

Terms of Reference
IMPACT EVALUATION of
WFP’s Fresh Food Voucher Pilot Programme 2017-2018
WFP Ethiopia Country Office
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1. Introduction

1. These Terms of Reference (TOR) are for **an impact evaluation of the World Food Programme's (WFP) Fresh Food Voucher (FFV) programme**. The FFV is focused on pregnant and lactating women and households with children under 2 years of age (6 to 23 months) with the objective to improve the diet diversity of the target population in Amhara, as measured by the minimum acceptable diet score for children aged 6 to 23 months (MAD) and minimum diet diversity for women of reproductive age (MDD-W). The program is a pilot with a large learning component and runs from **October 2017 to October 2018**. It is intended that the evaluation would be undertaken during this time period.
2. WFP Ethiopia is seeking to appoint a contractor to conduct the impact evaluation of the FFV, including the design of the impact evaluation component, collecting the baseline and endline, additional qualitative research during the lifecycle of the programme if deemed necessary, analysis and reporting. In order to guarantee the consistency of the approach and the quality and credibility of the data collection and the analysis, the contractor will need to document and record thoroughly the sampling strategy and data collection tools and instruments that will be employed at baseline and endline.
3. This TOR was prepared by the WFP Ethiopia Country Office Programme Team upon an initial document review and consultation with stakeholders and following a standard template. The purpose of the TOR is twofold. Firstly, it provides key information to the evaluation team and helps guide them throughout the evaluation process; and secondly, it provides key information to stakeholders about the proposed evaluation.

2. Reasons for the Exercise

2.1 Rationale

4. While a Fresh Food Voucher programme promises considerable nutrition benefits and improved access to fresh food for pregnant and lactating women and children between 6 to 23 months, the exact impacts on diet diversity as well as their knowledge and attitude towards fresh food have not been quantified and remain relatively unknown. Previous Fresh Food Voucher Programmes implemented by WFP have focused primarily on either stimulating the local market in refugee settings (Kenya) or improving fresh food access for refugees (Syria). These programmes have not been as nutrition sensitive as the FFV in Amhara, the latter which is focusing on nutrition indicators such as MAD and MDD-W. Based on these programmes experiences, we assume that such a program can improve both access to fresh food and to a certain extent diet diversity. It is also hypothesized FFV may stimulate the local fresh food market because of the increased demand created by the voucher.
5. The impact evaluation is being commissioned for the following reasons:
 - a. To understand whether a financial intervention(s) can positively impact diet diversity;
 - b. To measure the changes in the diet diversity of pregnant and lactating women and children between 6 to 23 months that can be attributed to the program;
 - c. To understand if the intervention provides beneficiaries with improved knowledge of the importance of nutritious fresh food along with improved practice of consuming nutritious fresh food (i.e. in a healthy manner);
 - d. To assess whether the fresh food market is indeed stimulated by the induced demand of fresh food.

6. The WFP ETHCO will use the results from the evaluation to advocate to the Government, should the findings be positive, to employ financial interventions to improve diet diversity (either through the subsidizing the supply side or the demand side). The evaluation will be used by the WFP ETHCO to also decide whether it is feasible and desirable to scale up the intervention in Amhara region and potentially other regions of Ethiopia and to glean lessons learnt to inform the design of future interventions. The evaluation may be used by other Country Offices who are looking to pilot Fresh Food Vouchers in local community environments (as opposed to refugee settings).

2.2 Objectives

7. Evaluations in WFP serve the dual and mutually reinforcing objectives of accountability and learning. In the context of this evaluation, it is expected that both objectives are given equal importance.
8. **Accountability** – Overall, the evaluation will assess and report on the performance and results of the FFV programme to help WFP present high-quality and credible evidence of actual impact to its donors.
9. **Learning** - The evaluation will determine the reasons why certain results occurred or not to draw lessons, derive good practices and pointers for learning. It will provide evidence-based findings to inform operational and strategic decision-making. Findings will be actively disseminated and lessons will be incorporated into relevant lesson sharing systems. Given the pilot character of the intervention, a stronger emphasis is expected on the learning objective.

2.3 Stakeholders and Users

10. A number of stakeholders both inside and outside of WFP have interests in the results of the baseline evaluation and some of them will be asked to play a role in the evaluation process. Table 1 below provides a preliminary stakeholder analysis, which should be deepened by the evaluation team in the inception report.
11. Accountability to affected populations, is tied to WFP’s commitments to include beneficiaries as key stakeholders in WFP’s work. As such, WFP is committed to ensuring gender equality and women’s empowerment in the evaluation process, with participation and consultation in the evaluation by women, men, boys and girls from different groups.

