

Terms of Reference (ToR)

Final Evaluation of the Project “Capacitated Agricultural Practices and Consumer Awareness (CAPCA)”

Project/Programme Title: Capacitated Agricultural Practices and Consumer Awareness (CAPCA)

Project Budget: € 1,999,772.22

Implementation Period: January 1, 2023 – January 1, 2026

Country: Georgia

Project/Programme Number: ENI/2022/440-580

Contracting Authority/Donor: European Commission

Name of Implementing Organizations: Georgian Farmers' Association (GFA), Center for Strategic Research and Development of Georgia (CSR DG), Ambrolauri Farmers-Beekeepers Association of the Mountainous Regions of Georgia.

Project Summary

The project aims to contribute to promoting food safety in Georgia, thereby improving the protection of consumers across the country. The initiative titled “**Capacitated Agricultural Practices and Consumer Awareness (CAPCA)**” focuses on two high-potential value chains: **Dairy and Beekeeping**. The Consortium members join their relevant expertise, programming experience, resources, technology, and infrastructure to respond to the Food Safety and Sanitary directly and Phytosanitary (SPS) measures component.

The overall goal of the project is to advance Georgia's socio-economic development by promoting and instilling improved food and agricultural practices. To contribute to this goal, three specific objectives (SOs) were identified:

Specific Objective 1: Equip dairy and beekeeping supply chain actors (farmers, primary producers, Food Business Operators (FBOs), etc.) with practical skills, knowledge, capabilities, and means to promote improved compliance with food safety/SPS measures.

Specific Objective 2: Promote enhanced stakeholder (public, retail, farmers/producers, laboratories, public/consumers, etc.) communication and engagement to advance Georgia's compliance with the DCFTA approximation regulations.

Specific Objective 3: Increase awareness of Georgian consumers, civil society groups, and media regarding food safety regulatory requirements and consumer rights to promote informed and conscious consumer buying decisions and increased demand for quality products in Georgia.

The project activities target the following regions of Georgia: **Racha-Lechkhumi-Kvemo Svaneti, Imereti, Guria, and Kakheti**. The core activities carried out in the framework of the project were as follows:

- At least 8 demonstration farms established in target regions
- At least 90 grants were disseminated amongst small and medium-sized primary producers, distributors/collectors, and processors.
- Up to 2000 farmers equipped with theoretical and practical knowledge regarding the food safety regulations in Georgia.
- Informed customers, media, and civil society organizations are empowered to make informed decisions.

- Supporting dairy and beekeeping supply chain actors (farmers, primary producers, Food Business Operators (FBOs), etc.) by equipping them with practical skills, knowledge, capabilities, and means to promote improved compliance with food safety/SPS measures.
- At least 9 CSOs' capacity was enhanced to promote food safety in the target regions and facilitate different program-related activities.
- Enhanced stakeholder (public, retail, farmers/producers, laboratories, public/consumers, etc.) communication and engagement to advance Georgia's compliance with the DCFTA approximation regulations.
- Launching the GeoG.A.P. certification scheme dairy and beekeeping sectors.

1. Purpose and Objectives

The purpose of the final evaluation is to learn and understand the impact that the project had on its target groups in terms of advancing Georgia's socio-economic development through improved food safety and consumer protection. Determine the significance and extent of change brought about by a project, program, or policy. Assess whether intended outcomes and long-term impacts have been achieved. Identify unintended or indirect consequences, both positive and negative. Support accountability to stakeholders, donors, and beneficiaries. Inform future programming by learning from what worked and what didn't.

The project-specific outcomes are as follows:

Outcome 1: The compliance with food safety/SPS measures is increased among targeted farmers/producers and FBOs;

Outcome 2: Government Accountability is enhanced through stakeholder communication and engagement regarding the food safety/SPS implementation process.

Outcome 3: Civic awareness and engagement about the food safety/SPS issues is enhanced.

The objectives of this evaluation are:

1. Overall, assess the effectiveness and sustainability of the intervention carried out by the implementing parties involved in the full duration of the project.
2. Explore the achieved results regarding food safety compliance, specifically, Health, Safety, and Environment (HSE), Sanitary and Phytosanitary (SPS) measures on the grant-supported farms.
3. The impact of receiving a GeoGAP certificate on the primary producer
4. Explore the economic improvement of farmers who were financed through grant schemes.
5. Assess the capacity of regional CSOs involved in the project
6. Assess the impact of the monitoring and awareness-raising campaign results.
7. To provide evidence-based findings, conclusions, and recommendations to facilitate learning
8. Other, if relevant.

