

TERMS OF REFERENCE (TOR)

**REQUEST FOR BID (RFB) FOR BASELINE STUDY OF THE PROJECT;
DONUTS 2: SUSTAINABLE COFFEE CHAIN IN ETHIOPIA PROJECT**

1 Important TOR Information and Dates

TOR Name: DONUTS 2: Sustainable Coffee Chain in Ethiopia Project	User Department: Programme Directorate
Location of Contracting Entity: Nairobi-Kenya	Correspondence Language(s): English

TOR Package Available from: 29/05/2026	Tender Package Pickup Location: Fairtrade Africa Website
Deadline for Offer Submission: 12/06/2026 at 17:00 hrs EAT	Submit Offers to: procurement@fairtradeafrica.net

Fairtrade Africa reserves the right to accept or reject any late offers

Questions and Answers (Q&A)	
If any, Submit Questions in writing to: procurement@fairtradeafrica.net	
Last Day for Questions: 04/06/2026	Questions will be answered by: 05/06/2026
Questions will be answered through: procurement@fairtradeafrica.net	

2. Background

1.1 Overview of Fairtrade Africa (FTA)

Established in 2005, Fairtrade Africa (FTA) is a member of Fairtrade International and the umbrella network organization representing Fairtrade-certified Producer Organizations in Africa and the Middle East. It has four (4) regional networks: Eastern & Central Africa; Southern Africa; West Africa; and the Middle East & North Africa. Fairtrade Africa currently represents 1,445,265 farmers and workers in 684 Producer Organizations spread across 29 countries in Africa and the Middle East by providing services to them that contribute to the improvement of their livelihoods.

1.2 Overview of the DONUTS 2: Sustainable Coffee Chain in Ethiopia (SUCCESS) Project

The SUCCESS project aims to address the significant challenges facing the coffee sector in the Jimma and Bonga regions of Southwest Ethiopia. Implemented by Fairtrade Africa and funded by MFA (through Fairtrade Finland) and Fairtrade Max Havelaar Switzerland, the project runs from January 2026 to December 2029. Majority of smallholder coffee farmers earn low and unpredictable incomes in Ethiopia, often falling below a living income due to poor productivity, institutional weaknesses and market barriers. These challenges are compounded by the growing effects of climate change, including rising temperatures, erratic rainfall patterns, and prolonged droughts, which significantly reduce coffee yields and quality.

The DONUTS Phase II: Sustainable Coffee Value Chain in Ethiopia project is being implemented to strengthen the resilience and sustainability of coffee-producing communities through climate-smart and agroecological production practices, improved market access, strengthened cooperative governance, enhanced social inclusion, and increased policy and advocacy engagement by producer organizations.

The project targets 7,471 smallholder coffee farmers organized in eight Fairtrade-certified primary cooperatives under the Jimma Farmers Multi-Purpose Agricultural Cooperative Union and the Kafa Forest Coffee Farmers' Cooperative Union in the Jimma and Kafa regions of Ethiopia.

The baseline study will establish benchmark data on key project indicators, assess the current socio-economic, environmental, governance, and inclusion status of target beneficiaries and cooperatives, and generate evidence to inform project implementation, monitoring, learning, and evaluation throughout the project period.

3. Purpose and Objectives of the Consultancy

3.1 Purpose

The purpose of this baseline study is to establish a comprehensive foundation for measuring the project's progress and impact. The study will determine baseline values for all key project indicators as outlined in the Project Logframe and confirm the current conditions of rightsholders and their institutional capacity for project performance tracking.

3.2 Specific Objectives

The consultant will:

- i. Establish baseline values for all Logframe indicators with data disaggregated by gender, age, and disability status.
- ii. Assess the current priority needs and challenges of coffee farmers in the target areas.
- iii. Evaluate the status of cooperatives, farmer practices, and market readiness.
- iv. Analyze the current participation levels of women, youth, and PWDs in cooperative membership and leadership.
- v. Document the current climate risks and existing adaptation practices at farm and organizational level.
- vi. Provide actionable recommendations to refine implementation targets based on the current context.

4. Scope of the Study

The study will cover the period prior to the full roll-out of activities (June to August 2026). It will target 8 primary cooperatives under Kafa Forest Coffee Farmers Cooperative Union and Jimma Farmers Multipurpose Agricultural Cooperative Union in the South west Ethiopia Jimma and Bonga regions (Kuti, Michiti, Ufa and Keshi primary cooperatives under Kafa Union targeting 2043 farmers and Kenter, Geruke Mazoria, Doyo and Wekito Medalo primary cooperatives under Jimma Union targeting 5428 farmers).

Specifically, the consultant will:

- i. Validate the relevance of the project design in aligning with the priorities, needs and aspirations of the target beneficiaries including consideration of contextual and human rights factors.
- ii. Analyze the current household incomes and their sources and identify types of income diversification activities at household level.
- iii. Assess the status of rightsholders access to climate and extension information.
- iv. Assess the current coffee production systems, productivity and quality standards.
- v. Evaluate the current governance, management and service delivery capacities of the coffee cooperatives and unions.
- vi. Assess the extent to which the target organizations address cross-cutting objectives particularly gender and vulnerable groups inclusion
- vii. Assess the extent to which the target organizations address participation of women, youth and persons with disabilities in coffee production, governance and cooperative and union leadership.
- viii. Identify existing mechanisms for addressing gender-based violence, discrimination and sexual harassment.
- ix. Determine the current economic and social conditions for women, youth and persons with disabilities and identify potential livelihood opportunities for these groups.