Table 1: Preliminary Stakeholders’ analysis

Stakeholders	Interest in the evaluation and likely uses of evaluation report to this stakeholder
INTERNAL STAKEHOLDERS	
Country Office (CO) Ethiopia	Responsible for the country level planning and operations implementation, it has a direct stake in the evaluation and an interest in learning from experience to inform decision-making. It is also called upon to account internally as well as to its beneficiaries and partners for performance and results of its operation.
Regional Bureau (RB) Nairobi	Responsible for both oversight of COs and technical guidance and support, the RB management has an interest in an independent/impartial account of the operational performance as well as in learning from the baseline findings to apply this learning to other

	country offices. The Regional Evaluation Officer supports CO/RB management to ensure quality, credible and useful decentralized evaluations.
WFP HQ – Cash Based Transfer Unit and Nutrition Unit	WFP HQ technical units are responsible for issuing and overseeing the rollout of normative guidance on corporate programme themes, activities and modalities, as well as of overarching corporate policies and strategies. They also have an interest in the lessons that emerge from evaluations, as many may have relevance beyond the geographical area of focus. Relevant HQ units, such as the Nutrition Unit and Cash Based Transfer Unit, have been involved to ensure that key policy, strategic and programmatic considerations are understood from the onset of the evaluation.
Office of Evaluation (OEV)	OEV has a stake in ensuring that decentralized evaluations deliver quality, credible and useful evaluations respecting provisions for impartiality as well as roles and accountabilities of various decentralised evaluation stakeholders as identified in the evaluation policy.
WFP Executive Board (EB)	The WFP governing body has an interest in being informed about the effectiveness of WFP operations. This evaluation will not be presented to the EB but its findings may feed into annual syntheses and into corporate learning processes.
EXTERNAL STAKEHOLDERS	
Beneficiaries	As the ultimate recipients of food assistance, beneficiaries have a stake in WFP determining whether its assistance is appropriate and effective. As such, the level of participation in the evaluation of women, men, boys and girls from different groups will be determined and their respective perspectives will be sought.
Government of Ethiopia	The Government has a direct interest in knowing whether WFP activities in the country are aligned with its priorities, harmonised with the action of other partners and meet the expected results. This is especially more important given that WFP helps support the Productive Safety Net Programme (PSNP) implementation and the FFV will help to realize the PSNP nutrition sensitive goals. Issues related to capacity development, handover and sustainability will be of particular interest. Key audiences of project partners within the Ministry of Education, the PSNP Secretariat, the Ministry of Agriculture, the Ministry of Local Administration, and district officials will be particularly relevant stakeholders in this evaluation as partners and beneficiaries of some of the activities.
UN Country team (UNCT)	The UNCT's harmonized action should contribute to the realisation of the government developmental objectives. It has therefore an interest in ensuring that WFP operation is effective in contributing to the UN concerted efforts. Various agencies are also direct partners of WFP at policy and activity level, and particularly work together through the Ethiopia OneUN family.
NGOs	NGOs are WFP's partners for the implementation of some activities while at the same time having their own interventions. The results of the evaluation might affect programs/projects design, future implementation modalities, strategic orientations and partnerships within local and regional procurement. Currently the Ethiopia CO is forming partnerships with various I-NGOs (Save the Children, Alive and Thrive, and Concern).
Donors (KfW)	WFP operations are voluntarily funded by a number of donors. They have an interest in knowing whether their funds have been spent efficiently and if WFP's work has been effective and contributed to

their own strategies and programs. KfW is partially funding the FFV intervention. This evaluation will give KfW a better understanding of the results of their funding.

12. The primary users of this evaluation will be:

- The WFP Ethiopia country office and its partners in decision-making, notably related to program implementation and/or design, scale up of the pilot (and which components worked), Country Strategy and partnerships as well as further fundraising.
- Given the core functions of the Regional Bureau (RB), the RB is expected to use the evaluation findings to provide strategic guidance, program support, and oversight to other COs in the region.
- WFP HQ may use evaluations for wider organizational learning and accountability.
- Office of Evaluations (OEV) may use the evaluation findings, as appropriate, to feed into evaluation syntheses as well as for annual reporting to the Executive Board.

