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AYITI PI DJANM

USAID/Bureau for Humanitarian Assistance

Haiti Resilience Food Security Activity- Ayiti Pi Djanm

Statement of Work: Rural Youth Market Opportunities

Please note this SOW and its annexes may change before contract signature, based on USAID and other stakeholder input.

Purpose

CRS Haiti seeks a consultant to lead a Rural Youth Market Opportunity Assessment, which will serve as formative research for the Ayiti Pi Djanm project, a USAID/BHA-funded Resilience Food Security Activity. The consultant will report to the Strategic Learning Advisor (SLA) on the Ayiti Pi Djanm team. The period of performance will fall between September 2022 and January 2023.

This SOW outlines the technical approach and responsibilities associated with the study. Instructions to submit an application can be found in the “To Apply” section below.

Background

Ayiti Pi Djanm (“A Stronger Haiti”) is a five-year project funded by USAID Office of Humanitarian Affairs (BHA) which will reach nearly 90,000 participants and more than 17,000 households across 11 communes in the Sud and Nord-Est departments of Haiti to improve food and nutrition security and resilience to shocks. Recognizing that families exist in a larger social environment and do not build resilience alone, the consortium led by Catholic Relief Services (CRS) is partnering with communities to build resilience capacities at the household and community levels, as well as transformative capacity at structural levels. The project features an innovative market system approach that uses Title II commodities to catalyze private sector investments that will help develop locally produced foods and create new agricultural livelihood opportunities. The project will turn around five key interventions: Create mixed gender care groups to build knowledge and support for critical nutrition behaviors, organize Farmer Learning Communities focused on demo plots for local leadership on NRM and climate-smart innovation and adoption efforts, mobilize and support the creation of Savings and Internal Lending Communities (SILC) groups to support savings and financial education, provide vouchers and multipurpose cash assistance to support the basic needs of households, local vendors, and youth entrepreneurs, pilot

household dialogue intervention to promote shared decision-making, planning and communication for household members.

The overall goal of APD is to enable chronically food insecure households and communities to have improved food and nutrition security and enhanced resilience to shocks. The project aims to reach this goal by focusing on three purposes: enhanced sustainable management of natural resources, increased consumption and utilization of safe, nutritious foods, especially by women and children, and Households attain more profitable livelihoods.

Problem Statement

Youth make up the largest segment of Haiti's population. While there are labor studies looking at Haitian youth employment and livelihood opportunities, the focus has typically been on urban environments. Broader labor market studies focusing on rural areas in Haiti have focused more on on-farm livelihood opportunities, despite the fact that 25% of agricultural households have additional, nonfarm income sources (Coello, 2014). Further, existing studies have not necessarily applied an intersectional lens when identifying viable market opportunities. In addition to its work on agricultural livelihoods, the Ayiti Pi Djanm (APD) project aims to support youth in targeted communes to pursue off and non-farm businesses in their local communities. Additional research is necessary to ensure that the programmatic approach to support these ventures aligns with viable market opportunities and youth interest, while taking into account gender, potential disability, and other characteristics.

Research Justification

The agricultural sector has experienced a steady decline in its contribution to GDP since the early 90s which has also coincided with increasingly rapid urbanization (Singh and Barton-Dock, 2015). At the same time, the lack of access to employment opportunities, particularly among young people in Haiti, is a major problem that society is struggling to address and which contributes to widening the gap of inequality and exacerbating social injustice with economic inequality widening disproportionately in rural areas (Singh and Barton-Dock, 2015). While the majority of the rural workforce engages in agriculture, 46% of rural households engage in nonfarm livelihoods, including the 25% of agricultural households that also have nonfarm income streams, which, research suggests, provide a pathway out of poverty and food insecurity (Coello, 2014). Considering these dynamics, APD has a strong emphasis on off- and non-farm opportunities for youth in targeted communities.

