

**Terms of Reference (ToR)**

**End-term Evaluation of Youth Employment and Entrepreneurship Program “TOMOOH”**

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| **Country:** | EGYPT  |
| **Donor:** | Secours Catholique - Caritas France (SCCF) |
| **Implementing Partner:** | The Youth and Development Consultancy Institute (Etijah) |
| **Agreement Number:** | PI190053 |
| **Budget of the Program:** | 125 411 Euros |
| **Program duration:** | 31/08/19 – 31/01/2021 |

**Presentation of SCCF:**

Founded in 1946, **Secours Catholique-Caritas France is a service of the Catholic Church**, member of the Caritas Internationalis Confederation. It fights against poverty and exclusion in France but also at the international level (198 countries and territories of intervention). It considers that the men, women and children living in poverty are the **first actors of their development**. To carry out its activities, **the association relies on a staff of 62,000 volunteers**. Its actions are always developed closely with the local partners and at their demand. They are the one in direct contact with emergency situations, political or social crises and poverty.

**Presentation of Etijah:**

Founded in 2006, **Youth and Development Consultancy Institute (Etijah)** seeks to promote and facilitate the establishment of an equitable society in which all members (individuals, families and communities) have an opportunity to participate in building the social, political and economic infrastructure of Egypt. All of Etijah’s projects are geared towards creating a thriving environment in which all members of the community are granted an opportunity to progress and to improve the quality of their lives, and accordingly, that of their families’ and subsequent society.

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| **I- Brief Background on Program and Context** |
| Youth unemployment is a serious social challenge and a particular concern in Egypt, affecting the Egyptian economic development. The unemployment rate in Egypt has reached 12.5 % in 2016, with more than 26 % of youth suffering unemployment (CAPMAS). This problem particularly affects university graduates. In reference to the International Labor Organization (ILO) in Egypt, there is a direct relation between unemployment rate and the educational level; as the ILO approved, the cause of unemployment of 30 % of young Egyptian is the difficulty to find a job that match their qualifications and educational levels. This situation leads youth to whether work in informal sectors depriving them from their labor rights like social security, or to start their own businesses. For this last option, youth have difficulty getting information on business development, marketing, sales, management, and operations that are vital components for their businesses to survive and grow, which increase the emphasis on entrepreneurship and self-employment trainings to respond to the youth needs and focuses on their assessments.In this context, a project agreement has been signed between Secours Catholique – Caritas France (SCCF) and Youth and Development Consultancy Institute (Etijah) for Youth Employment and Entrepreneurship (TOMOOH) program to achieve sustained, more inclusive youth empowerment and leadership. Thereby, Secours Catholique – Caritas France awarded a cooperative agreement to Etijah to implement TOMOOH phase 1 and phase 2 through 2019 and 2020.  |

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| **II- Program Description**  |
| **Program** **Summary:**Youth Employment and Entrepreneurship (TOMOOH) Program is an initiative of Etijah in support of Secours Catholique – Caritas France. The program aims at enhancing youth employment situation by equipping them by the needed skills that shall increase their chances to join the labor market. The program focus on 2 components to fulfill this objective:Self-employment “Entrepreneurship” and “Employability skills”Phase 1 differs than phase 2 in the implementation process as due to the COVID -19 pandemic, and since the beginning of April 2020, most of the projects’ activities that Etijah implement are delivering online based on each project nature. According to TOMOOH COVID-19 response plan, the participants will be provided with services that meet their needs, in addition to extra services that would contribute to familiarize them with remote work conditions (communications and work tools), and how they should prepare themselves to this sudden shift.  The plan is mainly focusing on effectively using relevant available learning resources (open sources and copyright protection will be considered) by curated them and offering access to them 24/7 to suit the participants' needs and an internet connection, in addition to providing personalized activities/services. Thereby, the plan will achieve efficiency and effectiveness, by utilizing the available resources and maximizing the result. Here it worth mentioning that the participants will be able to request financial support to cover their communication costs if needed.**Beneficiaries:**Phase 1: 375 unemployed young graduate men and women Phase 2: 155 (130 from phase 1) unemployed young graduate men and women**Geographic Coverage:** Phase 1: 5 different governorates in Egypt: Cairo (Self-employment “Entrepreneurship”)Upper Egypt :Assiut and Qena, Delta region :Beheira and Sharqeya (Employability skills)Phase 2: 5 different governorates in Egypt: Cairo (Self-employment “Entrepreneurship”)Upper Egypt :Assiut and Qena, Delta region :Beheira and Sharqeya (Employability skills)**Program duration:** Phase 1: 18 months (start date December 10, 2017, end date May 9, 2019) Phase 2: 12 months (start date February 1, 2020 , end date January 31, 2021)**Program objectives:** * **Main Objective:**

