



**Terms of Reference – Youth Led-Market Survey for the most viable trades/economic ventures for young women and men in the 5 Divisions of Kampala Capital City (Makindye, Nakawa, Central, Lubaga & Kawempe).**

ACTogether Uganda and Kiyita Family Alliance for Development (KIFAD) seek the services of a skilled research consultant / team of consultants to undertake a thorough youth led market Survey across the 5 target Divisions of Kampala Capital City, Uganda. The five target Divisions are: **Makindye, Nakawa, Central, Lubaga & Kawempe.**

**Program Overview:**

The Safe and Inclusive Cities Programme is a four (4) year programme running from January 2022 to June 2025. The programme is financed through The Danish International Development Agency (DANIDA), as a Framework Agreement with The Ministry of Foreign Affairs in Denmark (MFA). The overall grant holder is Plan International Denmark implementing and coordinating this programme in collaboration with Plan International Uganda.

**Programme overarching goal:** Children, adolescents and young people are safe and influence decision-making in resilient communities that respect their rights and offer equal opportunities for all regardless of gender.

To achieve the above goal, the interventions focus on four critical and interconnected issues;

- **Outcome 1: Influence:** Young people have the knowledge, skills and attitudes to effectively influence governance processes, coordination and decision making
- **Outcome 2: SRHR** - Adolescents and young people realize their sexual and reproductive health rights, and are safe from SGBV
- **Outcome 3: Decent Income opportunities** - young people are empowered through skills development and decent income opportunities
- **Outcome 4: Civil Society strengthening** - Civil society has strengthened its leadership, legitimacy, diversity, space, influence and collaboration

**Target group:** Adolescent and young people, particularly young women, refugees and youth with disabilities (age 14-30) living in informal settlements in 20 wards in Kampala and Lira grow up in safe and resilient communities that respect their rights, offer equal opportunities for all regardless of gender.

**Implementing partners:**

The Project is being implemented by a consortium of four partners who work closely with several youth groups and youth led organizations in the 1<sup>st</sup> year and will be joined by 3 additional youth led implementing partners from the 2<sup>nd</sup> year. The consortium partners include ACTogether Uganda, Kiyita Family Alliance for Development [KIFAD], Global Forum for Development [GLOFFORD] and Plan International Uganda as a prime.

**Key stakeholders;** Targeted City Authorities, Police, private sector, government agencies, departments and ministries, Youth led CSOs, CBOs and other NGOs, community leaders, public transport service providers and financial Institutions etc.

### **About the Organisations**

ACTogether UGANDA was established in 2006 as an independent Ugandan organization affiliated to the international network of Shack/Slum Dwellers International (SDI). ACTogether Uganda is registered as an NGO in Uganda and aspires to have fair and inclusive cities in Uganda with united and empowered urban poor communities, who have the capacity to voice, promote and effectively negotiate for their collective interests and priorities. ACTogether Uganda is charged with the duty of building the capacity of the urban poor communities to improve the quality of their life in slums through secure tenure, better housing and services and enhanced livelihood opportunities. At international level, ACTogether partners with SDI as a network of federations across 34 countries in 3 continents Asia, Africa and Latin America and this has also enabled ACTogether Uganda to leverage strategic partnerships with Multi-lateral and Bilateral Organizations such as Cities Alliance, Un-Habitat, World Bank among others in areas of Knowledge and information dissemination, visibility and credibility of work and research for evidence-based advocacy.

At national level, ACTogether Uganda works very closely with Ministry of Lands, Housing and Urban Development and other line ministries responsible for the formulation of Policies and the setting of the legal framework, Local Government organs that support service delivery, in areas like Land and water and provide the legal framework for the making and enforcing of bi-laws and ordinances.

At City/Municipality Level ACTogether Uganda works with the 22 Municipalities and has strengthened its partnership over the last decade. It is at this level where policy implementation and service delivery happen and ACTogether Uganda's positioning is centered on equitable resource distribution and fairness in service delivery through participation and inclusive decision making.

