

Terms of reference (ToRs) for the procurement of services below the EU threshold

BUSINESS AND LABOUR MARKET ANALYSIS IN NORTHEAST SYRIA	Project number/ cost centre: 21.1814.9-001.00
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0. List of abbreviations

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2018
ToRs	Terms of reference

1. Context

The project “Strengthening socioeconomic resilience in north-eastern Syria” is part of the Transitional Development Assistance (TDA) approach of the German government.

The project has a multisectoral approach and combines measures that contribute to the areas of action (3) improving basic infrastructure and services, and (4) peaceful and inclusive coexistence of the Strategy on Transitional Development Assistance of the Federal Ministry for Economic Cooperation and Development. The focus lies on measures to strengthen adaptation capacities by creating alternative income opportunities and prospects for life, as well as strengthening transformation capacities with measures for peaceful coexistence and social cohesion at the community level, with a focus on strengthening the role of particularly disadvantaged people.

Among the main challenges in north-eastern Syria is the risk of tensions between the local population, IDPs and returnees due to the precarious economic situation and the associated lack of prospects for the population, coupled with the lack of systematic support for the reintegration of returning and displaced families. Therefore, the project aims to improve the living situation of IDPs, returnees and local population by strengthening socio-economic resilience in rural areas and promoting peaceful coexistence in selected regions in north-eastern Syria (Raqqa and Deir ez-Zour).

The project aims to improve income generation opportunities for the target group (the population affected by the socio-economic crises, especially women, youth and people with disabilities) in Northeast Syria. The starting point is a **context- and gender-sensitive business and labour market analysis with a focus on but not limited on the agricultural sector**, including any other potential economic sectors and income-generating activities, in order to stimulate an economic revitalization in north-eastern Syria that strengthens the resilience of communities and secures people's livelihoods. A particular focus is on measures to create inclusive economic prospects for women, youth and people with disabilities. In particular, the individual entrepreneurial skills of owners of MSMEs and start-ups shall be promoted. The measures aim to enable the target group to use business training to strengthen their entrepreneurial skills and thereby implement realistic business ideas and employment opportunities. These business ideas shall be based on the needs of everyday life (e.g. food processing and provision of services) and correspond to market demands. Furthermore, existing and new companies shall be strengthened to increase their entrepreneurial resilience (through so-called business continuity management training). In addition, the aim is to address the demand for employment in the difficult economic environment and to provide impetus for sustainable development of the local private sector, which creates income and participation opportunities for the target group (e.g. trainer networks, business development service providers etc.). Private sector development initiatives, which are initiated and developed by the population, shall be strengthened. Innovative measures are selected, among other things, through idea competitions and then supported in their implementation. The project thus pursues a bottom-up approach to the economic empowerment of the target group.

2. Work results to be provided by the contractor

The market analysis is to provide GIZ with an analytical review of the existing and potential economic sectors that could help IDPs, returnees and vulnerable local community households (especially women, youth and people with disabilities) generate income and access to the local urban and rural markets. It will identify opportunities for entrepreneurship / new businesses and skills training(s) tailored to local market conditions. All provided results should be disaggregated by gender, age and belonging to an IDP, returnee or local community household. Furthermore, given the highly fragile context, the analysis will take a specific look at the conflict potential within the proposed sectors and among the target groups.

Data collection for the market analysis shall be participatory and inclusive. The contractor shall use a gender sensitive design and implementation of the requested assessment and analyses. The role of gender inequitable norms and unequal power dynamics shall be acknowledged during the design, data collection and analysis. The contractor shall create safe spaces for women during data collection to gather expected information and is requested to elaborate in the bid how a participatory, inclusive and gender sensitive data collection will be guaranteed. The contractor should engage with locally based researchers, e.g. in form of enumerators or interviewers who know the context and how to navigate political and community barriers. He/She shall work with the community to understand and analyse the data.

Select core communities/districts: The contractor shall suggest a selection of communities / districts to focus the market analysis on. The selection shall be based on the presence of IDP and returnees, as well as the general degree of economic activity. The contractor shall define and outline in his offer whether to focus solely on (semi-) urban areas or rural areas, or whether a mixed design is feasible.

Marketable Livelihood opportunities: Assess and identify existing and emerging marketable livelihood opportunities for IDPs and local community households in Raqqa and Deir ez-Zour. The focus should be on women, youth and people with disabilities, targeting various sectors of the formal and informal economy.

- Identify and assess economic sectors which hold great potential for marketable livelihood opportunities. Thereby distinguish between current market demands and emerging market demands, also taking into consideration the wider economic setting, which in the long term can produce new market demands and opportunities, disaggregated by gender, age and belonging to an IDP or vulnerable local community household.
- Identify products and services that are in high demand but that the local market cannot provide or provides only in insufficient quantity and quality.
- Recommend marketable livelihood options for different economic sectors highlighting economic niches which move beyond the traditional interventions of livelihood promotion for IDPs and local community households especially for women and youth, including options for people with disabilities.
- Recommend marketable livelihood opportunities which neither reinforce traditional gender roles nor marginalization patterns and comply with decent work standards.
- Recommend areas of skills and technical training to be provided and potential business start-up in line with identified marketable livelihood, including options for persons with disabilities. Analyze how seasonal trends affect work and employment opportunities.

