



Terms of Reference

for

Analysis of impact on women economic empowerment in horticulture sector within the project “Private Sector Development in South Serbia”

A. Background

Background to VEEDA and PSD

The project, "Private Sector Development in Serbia" - Phase 2, which is implemented by the Regional Development Agency VEEDA aims to stimulate the systemic changes in the key commerce sectors and contribute to the reduction of unemployment and poverty, income increase, improvement of the quality of life in general.

It focuses on improving income and employment in the Wood industry (technical wood and furniture) and Horticulture and Non-timber Forest Products (NTFP). The duration of the implementation phase is four years, starting in October 2014. The programme is covering 14 districts in South, Southwest, Central and East Serbia.

The implementation of the PSD programme is guided by the making markets work for the poor approach (M4P). It is an overarching approach to development which has emerged out of experience worldwide, and provides programmes with strategic direction to achieve large-scale and sustainable change in market systems which positively impact the poor. Rather than providing temporary direct assistance to target beneficiaries, the M4P approach focuses on achieving systemic change in markets that matter to the target groups; it therefore sees programmes in a facilitative role.

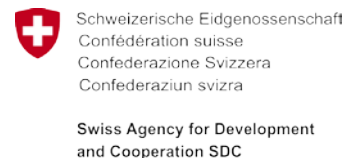
The overall goal of the PSD programme is to **“create opportunities for new and more productive jobs and additional income for poor women and men, youth and micro-enterprises in Serbia”**.

B. Introduction

Context

Unpaid family workers, as defined by the official statistics are the people who are involved in the family business and they are not paid for their work. While in the EU, unpaid family labour is increasingly rare (0.9 % of total employment), according to the Agricultural Research Service in 2007, 6.7% of employment in Serbia was unpaid family labour. 74% of unpaid family workers are women; 93% are employed in agriculture.

In a 2006 UNDP report, only one in ten surveyed households lived in a house that was owned by a female member. Only 16% of women owned land (usually small areas). Women are almost with no incomes from horticultural and NTFP production, since usually man is involved in all transactions. 65% of rural women work full time in agricultural activities during the season. In spite of intensive involvement in agricultural production, women are in most cases excluded from decision-making on production. In most cases women have no influence on deciding on what and how much to produce and have no control over finance. Position of woman engaged in horticulture and NTFP sector could be improved through a more flexible way of registering households or other forms of micro- entrepreneurship. It is



also necessary that the channels of transmission of new knowledge, skills and technology of production should be more focus on women.

Overview of the intervention, its objectives and anticipated impact on women

The participation of small farmers in the market is hampered by their small transaction sizes and resulting high transaction costs. Moreover this can lead to challenges in enforcing quality standards and balancing supply. Projects have in the past tried to solve this through the establishment of formal mechanisms such as cooperatives but experience has shown that their functional success is limited.

PSD's approach will therefore be to foster improved functional governance relationships between buyers and sellers that generate improved economies of scale, coordination and information exchange.

The Horticulture and NTFP have potential to expand economic opportunities and contribute significantly to poverty reduction. As an employment intensive sector with significant potential for market growth, Horticulture and NTFP can help to achieve wealth in rural areas.

Growing medicinal herbs at the plantations in Serbia does not exist. In most cases, people collect it from nature. It is estimated that more than 10.000 people in Serbia collect medicinal herbs and other plants from wild. For many of them it is the main income source. Quality and quantity of medicinal herbs from wild is decreasing every year due to the climate changes and uncontrolled collecting. On the other side, majority of producers involved in NTFP sector have a need to supply from certain and controlled sources. Large number of household owners have unused land on which they wish to grow plants that can get them a higher income, but they mostly decide to grow fruit and vegetables for their own needs. The main reasons for the situation are lack of awareness among householders about potential to earn more by cultivating medicinal herbs and technical support in the implementation of the adequate agro technical measures.

Women in the rural areas are very active in agricultural production. Work on growing plants is mostly done by women that have no additional income from this activity. Although women are not landowners in most cases, their participation in making plans and selection of varieties that will be cultivated in the household is very important.