At community level, ACTogether Uganda's key partner is the NSDFU a movement of the urban poor built on conviction that organized and consolidated community voices can lead to sustainable transformation of our urban centers. The federation has organized 1000s of slum dwellers across the country and it's the medium for transformation initiatives across the country.

ACTogether Uganda also partners with national institutions, NGOs and NETWORKS in the areas of resources mobilization, capacity building, networking and Information sharing and these among others include: Plan international, UYDEL, Jinja city council, Makerere university, Un- Habitat, Cities Alliance, CIG, AVSI, PLAVU, KIFAD & JICA.

Kiyita Family Alliance for Development (KIFAD) is a registered indigenous / local Non-Governmental Organization, established in 2001, registration No- S. 5914 / 5184) which is community based with its Headquarters at Bulabakulu village, Banda parish, Mende Sub County, Wakiso District, Uganda. KIFAD's sectors of operation include; HIV/AIDS, Health, Economic Empowerment, Child Protection, Education and livelihoods.

We concentrate mainly on increasing care and support to people infected and affected by HIV / AIDS in order to mitigate the effects of the epidemic. Furthermore, we aim at strengthening the coping of Orphans Vulnerable Children (OVC) and People Living with HIV/AIDS (PLWHA) families to progressively become self-reliant for economical sustainability of their families,

building the internal capacity of KIFAD for effective and sustainable program design and implementation and finally, improving access to food among families / households, infected and affected by HIV / AIDS, as far as our financial means allows us to.

### **Purpose and scope of the Market Assessment Study**

The study is intended to be a practical input for the implementing organisations in sign-posting youth towards business and short skill-economic employment sectors with sufficient profitability and wage margins, whilst helping them avoid over-saturated areas. We would like to know what capital requirements are needed to set up businesses in a range of sectors, what is the growth potential, potential for creating additional employment, survivability rates etc.

A second key objective for this study is to provide information on predicted future economic and market opportunities to allow youth to proactively position themselves to seize them. It is further intended that, at the same time as identifying opportunities, the study will identify the real barriers and requirements to accessing these opportunities.

The study is intended to strongly compliment the participatory youth led Market Survey conducted by UYDEL during the SAIC Phase I (2018-2021), which assessed market opportunities, Viable skills and other requirements which provides information on perceived opportunities, barriers and constraints to entrepreneurship from the target group perspective to access them from a vocational/technical occupation perspective

The study is also interested in recommendations and suggestions for institutionalising market assessment data collection to feed regularly into programming and provide youth with accurate, up-to-date information.

This study is intended as a starting point for exploring the different options for ACTogether Uganda, KIFAD and Plan International Uganda to implement this more systematically going forward.

### **High-level study objectives**

The three overarching study objectives can be summarised as follows:

1. **Analysis of a range of different most viable trades/economic business opportunities in the target Divisions/ regions** – looking specifically at:
  - Incomes
  - Profits
  - Wages
  - Numbers of additional jobs created
  - Survival rates

Businesses of comparable levels of maturity (for example at 1 year, 3 years and 5 years of operation) should be analysed across the different sectors to allow robust conclusions to be drawn. Analysis should be disaggregated by gender. Selection of the business sectors to be investigated should be based on primary / secondary research and will be approved by ACTogether Uganda, KIFAD and Plan International Uganda prior to fieldwork.

2. **Robust analysis of the current and potential future economic ventures/ business opportunities in the specified target Divisions/regions**

- What types of short skills/viable trades or businesses / economic opportunities are likely to exist in the target Divisions/regions in the near future?
- What types of businesses / short skills are likely to decline in relevance / become over-saturated in the near future?

### **3. Analysis of the major constraints for youth in pursuing the identified business trades and short skills employment opportunities in the target divisions/regions, with a particular focus on gender constraints**

- What are the key success factors for the different types of businesses / short skills investigated?
- What are the capital and other requirements needed?
- What types of skills / attitudes / attributes do successful business owners display across the different sectors of trade?