- Identify potential local implementing partners that can conduct training for the target group and support other market interventions
- Assess the capacity of the market to absorb new workers. Identify sectors in which there is an oversupply of labor and those in which there is increased demand.

Success of MSMEs and start-ups: Provide a representative summary and overview of existing MSMEs and start-ups run by IDPs, returnees or local community members in the governorates of Raqqa and Deir ez-Zour in selected areas. Include information about main sector, main service provided, years established, number of employees etc.

- Identify main socio-economic constraints for MSMEs and start-ups to run and grow their business and make recommendations for appropriate interventions to increase sustainability and income.
- Assess whether services/products offered by MSMEs and start-ups services serve market needs. If there are gaps, suggest ways in which MSMEs and start-ups could reorient themselves to operate more market-oriented and meet the needs of the local economy.
- Assess how to strengthen entrepreneurial skills and encourage the development of realistic business ideas that meet the local market demands.
- Assess whether entrepreneurs, MSMEs and local economic initiatives have access to financial and material resources and if not, how this access can be improved.
- Assess the potential conflict lines within the entrepreneurial ecosystem and how counteract measures could be implemented.

Skills gap: Assess and identify current level of skills available and compare them to skills required by the labour market disaggregated by gender, age and belonging to IDPs, returnees or vulnerable local community households, including options for people with disabilities.

- Identify necessary skill set (technical and soft skills) required for identified marketable livelihood opportunities in the various sectors of informal and formal economy, as entrepreneur or employee (market demand side).
- Assess if and what kind of training IDPs, returnees and local community households feel they require (e.g. technical or entrepreneurial skills).
- Identify available skill set (technical and soft skills) among IDPs, returnees and vulnerable local community households, especially women, youth and people with disabilities.
- Compare the results of necessary and available skills and make recommendations which and how identified skills (technical and soft skills) need to be strengthened.
- Assess common barriers to employment, especially for women, youth and people with disabilities. Take into consideration the individual's and employers' perception of barriers and make recommendations how to overcome the barriers.
- Assess availability of and access to learning opportunities (e.g. TVET schools, apprenticeships) for the identified skills.

Framework: Provide a general overview over existing approaches and strategies by local authorities and other actors in the field to tackle the problems of unemployment, business development and weak socioeconomic resilience.

- Map local authorities' overall approach, policy and strategy towards vocational skills training and business development in both rural and urban areas, with an emphasis on granting access to the target group.
- Review existing regulatory frameworks and documents enabling and disabling factors and how these can be harnessed or strengthened to enhance employability of vocational skills trainees.
- Review what kind of regulations exist to particularly promote the involvement of persons with disabilities into the (labor) market and/or support the participation of persons with disabilities in income-generating activities.
- Provide an overview of existing local vocational training and business development institutes and organisations.
- Compare identified marketable livelihood opportunities with existing skills trainings to identify gaps.

In order to conduct these analyses, the contractor may use (parts) of the following tools and guidelines:

- Guidelines for Employment and Labour Market Analysis (ELMA) (GIZ) ([Link](#))
- Approach to Inclusive Market Systems (AIMS) for Refugees and Hosts Communities ([Link](#)) (ILO)
- Guide to Market based livelihood interventions for refugees and host communities (ILO) ([Link](#))
- Guidelines for Value Chain Selection (GIZ/ILO) ([Link](#))
- Beyond Cash – Making markets work in crisis (MercyCorps) ([Link](#))
- Guide for Mapping the Entrepreneurial Ecosystem (GIZ) ([Link](#)) and Guide to Strengthen the Entrepreneurial Ecosystems (GIZ) ([Link](#))
- Further information under Donor Committee for Enterprise Development's resource page on Market Systems and the Poor ([Link](#))

Deliverables: The contractor is responsible for delivering the following works:

- **Inception report** – an inception report will be delivered 2 weeks after the start of the contract. It will include a
 - Description of the final design of the methods, interview guidelines, surveys and tools to be used for the data collection phase
 - List of stakeholders to be interviewed as key informants or members of Focus Group Discussions, and to be included in the survey based on discussion and agreements on the approach with GIZ at the beginning of the inception phase
 - Overview of conducted training for data collectors covering implementation of research, research ethics, data confidentiality, management and logistics for the exercise
 - Adjusted timeline
 - Selected communities/districts within the two governates of Northeast Syria
 - The inception report will have a maximum of 20 pages; surveys, interview guidelines, list of selected communities etc. are to be put in the annex
- **Draft report / presentation of preliminary findings** – a draft report will be delivered 8 weeks after the start of the contract. The draft report presents the draft results of the market assessment. It should contain an executive summary,

introduction (scope and objective, research design, methodology, limitations and encountered challenges), presentation of results, recommendations and conclusion.