3. Context and subject of the evaluation

3.1 Context

13. The scale of food insecurity and malnutrition in Ethiopia is critical. As a result, improving nutrition is high on the policy agenda of the Government of Ethiopia, as stated in the [Growth and Transformation Plan II](#). One of the objectives of the Growth and Transformation Plan II is to almost halve children’s stunting levels—from 40 percent in 2014/15 to 26 percent in 2019/20. While the Government has made progress with the reduction in stunting levels among children under the age of five—a 5.3 percent decrease from 2014 to 2016 (38%, Demographic and Health Survey (DHS) 2016), the rates are still very high compared to Ethiopia’s neighbours. Almost half of all children in Amhara alone are stunted (46%, DHS 2016). And while the food poverty head count index declined from 38 percent to 28.2 percent between 2005 and 2010, there remain almost 23 million people with insufficient income to meet their food needs. In turn, households [remain food insecure](#).
14. There are many contributing factors to stunting such as health practices, dietary habits, water sanitation and hygiene, and infant and young child feeding practices (IYCF). The World Food Programme (WFP) proposes to address one of the stepping stones in the path to the reduction of stunting by focusing on improving the diet diversity among pregnant and lactating women and children under 2 in Productive Safety Net Programme (PSNP) woredas in Amhara.
15. In addition to high stunting rates, diet diversity rates in Amhara are among the lowest across Ethiopia. Research has demonstrated that at the household level, food consumption baskets are dominated by cereals and pulses, and the consumption of animal-source foods and fruits and Vitamin A-rich vegetables is rare, especially in rural areas ([Hirvonen, Taffesse, and Worku](#) 2016). In 2011, only 2.1 percent of children aged 6-24 months met the World Health Organization (WHO) [Minimum Acceptable Diet \(MAD\) scores](#) which recommends eating from four or more food groups (out of 7) per day.
16. A recent survey conducted by the International Food Policy Research Institute (IFPRI) in 2016 in the areas in which the PSNP operates, reports similar findings: only 2.2 percent of the children in this age group in Amhara consumed from four or more food groups. Less than half of PSNP households (46 percent) and 50 percent of non-PSNP households reported consuming vegetables in the previous day. The corresponding figures for fruits are 1 and 2 percent, respectively (of households). The average dietary diversity in Amhara for

households was 3.8 food groups (out of 12) among PSNP beneficiary households and 4.1 among non-beneficiary households.

3.2 Subject of the evaluation and activities undertaken by the FFV programme

17. Through WFP’s Fresh Food Voucher programme, **beneficiaries located in three pilot woredas in Amhara will receive an electronic voucher that they can use to redeem fruits, vegetables and animal source foods (such as eggs and milk)**. The voucher scheme can be understood as a price subsidy scheme where fruits, vegetables and animal source foods will be subsidized per month. The total number of households reached will be 11,000.
18. The FFV has two objectives. The first objective is to improve diet diversity among pregnant and lactating women (PLW) and children between 6 and 23 months of age. One of the reasons the FFV is focusing specifically on pregnant and lactating women is because the early stages of life are a period of rapid growth and development; from the first day of pregnancy until 2 years of age, the [‘first 1000 days’](#) all organs and tissues are being formed and educated. Therefore, this period offers a critical window to shape long-term health and nutrition plays a unique role during this time period. Thus, WFP would like to ensure that PLWs are a focus of this programme in order to assist the health of a child. The second objective of the programme is to stimulate the local fresh food market to ensure a stable supply of fruits and vegetables beyond the duration of the program.
19. The FFV program will include a large behavioural component where beneficiaries will be expected to make regular visits to health facilities to receive information about the importance of a diverse diet, along with other social behaviour change communication (SBCC) initiatives such as practical demonstrations on the proper usage of nutritious foods. The FFV program will partner with NGOs working on similar SBCC initiatives and use their materials and campaigns where appropriate.
20. The theory of change (TOC) explaining the logic of the programme and visualizing the pathway from activities to outcomes can be found in Annex 1. The accompanying results framework with measurable indicators and sources of verification can be found in Annex 2. Because this is a pilot, there is a large emphasis on learning and therefore the Theory of Change will be seen as both a guiding document as well as an evolving one.
21. The transfer value has been determined by the findings of the market assessment which interviewed households, traders and Government officials in the pilot woreda coupled with market observations. In order to study the relationship between increased income and diet diversity outcomes, the pilot will experiment with two transfer values. The transfer values will be dependent on the household size. A household with up to two members will receive \$12 and \$21 (the latter includes the ability to buy a kilo of meat); households with members between 3 and 5 will receive \$14 and \$23; and households with 6 and more members will receive \$17 and \$26 (Table 2).