To align and/or adapt youth interventions with existing market opportunities, it is critical to understand what market opportunities exist in Haiti at the department level and communal level especially for male and female youth in rural communities as well as understanding youth preferences and needs. However, there is limited recent secondary data or studies that provide up to date information on livelihood opportunities for youth in rural areas. For example, the World Bank conducted surveys in both urban and rural areas to assess the labor market, but the study predates the 2010 earthquake and was not specific to youth. While CRS conducted a youth market opportunities study in 2019, it focused on urban youth. Though the information provided by such studies can be helpful to start by understanding trends and the overarching context, existing research does not provide adequate insight to adapt youth interventions within Ayiti Pi Djanm to fit the needs, priorities and viable market opportunities for youth in rural areas targeted by the project.

To ensure sustainable livelihoods for youth in APD communes, there is a need for CRS to update its youth labor related studies/analysis to have a better understanding of local gaps for on and off-farm livelihood opportunities for youth. Youth involvement in this process will be critical to ensure that the market information and opportunities explored take into account their visions for success.

Key Research Objectives

The purpose of the study is to analyze market opportunities in the northern and the southern departments of Haiti with a focus on youth between the ages of 18 to 29. The key objectives are as follow:

1. Assess viable market opportunities for rural youth, with a focus on off- and non-farm opportunities;
2. Examine youth preferences and needs (considering gender and potential participants' disability status) for pursuing local market opportunities in line with their aspirations;
3. Assess capacity of local youth to pursue prioritized market opportunities (including knowledge as well as technical and soft skills); and
4. Identify the types of inputs, services, and other technical support necessary for youth to successfully pursue these opportunities.

Research Methods

Research Questions.

1. What are the main market opportunities for key value chains in implementation zones and how long would it take them to be profitable?
2. What are youth preferences related to local livelihood opportunities? How does that vary by gender and ability status?
3. What knowledge and skills (technical and soft) do male and female youth as well as youth with disabilities in the targeted communities have? What are the most prioritized skills for viable market opportunities?
 - a. Is there existing alignment between youth skills, knowledge, and interests (including youth with disability), and market needs? If not, what specific gaps in alignment exist between youth skills, knowledge, and interests, and market needs ?
 - b. Are there existing points of synergy between youth skills, knowledge and interests, and market needs? If so, what are these points?
4. What types of inputs, services and technical support would be necessary for youth to pursue these opportunities?

Data Collection and Analysis Methods.

In this study, the consultant will use both qualitative and quantitative methods to collect the data. It is important to clarify here that it is expected for the quantitative information to be used for this study will come from both surveys as well as secondary sources, including the use of existing datasets and official documents through a desk review process.

We expect this research will be carried out in eight target communes (four of the RFSA communes North-East and two RFSA communes in the south). The study will also consider including Ouanaminthe since there are many economic activities and it is an important market for the North-East.

The study will follow a multistep process that is outlined below. In the technical application, the consultant should specify which data sources and methods would be used during each step. Youth participation in this research will be critical to its success. To that end, the detailed research protocol should include details on how youth will be engaged in data collection and analysis. Where possible, youth-led components should be prioritized.

- A. Document Review
- B. Sector Prioritization
- C. Value Chain Analysis

It is critical that youth be engaged in the value chain analysis process and there is a strong preference for approaches that include youth-led components. IREX's "[Youth-Led Labor Market Assessment Framework and Guide](#)" is a useful reference for further refining the approach.

The research lead will be recruited with specific expertise in data analysis for both quantitative and qualitative data. Notes from qualitative data collected (Focus Group Discussions and Key Informant Interviews) will be translated into English or French and analyzed by the research lead with support and verification from the data collectors. For focus group discussions and qualitative interviews, there will be too many to conduct simple analysis in Excel. Consultants should use software for organizing responses and identifying key themes for analysis. Quantitative data will be collected using recognized data collection software, such as CommCare, Kobo Collect, etc. and analyzed in Excel or a statistical software package, such as SPSS.

Data Handling.