- **Final report** – final report with all annexes. The report will have a maximum of 35 pages; surveys, interview guidelines, detailed data analyses etc. are to be put in the annex. Raw data is to be provided in an openly accessible digital format.

All deliverables will be in English. Reports are to be submitted directly to the Head of Project, Nicolas Klotz (nicolas.klotz@giz.de) and his deputy Joscha Oelgemöller (joscha.oelgemoeller@giz.de). A continuous close cooperation between the contractor and Head of Project during the time of the assignment is a must, especially at the beginning and end of the inception phase, pilot phase and main data collection phase to agree on approaches, tools, methods and stakeholder management.

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

Milestone	Deadline
Inception Report	2 weeks after contract signature
Draft report / preliminary findings	8 weeks after contract signature
Final report	12 weeks after contract signature

Period of assignment: From 30.04.2022 until 31.07.2022.

3. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 0 are to be achieved, under consideration of further specific method-related requirements.

Technical-methodological concept

Strategy: The bidder is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1). Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible (see Chapter 0).

The bidder is required to describe the key **processes** for the services for which it is responsible and create a schedule that describes how the services according to Chapter 0 are to be provided. In particular, the bidder is required to describe the necessary work steps and, if applicable, take account of the milestones and contributions of other actors in accordance with Chapter 0.

Other specific requirements

- The contractor is requested to elaborate in the bid how a participatory, inclusive and gender sensitive data collection will be guaranteed.
- The contractor should engage with locally based researchers e.g. in form of enumerators or interviewers, who know the context and how to navigate political and community barriers that may impede data collection.
- The contractor should work with the community to understand and analyse the data: every effort should be made to ensure that the data is shared back with the participants using e.g. community feedback sessions.
- Information gathering and documentation must be done in a manner that presents the least risk to respondents, is methodologically sound and builds on good practice and current experience. The contractor shall describe its approach in the bid.
- Before collecting data, all participants need to be informed of the purpose of the exercise, the data to be collected and possible benefits (including any monetary or in-kind compensation) they can expect to receive due to their participation. It should be made clear that participation in the data collection does not imply any later involvement in the project. The communication strategy and foreseen benefits for participants in the data collection should be elaborated in the bid.
- Respect for the respondent's time must be a paramount concern when conducting the research. The duration of surveys should be limited to 30 min, focus group discussions to 2 hours and key informant interviews to approx. one hour. The confidentiality and anonymity of individuals who provide information on sensitive topics must always be protected.
- Anyone providing information about sensitive topics must give informed consent before participating in the data gathering activity.
- The approach on how and where data collected will be stored needs to be described in the bid.
- The contractor shall describe its security concept for the execution of the contract. The bid must include a statement by the bidder that the contracting officer is responsible and liable for the safety of its employees, including in the event of emergency care and evacuation for health, or safety reasons. Costs for additional health, life and accident insurance are not reimbursable by GIZ.

Project management of the contractor

– Not applicable –

4. Personnel concept

General qualifications for team leader and lead researcher

- **Education:** University qualification (Bachelor or higher) in social sciences, business, economy, sociology, engineering or related field.
- **Professional experience:**
 - At least 8 years of professional experience in conducting social science research in the field of poverty, economic research, market assessments, value chains, quantitative and qualitative methods of empirical social research;

- At least 5 years of professional experience conducting research within Syria, and notably the Northeast of Syria since 2011;
- Experience in developing, undertaking and managing quantitative/qualitative research;
- Experience working with vulnerable target groups in fragile contexts;
- Experience and detailed knowledge of economic conditions in the Governorates Raqqa and Deir ez-Zour.
- **Language skills:** business fluency in English and Arabic
- **Soft skills:** Being proactive and showing initiative; Excellent communication skills; High level of socio-cultural competence; Efficient, partner- and client-focused working methods; Pronounced interdisciplinary thinking; Commitment to work in a context- and conflict-sensitive manner at all times; High level of personal integrity.

5. Costing requirements

As the contract to be concluded is a contract for works, please offer a fixed lump sum price that covers all applicable costs (fees, travel expenses etc.). The price bid will be evaluated based on the specified lump sum price. For our internal costing and any further commissions, please also provide the daily rate which the prices are based on. A breakdown of days is not required.

Note: If restrictions are introduced to combat coronavirus/COVID-19 (restrictions on air travel and travel in general, entry restrictions, quarantine measures, etc.), GIZ and the contractor are obliged to make adjustments to their contractual services to reflect the changed circumstances on the basis of good faith; this may involve changes to the service delivery period, the services to be delivered and, if necessary, to the remuneration.

6. Inputs of GIZ or other actors

– Not applicable –

7. Requirements on the format of the bid

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

The complete bid shall 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.

As the contract to be concluded is a contract for works, please offer a fixed lump sum price that covers all applicable costs (fees, travel expenses etc.). The price bid will be evaluated based on the specified lump sum price. For our internal costing and any further commissions, please also provide the daily rate which the prices are based on. A breakdown of days is not required.