Table 2. Fresh Food Voucher: Value by Cohort (2017-18)

Value of FFV Vouchers:	Value USD for Group 1	Value USD for Group 2
HH Size up to 2	12	21
HH Size 3 to 5	14	23
HH Size 6 above	17	26

22. It is likely that the FFV programme will implement a phased-in approach whereby the programme first focuses on market and its catchment areas (i.e. corresponding beneficiary population) that require little scale up in order to meet induced demand (versus its current traded volumes). In parallel, the FFV programme will implement a retail engagement strategy with traders that require more time and capacity to scale up their traded volumes. It is envisioned that the programme will focus on up to 5,000 HHs and within four months scale up to the full 11,000 households.
23. The programme will be an innovative scheme to understand whether financial interventions (i.e. subsidies) can influence diet diversity, given that little rigorous evidence exists between the two. As the aim of the voucher scheme is to increase the consumption of fruits and vegetables, this is likely to happen as long as the voucher is sufficiently large. According to IFPRI data, the average household in PSNP woredas in Amhara spends 290.5 birr (about \$12) per month per person on food (2016). According to a recent WFP market assessment conducted in Raya Kobo woreda (Amhara), an average HH in Raya Kobo spends approximately 219.16 Birr (about \$10) per month on fresh vegetables and fruit (excluding eggs and animal source foods). Currently, the fresh foods budget (in Raya Kobo woreda) lasts, on average, for 18 days, as households do not have sufficient funds to cover the entire month. This is also coupled with the fact that fresh foods are perishable and last up to three days.
24. Tracking the two cohorts that receive the different values will enable us to study how the vouchers are being used, whether there is a change in the composition of household consumption in terms of calories, fresh food consumption, etc.; and whether households include more animal source protein to their diet. This experiment will assist us in understanding what monetary value can help to increase fresh food consumption in these areas. In essence, we want to understand what the marginal utility is of increasing the value of the voucher by a certain amount, and whether we reach a 'bliss point' to improving diet diversity with financial subsidies.
25. The beneficiaries of this programme will be registered at their local health centre and/or post. Whilst the woredas will be PSNP woredas, beneficiaries will be chosen from the population at large (PNSP and non PSNP), based on being registered at the health centre/post, being pregnant, lactating, or have a child between 6 to 23 months. Therefore, a beneficiary can be a PSNP beneficiary, a relief beneficiary, or a non-beneficiary.
26. PSNP beneficiaries receive cash for six months out of the year—generally the lean season—that is equivalent to 4 kilograms of pulses and 15 kilograms of cereal. For the other six months, they are meant to be producing their own staples/crops to consume. Relief beneficiaries receive cash assistance on a temporary basis whilst all other people receive no cash or in-kind assistance by the Government.
27. Within the PSNP population, the FFV programme will target specifically temporary and direct support workers. The latter tend to be people who are disabled or ill, and the programme would focus on those that are pregnant or lactating. Temporary Direct Support beneficiaries are the following:
 - i. Pregnant women exempt from public works from when pregnancy is certified (typically at 4 months)
 - ii. Lactating women
 - iii. Primary Caregiver of child under 2 (usually when child is malnourished)

4. Evaluation Approach

4.1 Scope

28. The end of project evaluation is aimed to assess the impact and to summarise key lessons learned of the first year of implementation of the pilot (September 2017-September 2018). The evaluation will cover all the activities of the intervention.
29. The geographic area of the intervention is in Amhara in Habru, Dessie Zuria, and Kobo woredas (*to be confirmed*) in the People's Democratic Republic of Ethiopia.
30. The eligible beneficiaries are all households that have a pregnant and lactating woman and/or a child between 6 to 23 months of age. Since the total number of eligible households is substantially larger than the number of beneficiaries of the program (11,000 households), it should be possible to identify an adequate control group.
31. The evaluation should start with an inception phase of 1-2 months to design indicators and data collection instruments. The baseline data collection should be undertaken in September 2017. The baseline data and analysis and report writing should conclude in December 2017. The endline data collection should take place in October 2018, to minimize the effect of seasonality on the diet of the beneficiaries.
32. A qualified, independent, third-party agency will be contracted to develop the full evaluation design, including a quasi-experimental component, and undertake data collection, analysis and write comprehensive baseline and endline reports. It is expected that the following are done in the different phases of the evaluation:
 - During Inception, the evaluation team should:
 - iv. confirm and define the evaluation questions and sub-questions.
 - v. develop and thoroughly document the evaluation design (including how methods are mixed or combined), a sampling strategy, data collection tools and instruments, and code the units. The evaluation design should include a quasi-experimental component, and therefore the evaluation team should define an appropriate counterfactual and comparison groups.
 - vi. confirm which monitoring data is being collected by the WFP Ethiopia office to avoid duplication.
 - vii. submit a full evaluation matrix (that links methods and data collection strategy to each of the evaluation questions) to WFP as part of the inception report.
 - During Baseline phase, the evaluation team should establish indicator baseline information and to verify the targets established in the project as part of the baseline report.
33. The final product of the evaluation is a comprehensive end-line report, which should analyse the end-line data against the baseline and respond to the specified evaluation questions, using the methods identified during inception. This may also include qualitative methods employed during the course of the project.

