**Terms of Reference:**

Development of a Socioeconomic Baseline Assessment and Monitoring Plan for the São Félix do Xingu Green Development Program

# INTRODUCTION AND BACKGROUND

The Nature Conservancy (TNC) is a non‐profit organization that operates in support of environmental conservation in over 35 countries. Its mission is to conserve the lands and waters on which all life depends.

São Félix do Xingu (SFX) is a municipality in Para State, located in the Amazon region known as the Arc of Deforestation. Since 2008, the Conservancy has been developing activities in SFX for the control and reduction of deforestation and forest degradation; supporting improved agricultural practices and intensification of cattle ranching (among other strategies) as fundamental activities to promote forest-friendly socioeconomic development for local actors. These initiatives have the potential to contribute to the conservation and sustainable management of forests and enhancement of carbon stocks, while generating important social and environmental benefits. Although many efforts are being made, the effects on improvement of rural production, income and quality of life of local actors are not yet systematically measured and monitored.

# PROJECT CONTEXT

Many of the strategies and activities to reduce deforestation in SFX directly target actors on the ground to promote forest-friendly livelihoods. Monitoring human-wellbeing is important to track strategy effectiveness and sustainability, as well as to ensure stakeholders in the project area are experiencing human well-being benefits. Thus, it is necessary to design a system to collect periodic data and monitor the project, to ensure its proper implementation and measure changes in human well-being.

For this reason, through this Terms of Reference we desire to hire a consultant, in the form of an individual or legal entity, to conduct a baseline assessment, collect and analyze data, and develop a socioeconomic monitoring plan to track changes in human well-being of smallholders and largeholders who are participants in the São Felix do Xingu Green Development Program. This monitoring plan will be based on outcomes, objectives and indicators that have already been selected for these groups through a previous consultancy. This work will be crucial to providing TNC and its partners with information necessary to track and make adjustments to strategies that promote sustainable rural development in the region.

Funds are constrained and the study area is large and spread out (approximately 3.5 million hectares with 7,000 smallholder households and 3,000 largeholder households), with some accessibility issues. TNC and partner staff interact periodically with these smallholders and largeholders. A monitoring plan should balance the need to be simple and cost effective with the need to provide information that supports project decision-making. The monitoring plan could employ third-party data collection and/or could take advantage of staff’s opportunity and abilities to collect data. Ultimately, the contractor, in consultation with TNC, will determine the most appropriate methodology for the monitoring plan, given the available resources and context. A monitoring plan options assessment has been completed for the program and is available to the consultant as a resource. The consultant hired under this TOR will have access to TNC staff throughout the consultancy to provide relevant information, aid in logistics and review work for appropriateness and accuracy.

# Purpose

The overall purpose of this consultancy is:

1. To complete a baseline assessment of human well-being indicators for the smallholder and largeholder stakeholder groups of the São Félix do Xingu Green Development Program - including collecting, cleaning and analyzing primary and secondary data as needed.
2. To design a socioeconomic monitoring plan for the smallholder and largeholder strategies to track changes in human well-being over time.

# Scope of Work

The specific scope of work for the consultancy includes:

1. Access and review all available information concerning the political, social, environmental and economic context of Sao Felix do Xingu through discussions with SFX staff and partners, and existing written information made available by TNC or accessed independently. Additionally, review previously developed SFX program socioeconomic outcomes, objectives and indicators, as well as the previously compiled database of available secondary data and data gap assessment.
2. Clean and analyze secondary socioeconomic data that has already been collected using statistical tools (Excel, SPSS or Stata), to determine the baseline state for the associated indicators.
3. Assess options for collection of missing socioeconomic data (this could include use of questionnaires, focus groups, etc.) and if necessary, make adjustments to associated indicators in collaboration with TNC and taking into consideration relevance of the indicator to the project’s Theory of Change and feasibility of additional data collection.
4. In collaboration with TNC, and using appropriate statistics, define the reference and impact groups’ sample size.
5. Prepare a plan to collect missing socioeconomic data, with prior validation by TNC team and partners and in compliance with TNC SOP on human subject research. If the strategy anticipates the use of questionnaire(s), the plan should include a copy of the questionnaire(s).
6. Work with the local team and project partners to collect missing data in the field.
7. Clean and analyze the primary data using statistical tools (Excel, SPSS or Stata), to determine the baseline state for the associated indicators.
8. Write a final report that includes the sources of data, results of baseline analyses, replicable methods used for data collection and analysis, and the methodology that will be used to detect change against the baseline in the future (hereafter called the “Monitoring Plan”). The methodology described in the Monitoring Plan should be chosen in consultation with TNC staff and should be designed in consideration of available resources and context.