The project team and the donor will use the final evaluation report as to learn from for future decision-making and programming purposes. The project beneficiaries and the stakeholders (sectoral associations, FBOs, private sector, etc.) will also use the evaluation to understand the sector-specific gaps. All relevant parties will receive the report for their future strategic development planning as needed.

2. Scope

This Final independent evaluation of the project CAPCA will assess the effectiveness and impact of the full project. The evaluation will be conducted in line with the agreed criteria with the donor, which follows the project impact, outcomes/outputs, and indicators laid out in the project LogFrame.

The Final evaluation should analyse:

- Project environment including the geographical area of the project (target regions: Kakheti, Imereti, Guria, Racha-Lechkhumi, and Kvemo Svaneti)

- The whole project timeframe (01.01.2023 – 01.01.2026)
- All components of the project were implemented by the project consortium

3. Evaluation Questions

The goal of the impact evaluation is to assess the project based on several criteria, which are: overall project effectiveness, beneficiaries' economic improvement, enhanced food safety compliance, sustainability, etc. The methodology should be developed with the joint effort of the evaluator and the project team. Below are the guiding questions that can be used for developing the evaluation methodology.

Effectiveness

1. To what extent has the project/program already achieved its outcome(s) or is likely to achieve them? What have been the facilitating and hindering factors in this context?
2. To what extent has the project/program already achieved its expected results/outputs, or is likely to achieve them? What have been the facilitating and hindering factors in this context?
3. How have results at the outcome and output level contributed to results related to the relevant cross-cutting issues (such as environment, work conditions, social inclusion)?

Economic Improvement

1. To what extent have the farm operations been improved?
2. Have the products been diversified since receiving the grant?
3. To what extent has the grant helped farmers access the market?
4. Has receiving the equipment to improve the operations been translated into financial gains?

Food Safety Compliance

1. Has solid waste management been improved on the farm/processing facility?
2. Has the business been registered as a Business Operator or a Family-run business?
3. Has the business improved the conditions of employees?
4. Has the business been certified with GeoGAP?

Sustainability

1. What have been the facilitating and hindering factors for sustainability achievement?
2. What needs to be done and/or improved to ensure sustainability?
3. What new knowledge/skills have applicants achieved? What were the changes in behaviour?

Consumer Awareness

1. To what extent have consumers become more informed about the origin and quality of the products?
2. Have any awareness-raising activities (e.g., social media campaign, producing different communication materials, etc.) increased consumer trust and recognition?
3. Have communication channels (e.g., social media, momxmarebeli.ge NFA hotline) improved consumer engagement?

4. Design and Approach

The bidder shall propose their approach and methodology to be used in line with the purpose, objectives, and scope of this evaluation. It is expected that data and information will be obtained through different methods, such as analysis of documents including existing reports and studies, structured interviews, semi-structured interviews, face-to-face and/or by phone, group discussions, online survey (if applicable), and others. All data collected needs to be disaggregated by sex, age, ethnicity, and disability.

The key stakeholders for this evaluation are the European Commission, the private sector, and partner organizations of GFA in this project. They will be able to contribute and will be able to express their opinions during the evaluation.

The whole evaluation process should also facilitate participatory knowledge sharing and learning amongst the donor, the project partner, beneficiaries, and key stakeholders, aiming at the long-term sustainability of project results.

The whole evaluation process should respect the international evaluation principles and standards (Objectivity, Independence of evaluators, Participation of all parties concerned, Transparency and Focus, Reliability, Completeness and clarity of reports, Utility).

Contract and Kick-off meeting: The contract is signed, and a discussion of the assignment takes place. First documents, including available data, are provided to the evaluation team.

Desk Study: The evaluation/review team studies all necessary project/program documents; re-constructs and analyses the intervention logic/program theory and theory of change and its assumptions. Existing data needs to be analysed and interpreted.

Inception report: In the inception report, the evaluators will describe the design of the evaluation and will elaborate on how data will be obtained and analysed.

Data triangulation and quality control are very important and need to be discussed in the inception report. The field trip will only take place upon official approval of the inception report by the contractor.

Data collection and analysis phase, including field visit: Data needs to be gathered, analysed, and interpreted. It is expected that the evaluation will include quantitative and qualitative data disaggregated by sex, as well as by age, ethnicity, disability, etc., wherever feasible.