Best practices in secure data handling will be employed for this research. FGD groups will take place in private locations and data collected will be kept confidential. Consent forms will be clearly explained and shared with all participants to ensure they do not feel pressured to participate in FGD activities. Data will be de-identified to protect the identity of participants.

Consultants may wish to create audio recordings of focus group discussions, or interviews, for later transcription or adding detail to notes. If audio recordings are created, they should be destroyed once transcription/ detailed notes are completed. Audio recordings need not be shared with CRS and participants must consent to audio recordings.

For focus group discussions, consultants may ask individual names to establish rapport with study participants, however those names should not be captured. Focus group notes should only note segment targeted (i.e., female caregivers of children aged 6-59 months in new woredas, etc.) and the community where they were conducted. Interviews should follow the same protocol (i.e., KII with market vendor).

After completion of data analysis and final reporting, consultants should provide transcription/ detailed notes and any script used for analysis to the Strategic Learning Advisor (SLA) at

CRS. Data will be stored on a secure server, and only share with other staff needed for new analysis of the data. The consultant should not retain any copies of this data, as they will not need it once this consultancy is complete.

Mitigating risks and handling unexpected or adverse events.

The APD team has identified three primary risks. The three risks, and their associated mitigation strategies, are noted below. As part of their final research protocol, the selected consultants should further elaborate on their mitigation strategies and any additional risks that they could encounter.

COVID-19 - Increase in the transmission of COVID-19 and accompanying government restrictions will require the data collection team to apply safety measures to protect research participants and staff. This will include but not limited to:

- Provision of personal protective equipment (masks, sanitizers) to all research participants including respondents and staff
- Social distancing will be maintained
- Clearly communicate COVID-19 safety protocols and expectations to all research participants so that they understand what is expected of the researchers and monitor their management of the interviews
- If tentative interviewee presents potential symptoms of COVID-19, the interview will need to be re-scheduled or replaced with another interviewee; similarly potential focus group participants presenting with symptoms will not be allowed to participate. If possible, phone interviews could also be considered for some KIIs.

Security – The security environment in Haiti has been precarious for several years and continues to deteriorate. For the purposes of the study, much of the design work, tool development and analysis can be completed remotely. The consultant should include details on measures that will be undertaken to prevent the disruption of data collection by a worsening security environment.

Natural Disaster – In the case of a catastrophic weather event, such as a category 4 or 5 hurricane, the priority information needs could substantially shift. The approach of this study could require adjustment in order to account for adaptations in the approach of the overall project in affected areas and/or a shift to focus on pilot activities in unaffected areas of the country. This will require close planning with the BHA team.

The research team will meet regularly to discuss potential unintended consequences that may occur. Research participants will be provided information on Ayiti Pi Djanm's Feedback, Complaint and Response Mechanism (FCRM) that they can use to report any problems or concerns.

Ethical considerations

The team will follow best practices as outlined in 22 CFR 225 as well as the American Evaluation Association's Guiding Principles for Evaluators (<https://www.eval.org/About/Guiding-Principles>). Dependent upon participants in the study, the consultant should specify steps that will be taken to ensure informed consent, confidentiality, protection of minors, and minimization of Covid-19 transmission. The consultant should specify steps taken to safeguard data collected and data management

procedures to be used in this study. There will be a data rights clause in the signed contract, and the consultant should obtain permission from CRS before sharing the final study report with any external party, including posting it to their organization's website.

Please also see the Mitigating Risks section above.