Increased youth economic empowerment and combating youth unemployment in Egypt.* **Specific Objective:**

Decreased gap between workforce and job market demands of young unemployed men and women by building their capacity to enter the labor market or start their own business, through a specialized professional entrepreneurial and employability skills program. * **Expected Results:**
* **Phase 1:**

**Result 1:** A hub located in Cairo, contributing in the enhancement of entrepreneurial sector by serving as a host placement, focal point for start-ups, co-working space and a platform for entrepreneurs, to promote creative entrepreneurial initiatives and connections between entrepreneurs and potential partners, as well as to initiate and organize events in the local communities is established.**Main Activity**: * Preparing an entrepreneurial hub to host the participants’ start-ups and serve as a focal point to the future entrepreneurial initiatives (Cairo).

**Result 2:** A pool of 75 young entrepreneurs in Cairo ready to launch their own business. Mentorship connections will be established between these participants and volunteers mentors in order to help them to launch their own start-ups. **Main Activities:*** Organizing an Entrepreneurship Training in Cairo.
* Designing a mentorship program to link between participants and mentors.
* Following-up and evaluating the project through one-on-one business consulting.
* Organizing a closing event.

**Results 3:** A group of 300 university graduates from 4 governorates (Assiut, Qena, Beheira, and Sharqeya) trained on professional and employability skills.  **Main Activities:*** Organizing an Employability skills training in 4 governorates (3 trainings in each governorate).
* Developing a tracking system to follow-up the participants.

**Result 4:** Networking the participants with potential employers through a job fair in Cairo**.** **Main Activities:*** Holding job fair preparation camp for 150 participants
* Facilitating a job fair in Cairo.
* Monitoring the participants’ status after the job fair

**Results to date:** Results include:* A co-working space has been established for the entrepreneurs at Etijah premises
* (no.) (no. F-no. M), (no. disabled) young entrepreneurs had enabled to plan and run their entrepreneurial business
* Built the capacity of (no.) (no. F-no. M), (no. disabled) participants from 4 governorates regarding the required skills for employability

**Phase 2:****Result 1:** Organizing Soft Skills and Personal Assessment Training**Main Activities:*** Delivering 3-day online soft skills and personal assessment training for 100 participants, included personal assessment, CV writing, and Interview session.
* Conducting one to one mock interviews and coaching sessions

**Result 2:** Organizing online coaching and career counselling program**Main Activities:*** Delivering online coaching and career counselling sessions for 100 participants.
* Conducting career skills and talks sessions, career skills included career journey & career choices, Social Media & Job portals, Social & success skills, Personal branding, and Business communication, while career talks included Customer Service, development, digital marketing, HR, and teaching.
* Conducting One to one career coaching sessions.

**Result 3:**  Promoting accessibility to labour market through offering paid internships for participants.**Main Activities:*** Selecting 20 participants.
* Organizing 4 networking events per each governorate between participants and potential employers to find internship opportunities.
* Following up on the placement of participants in a 5-month internship

**Result 4:** Organizing an entrepreneurship online training program**Main Activities:*** Delivering the online training for 25 young participants.
* Conducting coaching sessions for the participants

**Result 5:** Creating Tomooh Entrepreneurship Network.**Main Activities:*** Launching and animating an online blog to highlight the success stories
* Conducting an online mentorship program for 25 participants to cover advanced technical topics and personal entrepreneurial skills (1:1 & 1: group sessions)
* Launching and animating an online blog to highlight the success stories
* Initiating an entrepreneurial network through organizing a networking event in Cairo
* Organizing a demo day in Cairo to showcase the best performing startups and provide them with seed funding.
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| **III- Scope of the Evaluation** |
| **1- Evaluation Rationale:**1. **Purpose:** The purpose of this external, end-term performance evaluation of TOMOOH is to: assess the relevance, effectiveness, efficiency, impact, and sustainability of the program. In this context, the evaluation will focus at the entire implementation period to assess the extent to which the program has achieved its results.In addition, to identify successes and lessons learned from the project’s implementation as well as to provide recommendations for addressing challenges as will be identified in the course of the evaluation.