Presentation: Presentation of preliminary findings (feedback workshop) upon conclusion of data collection and analysis of the data.

Draft and Final Evaluation Report: Submission of the draft report, including comments from the donor and contractor.

Final Evaluation Report: Submission of final report, incl. results assessment form completed by the evaluators.

5. Workplan

The bidders shall propose a timetable based on their expectations of process duration and consequences required to implement the proposed approach and methodology. The timetable below is for guidance only.

Action	Responsible	Date ¹
Submission of the bid (electronically)	Contractor	September 05, 2025
Contract signed and documents provided	Contract signed between GFA and the consultant	September 10, 2025
Kick-Off meeting	Meeting between the contracting authority and the consultant	September 15, 2025
Desk Study	Consultant	<i>Should be filled by the bidder</i>
First interviews	Consultant	<i>Should be filled by the bidder</i>
Submission of the draft inception report	Consultant	<i>Should be filled by the bidder</i>
Inclusion of comments in the inception report	Consultant	<i>Should be filled by the bidder</i>
Submission of the final inception report	Consultant	<i>Should be filled by the bidder</i>
Field visit, interviews, etc., and feedback workshop	Consultant	<i>Should be filled by the bidder</i>
Submission of the final draft report	Consultant	<i>Should be filled by the bidder</i>
Presentation of the final draft report	Consultant	<i>Should be filled by the bidder</i>
Inclusion of feedback in the final draft report	Contractor	<i>Should be filled by the bidder</i>
Submission of the final evaluation report (hard copy and electronic copy) to the contractor	Consultant	<i>Should be filled by the bidder</i>

Deliverables:

The consultants will submit the following reports:

- An inception report (10-15 pages without annexes),
- A final draft evaluation report (about 25-30 pages without annexes), including a draft executive summary **and the results assessment form (part of the reporting requirement)**
- And the final evaluation report (25-30 pages without annexes), the final executive summary, **and the results assessment form (part of the reporting requirement)**

All deliverables need to be written in English.

¹ Estimated deadlines.

7. Requirements for the Evaluator(s)

Key Qualifications in the team should be:

At least five years of experience in private sector development projects, preferably in the field of agriculture.

- A minimum of five years' experience and expertise in evaluation
- Team Leader has conducted at least three evaluations in the last five years, ideally in the relevant field
- Team Member has conducted at least three evaluations, ideally in the relevant field
- Working experience in the country of Georgia
- Experience in project cycle management
- Experience preparing and analysing a theory of change
- Experience in working on environmental and climate change issues
- Experience and expertise in evaluating cross-cutting issues
- Experience in social science methods
- Excellent oral and written English skills (state other languages too, if applicable)
- Sound MS Office and IT skills

Interested parties should also present a description of the evaluation methodology (collection methods, analyses of data, etc.)

7. Specifications for the Submission of Offers

Interested qualified applicants should submit their proposal with the **Budget, Workplan & Bidder's form**, including describing how they intend to accomplish the evaluation by e-mail to procurement@gfa.org.ge. In the subject line, interested applicants should indicate whether they are applying for a team leader or member. The deadline for receipt of the applications will be **September 05, 18:00, Tbilisi Time**. Any applications that do not include the above details or arrive after the closing date will not be considered.

Budget Form

Budget line name	Inception	Inquiry	Analysis & Synthesis	Reporting
	# days	# days	# days	# days
Fees for one evaluator	Total Amount in euro	Total Amount in euro	Total Amount in euro	Total Amount in euro
Travel and Subsistence Allowances				
Other				
Total				

A list of the additional documentation:

Annex 1: [ENPARD IV Financial Convention ENI 041-937](#)

Annex 2: Logical framework of the CAPCA project

Annex 3: Grant contract "Capacitated Agriculture Practices and Consumer Awareness" ENI 440-580

Upon signing the contract between the evaluation team and GFA, following documentation will be provided:

- ENPARD III Final evaluation and ENPARD IV mid-term evaluation final report and relevant annex
- Sub-grants external monitoring
- 1st Interim narrative and financial report (2023)
- 2nd Interim narrative and financial report (2024)
- GeoGAP certification manual
- Georgian Farmers' Association (GFA) Strategy

Please, reach out to **Mr. Nino Jibuti**, Project Lead, in case of questions at e-mail: njibuti@gfa.org.ge

Questions about these bids shall be sent to the above email before **August 29, 18:00**. Bidders will receive responses no later than **September 02, 18:00**.