Team Composition / Team Lead Competencies

The study will be conducted through a consultation with a relevant firm or team in independent consultants with expertise relevant to this research study and data collection methods. An illustrative team could include:

A **Research Study Lead** will lead research design, tool development, validation of tools, and data analysis and report writing. The Lead will have qualitative and quantitative research experience and expertise as well as practical experience implementing complex, multisectoral programming. The Lead will be responsible for coordinating and training the research team as well as preparing and presenting the actionable findings. The lead researcher should have:

- A 5-year higher education diploma, preferably a master's or higher in economics, business, sociology, anthropology or related field;
- At least 10 years of professional experience in market systems development, youth development, or related fields, including experience as research lead in the conduct of studies and evaluations, preferably for youth livelihoods projects;
- Knowledge of the study methods, as demonstrated by the completion of at two similar studies.
- Demonstrated ability to lead and supervise a multidisciplinary team

A **Youth Technical Advisor** will support the Lead in developing the protocols and tools as well as assist with interpreting collected data. The Youth Technical Advisor should have :

- Bachelor's degree, + 4 years' experience in relevant social science field;
- At least 2 years of professional experience in the field of positive youth development, or related fields.
- Strong knowledge of the context of the RFSA implementation zones
- Strong communication and interpersonal skills

Data processing and information management specialist will ensure that collected data is processed and analyzed in compliance with the study protocol. The Data processing and information management specialist should have:

- Bachelor's degree or equivalent in social sciences, with at least 5 years of experience in mixed methods data analysis
- Have at least 5 years of professional experience in the design of data collection, management, and data cleansing methodologies for qualitative data
- Strong ability to use computer-based software analysis tools and applications for qualitative analysis such as ATLAS.ti, R (basic text mining), or other.

Field Research Assistants will be recruited during the period of data collection to supervise and support data collection. Their primary role will be ensuring data quality and coordination between the data collectors and study lead and assistant. They will be recruited based on their experience supervising data collection of similar studies.

Data Collectors or enumerators will be recruited and trained during the period of data collection to collect the primary data described above. They will be recruited based on their experience collecting qualitative and quantitative data and will be supported by Field Research Assistants.

At CRS, the Strategic Learning Advisor (SLA), with support from the Gender, Youth and Social Dynamic (GYSD) Lead, will ensure the consultant fulfills the terms of the SOW and provide technical oversight.

CRS also has a wide pool of regional and HQ technical experts, who will also be available as needed for oversight and quality reviews.

Deliverables

The deliverables for this consultancy include the following:

1. Finalized research protocol, including sampling strategy, detailed calendar, and data collection tools
2. Matrix of sectors for prioritization and evaluation criteria
3. Weekly data collection reports
4. Transcriptions and detailed notes from KIIs and FGDs
5. Raw and analyzed databases
6. Workshop Facilitation Guides
7. Market Maps for prioritized sectors
8. Findings, conclusions and recommendations presentation (slide deck)
9. Final report to include:
 - Research questions
 - Methodology and limitations
 - Summary of key findings
 - Specific and actionable recommendations

The final report will be presented virtually and in person to the APD team and others and slides will be shared after the final presentation.

Period of Performance / Timeline

The commencement of activities outlined in the timeline below is contingent on approval of the SOW. Please note that report and manuscript development and dissemination will likely continue beyond the 5-month timeline outlined below.

Activities	Mo. 1-2	Mo. 3-4	Mo. 5
Offer posting			
Consultant recruitment			
Protocol Development			
Questionnaire Development			
Survey Translation			
Recruitment			
Enumerators Training			
Participatory group activities			
Survey questionnaire			
Data management			
Data analysis			
Incorporate findings into implementation plan			
Report development			
Dissemination			

Roles and Responsibilities

The roles and responsibilities of CRS and partners include:

- Verification and validation of consultant's proposed research protocol
- Monitoring and supervision of implementation throughout the study process and provision of regular feedback if necessary
- Access to CRS CommCare license (as needed). CRS will not provide access to any other proprietary software (Excel, ATLAS.ti, NVIVO, SPSS, etc.)
- Evaluation of draft and provision of feedback to Team Lead based on following criteria:
 - Conformity of output with SOW, and the proposed research protocol
 - Concordance of analysis with evidence
 - Writing and presentation
 - Soundness of conclusions and pertinence of recommendations
 - Validation of final report following proposed revisions from CRS and BHA

Roles and Responsibilities of the consultant:

- Provision of research protocol, to include:
 - Data collection tools
 - Data collection plan, including
 - Detailed outline of sampling frame and procedure
 - COVID-19 mitigation strategy for primary data collection/ in-person enumerator training
 - Roles and responsibilities of different team members

- Risk management strategy for changing security context and Covid restrictions
- Logical framework or map linking general research questions to detailed research questions
- Data analysis plan, including statistical management and data analysis strategy
- Lead Researcher-CRS communication plan
- Timeline/flowchart of key phases, including the deliverables
- Collecting and analyzing information in the field according to the proposed methodology
- Collaboration and communication with RFSA team during the study
- All deliverables described in the preceding section
- Consideration of feedback and recommendations from CRS and USAID throughout the study
- Finalization and submission of the final report, including the validation workshop

The Research team will receive direct oversight from APD Gender, Youth and Social Dynamics Lead (GYSD Lead) and Strategic Learning Advisor (SLA). CRS also has a wide pool of regional and HQ technical experts, who will also be available as needed for oversight and quality reviews.

The GYSD Lead will ensure the coordination of in-field activities with the consultant.

To Apply

Interested firms or independent consultant teams should submit Expressions of Interest noting experiences leading similar studies in the past. In addition to the EOI, applicants should submit a proposal that includes:

- Technical narrative proposal, including:
 - Methodological approach
 - Detailed information on data collection (including sampling approach) and analysis methods
 - Study team staffing overview (including estimated LOE) and CVs;
 - Informed Consent and Data Protection processes
 - Strategy for Risk Mitigation
- Detailed Financial Proposal

All application documents should be submitted in English to haiti.recruitment@crs.org by September 6th, 2022.

Annex I - References

Barbara Coello, Gbemisola Osensi, Tanya Savrimootoo, Eli Weiss, Rural Development in Haiti: Challenges and opportunities, The World Bank Group, 2014

Claire Zanuso, François Roubaud, Constance Torelli, Post-earthquake Labour Market in Haiti: The Place of Youths In Autrepart Volume 71, Issue 3, 2014

CRS, Youth Labor Market Study, 2019

Dorte Verner, Labor Markets in Rural and Urban Haiti, The World Bank Group, 2008

Raju Jan Singh and Mary Barton-Dock, Haiti: Toward a New Narrative, Systematic Country Diagnostic, World Bank Group, 2015

World Perspective, Université Sherbrooke, The World Bank Group, October 2019

Annex II. Research questions, methods and youth involvement

#	Research Question	Data Analysis Method	Youth Involvement	Research Justification / How findings will be used
1	What are the main market and service opportunities for key value chains in implementation zones and how long would it take them to be profitable?	Qualitative and Quantitative	Opportunities to engage local youth to lead primary data collection and support analysis during	This research will help us to develop maps of market and service opportunities with specificity regarding time of expected profitability/fruition and key entry points for youth. This in turn, will allow the project team to adapt the youth accompaniment model in order to ensure that the support and services provided to youth are appropriate to market demands.
2	What are youth preferences related to local livelihood opportunities? How does that vary by gender and ability status?	Qualitative	Group Prioritization Exercises and Youth Focus Group Discussions	This research will allow us to identify a profile/overview of youth preferences by gender, disability status, and areas of alignment with market opportunities, ensuring that project interventions are tailored to respond to viable market opportunities as well as youth interest/motivation.
3	What knowledge and skills (technical and soft) do male and female youth as well as youth with disabilities in the	Qualitative and Quantitative	Opportunities to engage local youth to lead primary data collection and	This research will be used to refine livelihood interventions targeting youth to ensure that they are aligned with viable market

	targeted communities have? What are the most prioritized skills for viable market opportunities?		support analysis during	opportunities and youth interest/motivation while also being inclusive.
4	What types of inputs, services and technical support would be necessary for youth to pursue these opportunities?	Qualitative and Quantitative	Opportunities to engage local youth to lead primary data collection and support analysis during	This research will be used to refine livelihood interventions targeting youth to ensure that they are aligned with viable market opportunities and youth interest/motivation while also being inclusive.

