

Terms of Reference

Endline Evaluation of the Vanilla Living Income Accelerator (LIA) programme: Cooperative Strengthening and Child Labour

B&J's Living Income Accelerator Vanilla, Madagascar

Background

Fairtrade Foundation Background

The Fairtrade Foundation (FTF) is a registered charity in the United Kingdom and a member of Fairtrade International, the umbrella organization for Fairtrade globally, which brings together 27 national Fairtrade organisations and three continental Producer Networks in Africa (FTA), Latin America (CLAC) and Asia (NAPP). Fairtrade changes the way trade works through better prices, decent working conditions and a fairer deal for farmers and workers in low-income countries.

LIA Context:

The Vanilla Living Income Accelerator (LIA) programme began in 2023 and works with vanilla farmers in five vanilla cooperatives in the SAVA region in Northeastern Madagascar. The programme has two workstreams. Workstream 1 works with 50 lead farmers in one cooperative trialling three distinct agricultural innovations designed to increase yields, diversify crops and regenerate the soil. Workstream 2 works with members of the five cooperatives to strengthen the cooperatives, and improve child protection. Taken together, these workstreams work toward the goal of accelerating the journey towards achieving living incomes and climate resilience among vanilla farmers.

Scope of Work

The purpose of this study is to conduct an endline evaluation of Workstream 2 of the Vanilla LIA programme. This will build on the existing programmatic evidence base by collecting and analysing data related to intermediate and final outcomes in the programme MEL framework. Specifically, these relate to the programme areas of cooperative strengthening and improving child protection within the vanilla cooperatives. The evaluation will assess the extent to which the programme has strengthened cooperatives, developing a strong production base, and improved child protection systems.

The evaluation will consist of in-person primary data collection among the 5 vanilla cooperatives. Data will be collected from a representative sample of cooperative members across each of the 5 cooperatives, as well as with representatives of management from cooperatives.

Methodology

The consultant will develop the methodology in consultation with the Fairtrade Foundation, Fairtrade Africa and other stakeholders based in Madagascar. This should include data collection with a representative sample of farmers across five cooperatives, as well as members of management within the cooperatives. Due to the exploratory nature of the research questions, a primarily qualitative approach is proposed, supplemented with a short quantitative survey. We welcome suggestions for methodological approaches within the context of the available budget. Details of the outcome areas where data collection is required can be found in the Annex.

The following research questions are proposed to align with the MEL framework of the Vanilla LIA programme:

1. Have the 5 cooperatives taking part in the Vanilla LIA programme become stronger and more inclusive as a result of the programme?
 - a. Have cooperatives been able to professionalise operations and strengthen their production base? To what extent?
 - b. Are cooperative members aware of the benefits of Fairtrade membership?
2. Have cooperatives seen a decreased incidence of child labour and improved child protection as a result of the programme?
 - a. Do cooperative members have increased knowledge of child protection?

Deliverables

The following deliverables are expected from the consultant:

- a. Inception Report - with details of data collection methods, tools, and a work plan.
- b. Regular updates during data collection
- c. Validation workshop with key partners
- d. Final consolidated report and summary report
- e. Raw data

The consultant shall submit a final report in Microsoft Word and pdf format, transcripts of any key informant interviews, focus group discussions, photographs and ethical approval etc. The draft report is expected from the consultant before final report.

Timelines

Topic	Additional information	Projected Timelines
Recruitment	ToR launched and interviews conducted.	Late April - early May 2026
Contracting and start-up	Contracting of selected consultancy team.	May 2026

Co-design	Review of existing data, and co-design with Fairtrade Foundation, and other stakeholders of the methods and approaches to be used in the study.	May - June 2026
Data Collection	Field visits and collection of data from five vanilla cooperatives.	June - July 2026
Data Cleaning and Analysis	Qualitative and possibly quantitative analysis aligned to the research questions of the study.	June - July 2026
Write-up and presentation of results	Including production of a draft report and slide deck and a validation workshop with key partners.	July 2026
Final Report	To be submitted following review of the draft report by Fairtrade Foundation staff.	July 2026

Skills and Experience

We are looking for a consultant/team of consultants that can provide the services outlined in the ToR, with the following skills and experience:

- Team leader having a minimum of a Master's Degree in social studies or any other developmental field (economics, agriculture, international relations, development studies) or comparable professional experience.
- Experience of designing, conducting and analysing qualitative research and evaluation studies.
- Professional and demonstrable experience working with small producer organisations and/ agricultural cooperatives will be desirable. Experience of working in this sector in Madagascar or sub-Saharan African would be particularly advantageous.
- Committed to inclusive MEL approaches and willing to challenge the way data is collected and shared in the context of development sector dynamics.
- All team members or enumerators involved in data collection to be fluent in either French or Malagasy.
- Excellent working knowledge of English and excellent report writing skills.

Inclusive MEL Approaches

The MEL team at Fairtrade Foundation has outlined principles towards an inclusive and anti-racist MEL approach. We have committed to our own reflection and learning on how MEL processes can be more beneficial to the people and farmers we work with. Some of principles adopted include ensuring accountability towards farmers and communities; embedding anti-racism in evaluations; ensuring equity in research teams; and methods for joint or producer-led data analysis. Applicants should be able to demonstrate their own commitment to inclusive MEL practices and how they can contribute to Fairtrade's inclusive MEL commitments.

Data Protection

The protection of farmers' and project participants' data is non-negotiable, and we expect applicants to be aware of and compliant with relevant data protection laws in the UK (GDPR) and Madagascar.

Proposal Budget, Process and Deadline

The total budget allowable for this assignment is 10,000 EUR

The deadline for proposals is Thursday 7th May 2025. Interviews are due to take place during the w/c 11th May. Applications should be sent to john.vivian@fairtrade.org.uk with the subject: 'Proposal for Vanilla LIA Endline Evaluation'. Your proposal should include the following sections:

- How the company or team of consultants meets the criteria set out under 'Skills and experience' section including related relevant consultancy experience.
- The outline of the proposed team and the different roles identified based on the skills/deliverables required, including their location and daily rates.
- Proposed methodological approach to the study.
- A financial proposal based on the activities listed in this ToR detailing the costs for activities and time of consultants.
- Statement and policies for safeguarding and data protection.
- Please include CVs (max. 3 pages per person) of all proposed team members.

For any queries, please contact John Vivian at Fairtrade Foundation at john.vivian@fairtrade.org.uk

Annex

This endline evaluation will comprise of data collection related to the following outcome areas:

Final outcome:

- Strong and inclusive SPOs and communities

Intermediate outcomes (cooperative strengthening):

- SPOS professionalise operations, have strong production base and sell more vanilla from members
- SPO members have increased awareness of what Fairtrade membership means and sense of ownership
- SPOs deliver training, services and resources that respond to members needs

Intermediate outcomes (child labour):

- Decreased incidence of child labour and improved child protection
- Communities have increased knowledge on child protection and implement in households
- SPOs implement stronger child protection systems