



TERMS OF REFERENCE

Qualitative Evaluation Expert for Baseline and Endline

Date: 28 October 2025

Location: Beirut, Akkar, Bekaa, Lebanon

Project Title: ARADINA

Contact: careers@fairtradelebanon.org

Date of Posting, if applicable: 1 November 2025

Deadline for Submission: 1 December 2025

SCOPE OF WORK

Project Description

The ARADINA project is a multi-stakeholder project that supports Lebanon's transition toward more sustainable and resilient agricultural systems in a context of climate change, economic pressure, and social challenges. The 48 months project is funded by the Agence Française de Développement (AFD) and led by CIHEAM IAMM, in partnership with Fair Trade Lebanon (FTL) and Action Against Hunger (ACF). The project zones of intervention are Baalbeck Hermel area and the northern part of Akkar. These areas are agricultural production zones but face persistent challenges including water scarcity, soil degradation, declining farm incomes, limited access to markets, and high levels of social and economic vulnerability.

The project aims to promote agricultural systems that are environmentally sustainable, economically viable, socially inclusive, and traceable. This is achieved through the adoption of agroecological practices at farm level, the strengthening of agricultural value chains, and engagement with relevant policy actors. Through tailored technical assistance, behavior change approaches, and collective investments, ARADINA supports farmers in improving water and soil management, reducing reliance on chemical inputs, and strengthening productivity and climate resilience.

In parallel, the project supports cooperatives and Agri food enterprises to improve their performance and create decent employment opportunities, with particular attention to women, youth, and other vulnerable groups. It also works to improve market access through labeling and traceability systems, the promotion of short value chains, and stronger linkages between producers and markets. Data generated through research and field activities will be used to support policy dialogue, raise consumer awareness, and promote gender equity and environmental sustainability.

1- Summary

Fair Trade Lebanon is seeking a **Qualitative Evaluation Expert** to design and implement **baseline and endline qualitative assessments** of organizational capacities among MSMEs and cooperatives supported under ARADINA.

This assignment is central to measuring **qualitative change**, documenting learning, and informing strategic decisions, complementing quantitative monitoring tools used under the project.

2- Objective

The objective of this assignment is to **design, conduct, and analyze two qualitative evaluations** (baseline and endline) in order to:

- assess changes in organizational capacities and practices,
- capture perceptions, behaviors, and structural shifts,
- and generate actionable insights to inform ARADINA implementation and learning.

3- Scope of Work

The expert will be responsible for the following tasks:

A. Design of Qualitative Evaluation Framework

- Develop qualitative evaluation tools, including:
 - semi-structured interview guides,
 - focus group discussion frameworks,
 - analysis and coding templates.
- Validate tools with FTL prior to field implementation.

B. Data Collection – Baseline and Endline

- Conduct **semi-structured interviews and focus group discussions** with selected MSMEs and cooperatives.
- Ensure balanced representation across regions and beneficiary categories.
- Apply ethical standards, confidentiality, and informed consent procedures.

C. Analysis and Synthesis

- Consolidate and analyze qualitative data for both evaluation rounds.
- Identify key patterns, changes, and cross-cutting themes related to:
 - governance,
 - financial management,
 - commercialization,
 - sustainability,
 - agroecological practices.

D. Reporting and Recommendations

- Produce a **baseline qualitative report** highlighting key findings and capacity gaps.
- Produce an **endline qualitative report** including comparative analysis and lessons learned.
- Formulate clear recommendations for future programming and scaling.

4- Deliverables (Supporting Documents):

The expected deliverables include:

- Approved **qualitative evaluation tools**
- **Baseline qualitative evaluation report**
- **Endline qualitative evaluation report**, including comparative analysis and recommendations

5- Duration and Timeline

The total duration of the assignment shall **not exceed 50 working days**, to be implemented between **January and December 2025**, following signature of the contract.

6- Location of Implementation

The assignment will be implemented in **Beirut, Akkar, and Bekaa**, with field visits as required.

7- Qualifications of the Service Provider

The applicant (individual or company) must demonstrate:

- At least **5 years of experience** in qualitative research and participatory evaluation
- Proven experience in **agriculture, cooperatives, or MSME development**
- Strong field research, facilitation, and analytical skills
- Ability to work across regions and languages in Lebanon
- Excellent reporting and synthesis capacity

8- Required Documents for Submission

All applicants (Companies or Individuals) should submit the following:

- Technical Proposal (description of approach and methodology)
- Financial Offer (in local currency or EUR, including all applicable taxes)
- Company Profile or CV
- At least two references or examples of similar previous work
- Signed acceptance of payment terms and conditions

a. In case of Company application: The company should submit the following legal document:

- Commercial Circular

- Fiscal Certificate of Incorporation at the Ministry of Finance
- VAT Certificate of Registration if applicable
- ID of company's authorized representative(s)

b. In case of Individual application: The individual should submit the following legal documents

- CV
- ID
- Fiscal Number

9- Evaluation Criteria

The quotation's evaluation process will consider following with assigned weights:

- Financial 30%
- Technical 70%

10- Payment Terms

- Payments will be made through bank cheques
- Payment will be made **20 business days** from the last delivery and submission of final invoice.
- The cheque amount will be subject to applicable bank fees.

11- How to apply

Applicants are requested to send:

- Detailed quotation as per requirements
- Legal documents
- Acknowledgment letter of payment modality

via email to: careers@fairtradelebanon.org

Only selected candidates will be contacted.