4.2 Evaluation Questions

34. The World Food Programme is interested in understanding the effects of the Fresh Food Voucher Programme on its beneficiaries. The two international evaluation criteria applied for this pilot evaluation are effectiveness and impact, and the questions below address these criteria specifically.

Q1. *What are the differential impacts of the programme on diet diversity for the different voucher values?*

Q2. *What are the main changes in knowledge, attitude and practices of the beneficiary households regarding access and use of nutritious foods?*

Q3. *Which transfer value is more cost-effective in delivering nutritional results?*

Q4. *What are the impacts of the project on the local markets of fresh foods?*

35. The evaluation team is expected to further develop the main evaluation questions in an evaluation matrix annexed in the inception report. The matrix will include: main evaluation question, sub-questions, data sources and data collection methods.

4.3 Data Availability

36. It is expected that the evaluation team will conduct secondary research on maternal and child nutrition in Ethiopia that is relevant to the Fresh Food Voucher programme. The evaluation team will then develop comprehensive survey instruments to collect primary data for the baseline and end-line. The evaluation team will have access to the market assessments conducted by WFP, the SBCC primary research, literature review, and any monitoring data during the course of the programme.
37. WFP Ethiopia Country Office's M&E and VAM staff will routinely collect data on FFV standard indicators throughout the duration of the program. The data will be made available to the evaluation team for the baseline and endline assessment. In the inception report, the evaluation team should clarify the respective responsibilities of WFP Ethiopia and ET in measuring indicators in order to avoid duplication and ensure the availability of quality data to inform the analysis (Annex 2 - Results Framework)
38. The evaluation team may need to gather data from government institutions. The availability and quality of such data cannot be assured by WFP. The team is expected to formulate a strategy to collect such information and check its reliability. The strategy has to be documented in the inception, baseline and endline reports for future reference.
39. Concerning the quality of data and information, the evaluation team should systematically check accuracy, consistency and validity of collected data and information and acknowledge any limitations/caveats in drawing conclusions using the data.
40. WFP will be the sole proprietor of all data produced by the evaluation, but use of the data for research purposes by the evaluation team could be agreed on a case by case basis.

4.4 Methodology

41. The independent evaluation team is responsible for developing the full methodology during the inception phase. The team should identify potential risks of the approach and mitigation measures. The methods used to answer the four evaluation questions will vary. WFP ETHCO suggests the following methods:

- **Q1.** *What are the differential impacts of the programme on diet diversity for the different voucher values?*
 - i. Identify two sample treatment groups (one each for the lower and higher transfer value) and one control group among eligible households with pregnant and lactating women and/or children 6 to 23 months of age.
 - ii. Rely on panel household survey data collected before and during the introduction of FFV.
 - iii. This panel household survey will be designed to occur during the same season during the year of the pilot, and to incorporate a range of nutritional and behavioural change indicators.
 - iv. Monitoring changes in the magnitude of key variables alongside participation in FFV will give the Evaluation Firm the ability to attribute observable impact to the voucher program.
 - v. Variables of interest include, but are not limited to nutritional status (MAD, MDD-W, FCS-N, and HHDD).

 - **Q2.** *What are the main changes in knowledge, attitude and practices of the beneficiary households regarding access and use of nutritious foods?*
 - i. Use of mixed methods for data collection (including both quantitative and qualitative) to ensure that the reasons for changes in indicators can be thoroughly described and explained.
 - ii. The question should be answered using the same household panel survey of Q1, including relevant questions on knowledge, attitude and practices;
 - iii. A range of qualitative methods will complement the quantitative information collected with the survey: direct observation of food consumption, key informant interviews and focus group discussions;
 - iv. Ensure that the evaluation design examines the changes in KAPs of women and men and their effects on gender dynamics.

 - **Q3.** *Which transfer value is more cost-effective in delivering nutritional results?*
 - i. The evaluation team is expected to develop a formula (using one or multiple indicators of outcome) to express effectiveness over cost;
 - ii. Using existing data produced by the project, the ET will then compare cost-effectiveness of the different transfer values.

 - **Q4.** *What are the impacts of the project on the local markets of fresh foods?*
 - i. The ET will conduct an analysis of local fresh food markets using a combination of methods;
 - ii. WFP will share its monitoring data on volume and price of fresh foods;
 - iii. The ET will be responsible to collect qualitative information with a range of tools to be defined in the inception report. It is expected that the methods will include, but not be limited to focus group discussions, mystery shoppers and interviews.
42. The Evaluation Team should ensure that the methodology and evaluation implementation are ethical and conform to the UNEG Ethical Guidelines for Evaluation.
43. The following mechanisms for independence and impartiality will be employed:
- a. An Evaluation Reference Group (ERG) will be set up to steer the evaluation, comment on all evaluation deliverables and exercise oversight over the methodology.
 - b. All tools and products from the Evaluation Firm will be externally and independently quality assured (both by the ERG as well as the Decentralized Evaluations Quality Support Service).
 - c. The evaluation firm will partner with a strong academic partner.