# Activities and Timeline

The consultancy will begin no later than May 15, 2015 and the contract will last through December 31, 2015. The following activities and timeline will be observed, subject to change as necessary and only with prior approval of TNC.

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| **Activity** | **Due Date** |
| Planning meeting #1 with Project Team in Brazil | Late May/Early June – exact location and date TBD |
| Detailed work plan for consultancy completed | June 15 |
| Background research on SFX program completed | June 15 |
| Baseline analysis for indicators with secondary data completed | June 30 |
| Plan for collection of missing baseline data completed | July 15 |
| Planning meeting #2 with Project Team | Late July/Early August – exact location and date TBD |
| Primary data collection in the field completed | August 31 |
| Baseline analysis of primary data completed | November 1 |
| Delivery of Draft Final Report with Monitoring Plan | December 1 |
| Delivery of Final Report with Monitoring Plan | December 15 |
| Delivery of primary and secondary database | December 31 |

# PRODUCTS AND TERMS

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| **Deliverables** | **Deadlines** |
| 1. Detailed work plan with activities and deadlines | June 15 |
| 1. Baseline analysis for indicators with secondary data | June 30 |
| 1. Baseline analysis for indicators with primary data | November 1 |
| 1. Final Report with Monitoring Plan | December 15 |
| 1. Cleaned, formatted and analyzed database of primary and secondary data in Excel, SPSS or Stata | December 31 |

# PAYMENT METHOD

Payment will be made after delivery, review and approval by the technical staff of each of the following deliverables provided by the contractor.

1. Baseline analysis for indicators with secondary data
2. Baseline analysis for indicators with primary data
3. Final Report with Monitoring Plan and database

Administrative procedures for payment begin after approval of the product.

# Required Skills

1. Individual or entity with experience of at least five (5) years conducting surveys and collecting data in rural areas.
2. Advanced quantitative analysis skills (including use of statistical programs such as Excel, SPSS and/or Stata) and ability to clean and work with large datasets.
3. Proven expertise in socioeconomic monitoring plan design and implementation of studies to determine changes in human well-being, particularly under various levels of resource constraint.
4. Competence in questionnaire design (including ability to draft neutral questions and use skip codes).
5. Ability to facilitate consensus-building among key project stakeholders.
6. Ability to train local enumerators for data collection.
7. Excellent communication skills in both written and verbal English and Portuguese.
8. Self-motivated, self-organized, detail oriented and ability to meet tight deadlines.

# Proposal requirements

The proposals for consideration must include, at the least:

1. Company or individual with name, education, related experience, qualifications, examples of related work/product portfolio (can be via the company's website) and budget.
2. The budget should contain:
   1. Description of products
   2. The amount (in the estimate include the products, travel-related costs, and data collection-related costs)
   3. Unit value (in Reais)
   4. Discounted value (in Reais, if any)
   5. Total value (in Reais)
3. Bid validity (minimum 45 days)
4. Company or individual name, \*Tax ID, \*SSN, address, telephone number, preferred email contact, bank details (optional).

\*Only applicable for US-based candidates

The commercial proposal must be sent **no later than April 24, 2015** to Marcia Costa, email marcia.costa@tnc.org.