- x. Review the validity and robustness of the project's logframe and monitoring plan including the underlying assumptions.

5. Deliverables

The consultant will be expected to produce the following deliverables:

- a) **Inception Report:** Detailing the evaluation approach, methodology, data collection tools, sampling strategy, and analytical framework.
- b) **Draft Baseline Report:** Presenting preliminary findings, supporting documentation, indicator baseline tables, and recommendations.
- c) **Cleaned Datasets:** Excel/CSV datasets, transcripts, and supporting materials.
- d) **Validation Presentation:** Presentation of findings to FTA, partners, and producer organisations representatives to validate findings.
- e) **Final Baseline Report:** Incorporating feedback from stakeholders and providing clear benchmark values.

6. Final Report Requirements

The consultant shall submit the following reports:

- a) A final baseline study report containing the following elements:
 - i. Short background information on the project.
 - ii. Methodology- tools and methods used for data collection and analysis.
 - iii. Findings- the data (baseline levels of the indicators) resulting from the study.
 - iv. Analysis of findings- interpretation of the data resulting from the study and recommendations.
 - v. Length: not exceed 35 pages, excluding annexes.
 - vi. Annexes: include data collection tools, sampling methodology, and detailed disaggregated indicators tables.
- b) Executive summary report: A concise summary of key findings and baseline indicator values (maximum 5 pages).

7. Location of Assignment

The assignment will be conducted in Ethiopia and entails the baseline study of the DONUTS 2: Sustainable Coffee Chain in Ethiopia project, to be implemented across 2 coffee Unions and 8 primary cooperative in Ethiopia namely; (Kuti, Michiti, Ufa and Keshi primary cooperatives under Kafa Union and Kenter, Geruke Mazoria, Doyo and Wekito Medalo primary cooperatives under Jimma Union).

7. Timeframe

The baseline study is expected to take place over **2 months**, from **1st July 2026 to 31st August 2026**. A detailed workplan/ schedule of activities will be finalized during the Inception Phase.

8. Methodology

The evaluation will adopt a mixed-methods approach, combining qualitative and quantitative data collection and analysis techniques. Methods will include:

- a) Desk review of project documents, previous Phase 1 reports, producer organisations records, and relevant national sector policies.
- b) Household surveys gather quantitative data on living income, farmer practices and sources of income (diversification).
- c) Key informant interviews (KIIs) with producer organization management, partners, government officials/ development agents, and sector associations (country network representatives).
- d) Focus group discussions (FGDs) with specific farmers groups including women, youth, persons with disabilities organization workers (agronomists, factory managers).

The consultant must ensure structured and meaningful engagement with rightsholders. The sampling methodology must ensure representativeness across **the eight** primary cooperative, while intentionally creating safe spaces for vulnerable groups to provide honest feedback.

9. Contact Persons for the Assignment

The Project Manager will serve as the primary contact for this assignment.

10. Assignment Qualifications

Interested consultants or consultancy teams should demonstrate:

- a) At least five (5) years' experience conducting baseline studies or evaluations in agricultural value chain programmes.
- b) Specific experience in the Ethiopian coffee sector and familiarity with the Jimma/Bonga regions.
- c) Demonstrated expertise in mixed-methods research and transformative Human Rights-Based Approaches (HRBA).
- d) Deep understanding of gender equality, youth empowerment, and disability inclusion.
- e) Strong analytical, communication, and report writing skills in English.
- f) Proficiency in relevant local languages (Amharic, Afaan Oromo, Kafa) for field team members.

11. Submission Guidelines

All applications must include the following:

- a. Separate technical and financial proposal documents.

- b. The technical proposal must demonstrate the consultant(s) understanding of the TORs and proposed methodology approach including the sampling strategy and data quality assurance measures.
- c. A cover letter outlining how the consultant(s) meet the required qualifications and expertise, duly signed and stamped.
- d. Detailed Curriculum Vitae (CVs) of the consultant(s), highlighting relevant skills, experience, and roles in the assignment.
- e. Three contactable references from organizations for whom similar assignments have been conducted within the last three (3) years, with supporting evidence.
- f. A detailed financial budget including all costs and applicable taxes.
- g. Any additional information the consultant(s) believe demonstrates added value to Fairtrade Africa within the scope of this assignment.

12. Evaluation Criteria

The evaluation method for this procurement will be Quality and Cost Based Selection (QCBS). Technical criteria will account for 70% of the weight while Cost/Financial score will account for 30% of the weight.

Mandatory/ Eligibility Criteria

- i. Copy of Valid Tax Compliance Certificate
- ii. Copy of Registration/Incorporation Certificate
- iii. Copy of a valid business permit

13. Payment Schedule

The total contract value shall be paid in installments linked to the satisfactory completion and approval of agreed deliverables.

- i. An initial payment of 30% will be made upon submission and approval of the inception report, including the survey methodology, workplan and data collection tools.
- ii. A second installment of 40% will be paid upon submission of the draft baseline report, supporting documents and presentation of preliminary findings to project stakeholders.
- iii. The final 30% will be paid upon submission and formal approval of the final baseline report, incorporating all comments from the project stakeholders.

14. Submission Instructions

Proposals must be submitted electronically to: procurement@fairtradeafrica.net

Subject line: RFB – Baseline Study Sustainable Coffee Chain in Ethiopia Project

Deadline for submissions: Friday 12th June, 2026 at 17:00 hrs EAT.

NOTE: Only shortlisted firms will be contacted.