#### **Stakeholders**

The results of this study are intended for internal use by ACTogether Uganda, KIFAD and Plan International Uganda to inform future practical improvements to the projects and provide youth with accurate market and economic information. Findings will also be shared with the funder, DANIDA. Relevant findings will be shared with other stakeholders including KCCA, Line Ministries and departments, Youth led CSOs, CBOs and other NGOs, community leaders and actors within the youth entrepreneurship sector at the discretion of ACTogether Uganda, KIFAD and Plan International Uganda.

#### **Methodology**

A detailed methodology should be provided showing how the study/survey aims and objectives will be met.

As a guide, the study should consist of:

##### **(a) Literature review of relevant project and external documentation:**

Review of relevant material held by ACTogether Uganda, KIFAD and Plan International Uganda, including, reports and studies, as well relevant published grey literature and secondary sources, including:

- Market survey conducted by UYDEL during the SAIC I Frame work
- SAIC I Endline Evaluation Report
- The skill Up survey report by D.I.T to be submitted by KIFAD

##### **(b) Collection of robust data disaggregated and analysed by gender, maturity of business, sector and Division:**

Plan International Uganda hold some data on incomes through different livelihoods of the beneficiaries of the previous framework conducted by the former Project Partners; UYDEL achieved by their beneficiaries. This will very likely need to be supplemented by secondary sources held elsewhere and primary research to build full information regarding levels of employment, survival rates etc.

##### **(c) Collection of further data and collation of existing data on future economic opportunities, including identification of growth potential and opportunities for start-up businesses in key sectors based on existing trends and future potential:**

Where possible, project opportunities and potential job creation, applying sector growth estimates and job elasticity (historical growth adjusted based on detailed sector research, job elasticity methodology).

**(d) Identify constraints/challenges as needed and recommendations to respond to these:** This might be through review of the wider literature and/or primary research with youth, enterprises, and other key actors. Gender is a key focus here –how do challenges / constraints differ for female youth?

**(e) Stakeholders to be consulted:** The consultant should plan to include the following groups of stakeholders in the study:

- Relevant Uganda Government Ministries
- Youth led enterprises
- Local businesses in a range of sectors across target regions/divisions
- Business and Trade associations, where active
- Private sector groups and representatives
- SAIC Target group representatives (current and past project participants)
- Relevant women’s groups in the targeted communities
- NGOs active in economic development/livelihoods in the target areas such as UYDEL

**(f) Field visits / primary research:** To be conducted depending on level and accuracy of information available through secondary sources.

**(g) Provide a debrief to ACTogether Uganda, KIFAD and Plan International Uganda (who will join remotely):** using either a draft set of results or PowerPoint presentation to summarise preliminary findings and recommendations. This should be shortly after the end of the field work. Possible attendance and sharing of initial findings at Partners meeting with **ACTogether Uganda, KIFAD and Plan International Uganda** if timelines allow.

**(h) Submit a draft survey report:** of not more than 25 pages that corresponds to the requirements outlined below in the ‘Deliverables’ section.

**(i) Submit a final report:** incorporating any relevant feedback from **ACTogether Uganda, KIFAD and Plan International Uganda** and other relevant stakeholders.

**Deliverables:** Deliverables should include the following:

- An inception report, including: planned timeline and work plan, detailed methodology / approach, planned stakeholders to be consulted and sampling framework, data collection and analysis tools, qualitative and quantitative protocols for data collection and analysis
- Definition framework to ensure we have a common understanding of key terms and sectors
- Defined as large market outlets providing a sustained market for available enterprises/trades including the market off-takers for vocationally/short skilled produced products like Liquid soap etc.
- Any suggested improvements to existing study scope, as outlined in this document
- Brief presentation of preliminary findings
- Draft report written in English that meets the requirements outlined below
- One (1) electronic file of the clean (final) qualitative and quantitative data collected
- Final report

The final report should be jargon free, clear and simply written. The main body of the report should not exceed 25 pages and should include an executive summary, brief background and recommendations.

Data should be disaggregated by gender (i.e., if there is a differential in profit/income/earnings of male or female-led businesses etc.).