- d. The Evaluation Firm will be asked to set out how ethics can be ensured at all stages of the evaluation (design, implementation and dissemination) and that they seek appropriate ethical clearances (institutional and local) for the design ahead of going to the field.

4.5 Quality Assurance and Quality Assessment

44. WFP's Decentralized Evaluation Quality Assurance System (DEQAS) defines the quality standards expected from this evaluation and sets out processes with in-built steps for Quality Assurance, Templates for evaluation products and Checklists for their review. DEQAS is closely aligned to the WFP's evaluation quality assurance system (EQAS) and is based on the UNEG norms and standards and good practice of the international evaluation community and aims to ensure that the evaluation process and products conform to best practice.
45. DEQAS will be systematically applied to this evaluation. The WFP Evaluation Manager will be responsible for ensuring that the evaluation progresses as per the [DEQAS Process Guide](#) and for conducting a rigorous quality control of the evaluation products ahead of their finalization.
46. WFP has developed a set of [Quality Assurance Checklists](#) for its decentralized evaluations. This includes Checklists for feedback on quality for each of the evaluation products. The relevant Checklist will be applied at each stage, to ensure the quality of the evaluation process and outputs.
47. To enhance the quality and credibility of this evaluation, an outsourced quality support (QS) service directly managed by WFP's Office of Evaluation in Headquarter provides review of the draft inception and evaluation report (in addition to the same provided on draft TOR), and provide:
 - i. systematic feedback from an evaluation perspective, on the quality of the draft inception and evaluation report;
 - ii. recommendations on how to improve the quality of the final inception/evaluation report.
48. The evaluation manager will review the feedback and recommendations from QS and share with the team leader, who is expected to use them to finalise the inception/ evaluation report. To ensure transparency and credibility of the process in line with the [UNEG norms and standards](#)^[1], a rationale should be provided for any recommendations that the team does not take into account when finalising the report.
49. This quality assurance process as outline above does not interfere with the views and independence of the evaluation team, but ensures the report provides the necessary evidence in a clear and convincing way and draws its conclusions on that basis.
50. The evaluation team will be required to ensure the quality of data (validity, consistency and accuracy) throughout the analytical and reporting phases. The evaluation team should be assured of the accessibility of all relevant documentation within the provisions of the directive on disclosure of information. This is available in [WFP's Directive CP2010/001](#) on Information Disclosure.

[1] UNEG Norm #7 states "that transparency is an essential element that establishes trust and builds confidence, enhances stakeholder ownership and increases public accountability"

51. All final evaluation reports will be subjected to a post hoc quality assessment by an independent entity through a process that is managed by OEV. The overall rating category of the reports will be made public alongside the evaluation reports.

5 Phases and Deliverables

52. The evaluation will proceed through the following phases. The deliverables and deadlines for each phase are noted in Table 3 below:

Table 3: Baseline Phase and Deliverables

Dates	Phases and Deliverables
June-July 2017	Planning and Preparation Phase: <ul style="list-style-type: none"> • Appointment of country office evaluation manager • Develop draft Terms of Reference • Procurement of independent evaluation firm
July-August 2017	Inception Phase: <ul style="list-style-type: none"> • Desk review of key project documents (evaluation team) • Confirm and finalise evaluation questions and evaluation design and methodology (including sampling strategy), and draft an inception report for agreement (evaluation team). • Seek Evaluation Reference group’s comments on inception report (WFP) • Arrange field visits (evaluation team, WFP)
October 2017	Data Collection Phase (baseline): <ul style="list-style-type: none"> • Conduct field visits (evaluation team, WFP) • Conduct baseline survey (evaluation team) • Conduct key stakeholder focus groups and key informant interviews (evaluation team) • Enter, clean, and analyse data (evaluation team)
December 2017	Reporting Phase: <ul style="list-style-type: none"> • Draft finalize baseline report (evaluation team) • Seek Evaluation Reference group’s comments on the draft baseline report (WFP) • Present baseline findings (evaluation team)
October 2018	Data collection phase (endline): <ul style="list-style-type: none"> • Conduct field visits (evaluation team) • Conduct endline survey (evaluation team) • Conduct key stakeholder focus groups and key informant interviews (evaluation team) • Enter, clean, and analyse data (evaluation team)
December 2018 to January 2019	Reporting Phase: <ul style="list-style-type: none"> • Draft finalize endline report (evaluation team) • Seek Evaluation Reference group’s comments on the draft endline report (WFP) • Present endline findings (evaluation team)
End January 2019	Follow-up and Dissemination Phase: <ul style="list-style-type: none"> • Conduct workshop to share evaluation findings with key stakeholders (Evaluation team, WFP, Government) • Prepare management response (WFP) • Implement any required project changes (WFP)