The recommendation will guide the future planning, accordingly, it should provide comprehensive proposals for future interventions based on the evaluation findings. 1. **Audience:** the audience for the evaluation will be Secours Catholique - Caritas France, the implementing partner (Etijah), and the program recipients. The evaluation results will be shared with other stakeholders.

**2- Evaluation Questions:** A complete list of evaluation questions and sub-questions will be developed by the evaluator. The following are the initial list of questions the evaluation is expected to respond to. 1. **Relevance:**

- Was the design based on a needs assessment and a context analysis? Was the design the most appropriate to meet the needs identified?- Was the program relevant to the identified needs?**b) Effectiveness:**- Was the program effective in delivering desired/planned results?- Appreciate the effectiveness of the team; what skills lacked during the project? **c) Efficiency:**- Was the process of achieving results efficient?- Were activities cost-efficient?- Were objectives achieved on time?- How effective have the project’s monitoring, management, learning and financial systems been? How can these be improved- Were the resources and inputs converted to outputs in a timely and cost-effective manner?**d) Impact**- To what extent has the program built recipients’ capacity to enter the labor market or start their own business? - Is there a system to measure the potential impact of the project?**e) Sustainability:**- To what extent are the benefits of the program likely to be sustained after the completion of the project?- Describe the main lessons that have emerged?- What are the recommendations for similar intervention in future?The evaluation should also assess the above in relation to two following central broad questions: I. What changes / outcomes / achievements have taken place? II. How have these changes / outcomes / achievements been brought about?  In relation to this, the evaluation should consider the following sub-questions:* To what extent changes produced by the project are visible on the target group and the effects: changes in terms of behavior, practices…

- What have been the unintended and unexpected outcomes of the project activities? - How have relationships between partners helped or hindered the ‘delivery of changes / outcomes’? How can these relationships be improved? III SCCF Added Value1. Has there been any added value to the project thanks to SCCF partnership (other than financial contribution)? What could SCCF do to better support Etijah in the project?
2. How efficient and effective was the partnership between Etijah and SCCF in terms of youth employability.
3. Was there experience sharing between Etijah and SCCF teams during activity implementation?
4. Was there 2-way consultation taking place between Etijah and SCCF?

**3- Evaluation Design and Methodology**1. **Evaluation Design:**

This is an end-term evaluation and is intended to focus on how TOMOOH is implemented, whether expected results were attained according to the activity design, and how activities were perceived and valued by stakeholders. The evaluator will use a mix of quantitative and qualitative data collection and analysis methods to answer the evaluation questions.1. **Data Collection Methods:**

The evaluator should consider a range of possible methods and approaches for collecting and analyzing the information that is required to address the evaluation questions. The evaluator will share data collection tools with SCCF and Etijah for review, and feedback before they are applied in the field. The SCCF will approve the final design report. The data collection methodology will include a mix of tools appropriate to answer the evaluation questions. **This may include:** • Document review of relevant project documents• Key informant interviews with SCCF, ETIJAH, and other stakeholders • Online/offline survey of beneficiaries• Focus group discussion with beneficiariesThe evaluator will determine the sample of beneficiaries that are going to be included in each sample by data collection method. The selection of beneficiaries to be interviewed will be based on the diversity of cohort/cycle, gender, and geographic location/governorate as well as practical considerations for completion of the evaluation.1. **Data Analysis Plan:**

Prior to the start of data collection, the evaluator will develop and present, for SCCF and Etijah review and approval, a data analysis plan which will emphasize the unit of analysis. The unit of analysis will also be disaggregated by cohort/cycle, gender, and geographic location/governorate. The evaluator will explain how FGs, KIIs, and survey will be transcribed and analyzed, and how the qualitative data from the FGDs and KIIs will be integrated with quantitative data from the different relevant documents to reach conclusions about the impact of the TOMOOH Program. |

