment, gender, HIV/AIDs, anti-fraud and human rights, etc.

10. Preparation and Logistical Support

AOP in Vietnam will contract the consultant team in accordance with AOP in Vietnam regulations and guidelines for contracting of consultants. The AOP in Vietnam's program team will assign a staff to coordinate the M&E activities at project sites. The staff will take responsible for planning and providing necessary logistical support and will accompany the evaluation team in the field and meetings if necessary.

11. Expertise requirement

AOP in Vietnam would like to seek qualified national consultant/s to conduct this mission. The candidates should have:

- Proven experience in conducting participatory M&E studies and research (designing research studies, development of research tools and instruments, actual data gathering skills, data analysis, report writing and presentation skills);
- Knowledge and experience related to community based livelihood models, experience in community based tourism is preferable;
- Demonstrated understanding of issues related to gender and sound experience working with ethnic minority women; experience in gender sensitive evaluation and analysis is preferable;
- Excellent spoken, report writing and presentation skills in English and Vietnamese.

12. Terms of payment

Payment of consultant/s will be transferred to bank accounts. Terms of payment will be as follows:

- 30% of the total contract value will be paid on the signing date of the contract.
- 70% will be paid upon AOP in Vietnam's approval to the final report.

13. How to apply

Interested individuals or organisations are invited to submit an expression of interest (EOI) proposal outlining their qualifications, evaluation methodology, proposed costs etc. with the subject line "**Consultant – MTR – Your name**" to AOP in Vietnam by email to recruitment@actiononpoverty.org.vn or mailing to AOP in Vietnam office at **No 30, Lane 12, Dang Thai Mai Street, Tay Ho District, Hanoi, Vietnam.**

Closing date is 15 July 2020 at 5:00pm (GMT+7).

Only selected applicant will be contacted.