Annex III - Helpful Resources

This annex includes resources that may be helpful for implementing partners, their sub-awardees, and/or research partners who may be conducting primary or secondary research.

1. **Assessment Capacities (Acaps) Project Library**, available: <https://www.acaps.org/library>. Includes technical briefs relevant to implementing partners:
 - **Direct Observation and Key Informant Interview Techniques for primary data collection (2011):**
https://www.acaps.org/sites/acaps/files/resources/files/key_informant_and_direct_observation_pocket_version.pdf and
https://www.acaps.org/sites/acaps/files/resources/files/direct_observation_and_key_informant_interview_techniques_for_primary_data_collection_during_rapid_assessments_october_2011.pdf
 - **Data Cleaning (2016):**
https://www.acaps.org/sites/acaps/files/resources/files/acaps_technical_brief_data_cleaning_april_2016_0.pdf
2. **The Compass & Breakthrough Action. (2015). How to Guide: How to Conduct Qualitative Formative Research**, available: <https://www.thecompassforsbc.org/how-to-guides/how-conduct-qualitative-formative-research>

Summary: A how-to guide for formative research that is focused on social and behavior change (SBC) that provides step-by-step instructions on the process and key elements for executing focus group discussions (FGD) and In-depth interviews (IDI).
3. **FHI360 (2005). Qualitative Research Methods: A data collector's field guide**, available: <https://www.fhi360.org/sites/default/files/media/documents/Qualitative%20Research%20Methods%20-%20A%20Data%20Collector's%20Field%20Guide.pdf>.

Summary: A 'how to' field guide and training, particularly for data collection staff, on public health projects that provides the basics of qualitative data collection and management. The document includes five modules on: qualitative methods overview; participant observation; in-depth interviews; focus groups, and data documentation and management.
4. **USAID Developer Resources**, available: <https://www.usaid.gov/developer>.

Summary: USAID webpage with links to a number of data resources of relevance to partners (e.g., the DEC, AIDData).
5. **USAID LEARN Contract and the USAID Learning Lab website (2014-2019)**. Available: <https://usaidearninglab.org>.

Summary: Project website for the USAID LEARN contract that supports strategic learning and knowledge management for USAID partners and staff. The Learning Lab website provides substantial guidance on topics of relevance to partners engaging in the R&I process—planning for CLA, Learning Agendas, and Adaptive Management. Some key resources include:

- How to Establish a Learning Agenda:
https://usaidlearninglab.org/sites/default/files/resource/files/establishing_a_learning_agenda_guidance_and_template_201702.pdf
 - Learning Questions Checklist:
https://usaidlearninglab.org/sites/default/files/resource/files/learning_questions_checklist_december_2018.pdf
 - Pivot Log Template: <https://usaidlearninglab.org/library/pivot-log-template>
 - Tips for Developing Good Evaluation Questions:
https://usaidlearninglab.org/sites/default/files/resource/files/tips_for_developing_good_evaluation_questions_2016.pdf
6. **USAID (2017). Research Questions & Methodologies for Biodiversity and Development Research Agenda**, available:
<https://rportal.net/biodiversityconservation-gateway/resources/projects/measuring-impact/mi-project-resources/research-questions-methodologies-bio-development-research-agenda>.
- Summary:** Concise, high-level technical guidance on how to develop research questions and research methods (systematic reviews, secondary data analyses, impact evaluations, and primary data collection) (6 pp).
7. **USAID (2018). WASH Formative Research Landscape Review**, available:
https://www.fsnnetwork.org/sites/default/files/PRESENTATION_GREGOIRE.pdf
- Summary:** Brief technical presentation on the goals of formative research as they relate to WASH within FFP programming, and ideas on how partners can develop and design an approach to WASH FR, as well as a brief comparison of methods and illustrative research questions.