Recommendations and findings should be backed up with relevant data, with reference to the data source and need to be specific. The structure of the report should cover the following:

- Executive summary
- Brief project background
- Main findings relating to the study questions
- Recommendations for future action

In addition, the final report should contain at least the following annexes:

- Terms of Reference
- Literature review
- List of meetings attended
- List of persons interviewed
- Details of methodology
- Summary of field visits
- List of documents reviewed
- Any other relevant material, including data collection tools
- Further technical data and sources

#### Indicative schedule of activities

Key Tasks	Time Schedule allocated	Location
Inception meeting with ACTogether Uganda, KIFAD & Plan International Uganda	September, 12 <sup>th</sup>	Kampala at ACTogether Uganda's Office
Review of Project background materials	September, 12 <sup>nd</sup> -8 <sup>th</sup>	Remote
Submission of inception report, including work plan and tools	September 13 <sup>th</sup>	Electronically and also Hard copy delivered to Implementing Partners
ACTogether Uganda, KIFAD & Plan International Uganda feedback on inception report/Tools	September 15 <sup>th</sup>	Remote– discussion via email, telephone / Skype / video-conferencing if need be
Fieldwork phase - Detailed kick-off briefing with ACTogether Uganda and KIFAD Teams; Training of the Data Collectors	September, 17 <sup>th</sup> -20 <sup>th</sup>	To be physically conducted in Kampala
Field work/Data collection and Analysis and submission of the first draft	September, 21 <sup>st</sup> 29 <sup>th</sup>	To be physically conducted in the above 5 mentioned Divisions of Kampala City
Draft report submitted	October, 5 <sup>th</sup>	Remote

ACTogether Uganda, KIFAD & Plan International Uganda feedback on draft report	October, 5 <sup>th</sup>	Remote– discussion via Skype and videoconferencing where required
Debrief on initial findings with Partners (ACTogether Uganda, KIFAD & Plan International Uganda) and feedback on draft report given	October, 7 <sup>th</sup>	Remote/physical if timelines allow
Final Report submitted	October, 10 <sup>th</sup>	Remote

### Contract and reporting details

**Type of contract:** The consultant/s will be offered a fixed-price contract to include all the activities and deliverables listed above.

**Reporting:** The consultant will report to the ACTogether Uganda, KIFAD & Plan International Uganda Monitoring, Evaluation and Learning Advisers for study deliverables, and to the SAIC II Project Managers, of the respective Partners for all issues related to the project and fieldwork, including management of Data collectors and logistics.

**NOTE!!** The implementing Partners will be involved at every stage of the survey i.e. from the start to the end as this will avoid the back and forth during activity implementation.

**Qualifications, experience and skills** - Preference will be given to applicants with the following:

- At least a master’s degree, in a relevant discipline
- Proven research and economic analysis experience, including 5 years of working experience
- Demonstrated understanding of the entrepreneurship and livelihoods sector specifically as it relates to start-up enterprises for youth with low levels of educational attainment and non-formal skills
- Good understanding of Uganda, particularly the 5 divisions of Kampala (Nakawa, Kampala Central, Makindye, Kawempe, & Lubaga).
- Ability to produce well written, analytical reports in English essential
- Strong quantitative and qualitative data analysis skills
- Ability to speak and understand local languages will be an advantage.

**Proposals should be not longer than 5 pages, excluding CVs, budget and example piece of work.**

**Proposals should include:**

- Up-to-date CV
- Short overview of how the candidate meets the qualifications, experience and skills requirements (not more than one page)
- Description of proposed approach and methodology
- Projected budget.
- An example piece of work from a similar assignment

Applications for this consultancy should be emailed to [chudavies@gmail.com](mailto:chudavies@gmail.com), [charles.kajubi@plan-international.org](mailto:charles.kajubi@plan-international.org), [adkin2013@gmail.com](mailto:adkin2013@gmail.com) by 5:00pm on Friday September 9<sup>th</sup>, 2022, Marked **“Youth Led-Market Survey for the most viable trades/economic ventures for young women and men in the 5 Divisions of Kampala”** in the subject line.