53. The expected deliverables from the evaluation exercise are the following:

1. **Inception report** written following WFP recommended template. The evaluators must confirm the final evaluation questions, which approach and methods are chosen, and how they are going to be implemented in practice, and used to answer the IE questions. This means setting out a full study design including what data is being collected and for what purpose, how sampling is done, how the data is being analyzed and triangulated. The inception report must also include how the data has been quality assured, and how the evaluators will manage and safeguard ethics during the life of the evaluation. Annexed to the inception report, the evaluation team should include a detailed work plan, including, timeline and activities;
2. **Evaluation tools** such as surveys, focus group discussion guides, etc.
3. **Baseline report**, including a first draft, where the final approach, methodology and data collection tools are clearly recorded, including their limitations and mitigations measures. The report must record all standard and custom indicator baseline values;
4. **Endline report**, including a first draft, using WFP recommended template. It must set out a detailed methodology section, study design, and any limitations or where the study design was compromised. Should detail how data was collected, validated and analysed, and how conclusions were drawn. How different types of methods were brought together in the analysis. Annexes to the final report include but are not limited to a copy of the final ToR, bibliography, list of sampled farmer organizations, detailed sampling methodology, maps, a list of all meetings and participants, final survey instruments, transcripts from key informant interviews, focus group discussions, table of all standard and custom indicator with baseline and endline values, list of supported schools;
5. **2-page brief**, including main findings, conclusions and recommendations;
6. **Clean data sets**;
7. **PowerPoint presentation of main findings** and conclusions for de-briefing and dissemination purposes.

6 Organization of the Evaluation

6.1 Evaluation Conduct

54. The evaluation team will conduct the evaluation under the direction of its team leader and in close communication with WFP Evaluation Manager (FFV), the FFV Project Manager, the Head of Programmes, and the Country Director. The team will be hired following agreement with WFP on its composition.
55. The evaluation team will not have been involved in the design or implementation of the subject of evaluation or have any other conflicts of interest. Further, they will act impartially and respect the [code of conduct of the evaluation profession](#).

6.2 Team composition and competencies

56. The Team Leader should be a senior evaluator with demonstrated experience in research, evaluation and/or baselines with expertise in managing multidisciplinary and mixed quantitative and qualitative method evaluations, complemented with significant experience in other development and management positions.
57. The Team leader will also have expertise in quasi-experimental design approaches and data collection tools and demonstrated experience in leading similar baselines or evaluations. She/he will also have leadership and communication skills, including a track record of excellent writing and presentation skills. Her/his primary responsibilities will be: i)

defining the baseline approach and methodology; ii) guiding and managing the team; iii) leading the baseline mission and representing the baseline team; iv) drafting and revising, as required, the inception report, the end of field work i.e. (exit) debriefing presentation and baseline report.

58. The team must include strong demonstrated knowledge of qualitative and quantitative data and statistical analysis. To the extent possible, the evaluation will be conducted by a gender-balanced, geographically and culturally diverse team. At least one team member should be familiar with WFP's operations (preferably P4P or FTMA).
59. The team will be multi-disciplinary and include members who together include an appropriate balance of expertise and practical knowledge in the following areas:
 - Nutrition in Ethiopia
 - Capacity development (focus on small retailers of fresh food).
 - Post-harvest handling and agriculture supply chains.
 - Food security.
 - Gender expertise / good knowledge of gender issues.
 - All team members should have strong analytical and communication skills, evaluation experience and familiarity with Ethiopia.
 - Team should have knowledge of English and Amharic. The expected language of the evaluation report is English.
60. The team members will bring together a complementary combination of the technical expertise required and have a track record of written work on similar assignments.
61. Team members will: i) contribute to the methodology in their area of expertise based on a document review; ii) conduct field work; iii) participate in team meetings and meetings with stakeholders; iv) contribute to the drafting and revision of the evaluation products in their technical area(s).
62. The team will ideally include academic experts in nutrition, preferably published in Ethiopia.