Providing better opportunities for rural women who have limited access to land and therefore to finances through better governance in horticulture

VEEDA worked with company that produces essential oils on establishment of outgrowing scheme with rural householders. Partner offered a contract to HHs, which enable HHs to have better access to new varieties, inputs and advices. In the pilot phase partner signed contract with 22 HHs out of which 6 are women. Partner scaled this intervention to 30 additional out growers for the 2016 season, increasing participation of female out growers from 27% to 76%. The difference this time is that company signed contracts with HHs that do not own the land, but they plant on company's land and receive a yearly remuneration increased for the bonus according to the production volume and quality. New adapted model is suitable particularly for women whose access to land is limited. In this case, women are the ones who sign the contracts, receive all inputs and advices and have the ownership on the production and all outputs of the production.

In south Serbia, VEEDA worked with the association of soft fruit and medicinal herbs producers in order to



C. Objectives

Aims / objectives and Outputs expected of the contract

Objective of the gender analysis is to determine if the change in women's access and control over resources has taken place due to the intervention and if so, the level of the change. In order to determine that the change happened, the consultant should compare treatment and control group. In order to assess more qualitative data, consultant should organize focus groups with two different groups of women, that cooperates with two different partners.

1. Analysis of gender characteristics on household level

In order to make before and after comparison, analysis should be done on the sample which has not be affected by the intervention.

Before gender analysis needs to be conducted to include roles and responsibilities and access and control over the resources at HH level with particular emphasis on income, land and access to finances.

In the analysis consultant should use following basic gender tools:

- 1) Roles and responsibilities matrix
- 2) Access and control matrix

2. Analysis of the change affected for women

Analysis should go beyond gender disaggregated data and show change affected for women in terms of choice, decision making, or increase in control over resources and life chances.

Analysis should show difference in following indicators

1. Women control over HH income - # of women that have control over use and expenditure of income from the horticulture crop (smilje and raspberry)
2. Increased income and return on labour –in % increase in income from crop (smilje and raspberry)
3. Access to assets, services and support to advance economically - #of women who received seedlings, other inputs, trainings and advices to start to grow crops (smilje and raspberry)

D. Tasks

Preparation

1. Consultation with VEEDA and its partners (2 partners, one in central and one in southern Serbia) to agree/prioritise methodology and approach. VEEDA will provide partners' contact and the list of beneficiaries affected by the intervention.
2. Definition and identification of control group. Control group is group of women that has similar features as the treatment group, but is not affected by the intervention. Definition of the size of the control group.
3. Design of measurement framework and methodology, protocol and timeframe
4. Submission to VEEDA of full programme and methodological proposal
5. Develop questionnaires according to the indicators



Implementation

6. Conduct interviews with control and treatment group
7. Organize two focus groups in two different regions
8. Process and analyze data

Post-implementation

9. Production of interim and final reports describing approach, methodology and results
10. Support VEEDA in producing and disseminating results to key audiences if requested by VEEDA

Any other tasks as directed by the VEEDA contract manager

E. Timing

Indicative timing, milestones and completion date.

Final analysis should be submitted in 46 working days after conclusion of the contract with following milestones:

Deliverable	No of working days	Deadline
1. Submission to VEEDA of full programme and methodological proposal	5 days	16.03 – 22.03.2017.
2. VEEDA's approval of programme and methodological proposal	3 days	3 days after submission of the proposal – 27.03.2017
3. Research on gender in Serbia – context, decision making and control	5 days	28.03 – 03.04.2017.
4. Conducting interviews and focus group discussions with VEEDA beneficiaries	10 days	04.03 – 20.04.2017.
5. Draft analysis	10 days	21.04 – 05.05.2017.
6. Final analyses	5 days	(5 days after review of draft analyses and received comments from client) – 12.05 – 19.05.2017.

Final analysis should be submitted in electronic format (Word and PDF) as well as in hard copy in both languages: Serbian and English.

Draft analysis should be submitted in electronic format in Word document in Serbian language.



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F. Desired qualifications of the Consultant

The consultant should have extensive experience with development programs, particularly ones which objective was gender equality. This includes, but is not limited to:

- Relevant education in the areas of humanities, law, social sciences, economics or similar
- Minimum 5 years of relevant experience with development programmes and national institutions, particularly with the emphasize on gender equality
- Proven experience in conducting analysis
- Proven experience in conducting gender analysis
- Outstanding report writing skills, and capacity to write independent and objective analyses

G. Contacts and information

If you would like more information or have any questions, please contact:

info@veeda.rs

H. Application

Interested consultants are requested to send an application letter with financial offer and CV via email at info@veeda.rs latest by March 8, 2017.