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| **III- Evaluation Products and Management**  |
| **1- Deliverables:** **The evaluator will produce the following:** * An inception report that includes a well-written, detailed methodology and data analysis plan (including an evaluation design matrix, data analysis plan, and evaluation work plan).
* A draft evaluation report
* A presentation of the final report upon completion of the evaluation assignment for stakeholders comments, including Etijah and SCCF.
* final evaluation report , the format for the evaluation report is as follows:
	+ Executive Summary
	+ Table of Contents
	+ Introduction
	+ Background
	+ Methodology and Limitations
	+ Findings and Conclusions
	+ Challenges/lessons learned
	+ Recommendations
	+ References
	+ Annexes

The entire report must be no longer than 30 pages. And must be submitted in English in hard copy and electronic format (Microsoft Word). In addition, at the time of submission of the final report, all date collection instruments and data sets must be submitted on a flash drive in an unlocked and editable format.**2- Evaluation Management:** 1. **Logistics:**

An overall direction will be provided to the evaluator, identify key documents, and assist in facilitating a work plan, arranging meetings with key stakeholders prior to the initiation of field-work. The evaluator is responsible for arranging transportation as needed for site visits. (**Note:** for the Entrepreneurship component, the trainings were held in Cairo, however, some participants are from outside Cairo. Accordingly, there is a possibility for the data collection process to be conducted outside Cairo). 1. **Required Competencies:**

**The evaluator minimum qualifications are as follows**: * Completed advanced university degree from an accredited academic institution.
* A senior national/international consultant with minimum 5 years’ experience in conducting evaluations for employment programs.
* S/he should be knowledgeable about the labor market In MENA region and especially in Egypt. And a minimum of 5 years’ experience in the development sector.
* S/he should also have communication and writing skills.
* Fluency in English is required, Arabic is highlyrecommended.
* The consultant/consultancy firm must be officially registered as independent consultant or company
1. **Suggested period of performance and place of evaluation:**
* Deadline for receipt of tenders:  09/03/2021
* Announcement of the chosen candidate: 16/03/2021
* Beginning of the work, documentations and scoping meetings: 22/03/21
* Field mission: from 29/03/2021to 26/04/2021
* Submission of the interim report: 10/04/2021
* Feedbacks from Secours Catholique – Caritas France and Etijah on the interim report: 16/04/2021
* Submission of the final report: 10/05/2021

The place of evaluation is Egypt, in particular Cairo, Assiut, Qena, Beheira, and Sharqeya governorates. **d) Financial Means**International travel expenses will be reimbursed on the actual costs by Secours Catholique – Caritas France at the scale established and which will be transmitted to the chosen candidate. Regarding local expenses, the consultant will be paid on lump sum basis including local travel, fees and living allowance. |

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| **Individuals as well as firms are encouraged to submit a proposal (See Framework in Annex 1) electronically by email at missioncourteduree@secours-catholique.org****The proposal, limited to 7 pages, should contain:*** Technical offer with a methodology , please include these documents as annexes
	+ A CV of the consultant and/or profile of the consultancy firm
	+ Evidence of previous evaluation assignments undertaken
* Financial offer, should have the following:
* Unit cost, number of units, and total
* Mission expenses (travel costs, daily allowances, etc.)

The candidate should enrich the ToR with additional questions and comments.The selection will be based on the following criteria:* + The presentation of the issue and understanding of the subject
	+ The methodological approach proposed
	+ Qualifications, experiences and skills of the candidate
	+ Experiences in the region and regarding the project’s specific issues
	+ Details of prices and costs of the different services (Quote to be submitted)
	+ Timetable for the implementation of all services.
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**Annex 1: Framework for Application**

**The answer to the Terms of Reference should be organized as following:**

* **Understanding of the TOR**

This section will describe the understanding of the candidate regarding:

* About the presented Terms of Reference
* About the Project Background
* About the Project itself
* **Methodology**

This section will describe, among others:

* The proposed methodology to fulfill the assessment objectives (documented and reasoned presentation)
* Any other information useful to well understand the proposed method.
* **3. Assessor Profile**

This section will describe, among others:

* The profile of the candidate
* The strengths of the candidate
* **Annexes**
* The candidate’s CV
* References
* The quote of the service including the wage/fees.