6.3 Security Considerations

63. Security clearance where required is to be obtained from Ethiopia's United Nations Department of Safety and Security (UNDSS) office in Addis Ababa.
64. As an 'independent supplier' of evaluation services to WFP, the evaluation company is responsible for ensuring the security of all persons contracted, including adequate arrangements for evacuation for medical or situational reasons. The consultants contracted by the evaluation company do not fall under the UN Department of Safety & Security (UNDSS) system for UN personnel.
65. Consultants hired independently are covered by the UN Department of Safety & Security (UNDSS) system for UN personnel which cover WFP staff and consultants contracted directly by WFP. Independent consultants must obtain UNDSS security clearance for travelling to be obtained from designated duty station and complete the UN system's Basic and Advance Security in the Field courses in advance, print out their certificates and take them with them.¹
66. However, to avoid any security incidents, the Evaluation Manager is requested to ensure that:

¹ Field Courses: [Basic](#); [Advanced](#)

- The WFP CO registers the team members with the Security Officer on arrival in country and arranges a security briefing for them to gain an understanding of the security situation on the ground.
- The team members observe applicable UN security rules and regulations – e.g. curfews etc.

7 Roles and Responsibilities of Stakeholders

67. The **Ethiopia Country office**. The WFP Ethiopia Country Office management (Director or Deputy Director) will take responsibility to:

- Assign an Evaluation Manager for the baseline.
- Approve the final TOR, inception and evaluation reports.
- Ensure the independence and impartiality of the evaluation at all stages, including establishment of an Evaluation Committee and of an Evaluation Reference Group.
- Participate in discussions with the evaluation team on the evaluation design and the evaluation subject, its performance and results with the Evaluation Manager and the evaluation team.
- Organise and participate in two separate debriefings, one internal and one with external stakeholders.
- Oversee dissemination and follow-up processes, including the preparation of a Management Response to the evaluation recommendations.

68. The **Evaluation Manager**:

- Manages the evaluation process through all phases including drafting this TOR
- Ensures quality assurance mechanisms are operational
- Consolidates and shares comments on draft TOR, inception and evaluation reports with the evaluation team
- Ensures expected use of quality assurance mechanisms (checklists, quality support)
- Ensures that the team has access to all documentation and information necessary to the evaluation; facilitates the team's contacts with local stakeholders; sets up meetings, field visits; provides logistic support during the fieldwork; and arranges for interpretation, if required
- Organises security briefings for the evaluation team and provides any materials as required

69. An internal **Evaluation Committee** will be formed as part of ensuring the independence and impartiality of the evaluation. The Evaluation Committee will include the following key internal stakeholders:

- Country Director or delegated to the Deputy Country Director (Chair)
- Evaluation Manager (Secretary)
- FFV programme officer
- Head of Programme

The terms of reference of the internal evaluation committee are included in annex 3.

70. An **Evaluation Reference Group** will be formed, as appropriate, with representation from:

- e. Country Director or delegated to the Deputy Country Director (Chair)
- f. Evaluation manager (Secretary)

- g. FFV programme officer
- h. Head of Programme
- i. Impact Evaluation Specialist (OEV)
- j. Focal point at Ministry of Agriculture

The ERG members will review and comment on the draft evaluation products and act as key informants in order to further safeguard against bias and influence. The terms of reference of the ERG are presented in annex 4.

71. **Independent evaluation team:** under the leadership of the evaluation team leader, the evaluation team will be responsible for undertaking the evaluation, as per this TOR, **independently**. The evaluation team will select and interview staff from the Country Office. The team will also have contact with CO staff who are members of the ERG during inception and dissemination. The CO staff who are members of the ERG will be required to provide comments on the evaluation products. The responsibilities of the evaluation manager are clearly stated above and will, in addition to other provisions for impartiality already put in place, ensure the evaluation is implemented as per the WFP decentralized evaluation quality assurance system. Any support e.g. logistical support, that will be required from by the evaluation team from the CO will be discussed with baseline manager who will in turn follow up and organize with CO.
72. **The Regional Bureau:** the RB will take responsibility to:
- Advise the Evaluation Manager and provide support to the evaluation process where appropriate.
 - Support in the formulation of the Terms of Reference
 - Participate in discussions with the evaluation team on the evaluation design and on the evaluation subject as relevant, as required.
 - Provide comments on the draft TOR, Inception and Evaluation reports
 - Support the Management Response to the evaluation and track the implementation of the recommendations.

While the Regional Evaluation Officer will perform most of the above responsibilities, other RB relevant technical staff may participate in the evaluation reference group and/or comment on evaluation products as appropriate.

73. **Other Stakeholders** (Government, NGOs, and UN agencies) will be identified for interviews by the evaluation team, which will be based on the preliminary stakeholder analysis detailed as follows: the PSNP Secretariat, the Ministry of Agriculture, Ministry of Health, Ministry of Local Administration, district executive committees.
74. **The Office of Evaluation (OEV).** OEV, through the Regional Evaluation Officer, will advise the Evaluation Manager and provide support to the evaluation process when required. It is responsible for providing access to the outsourced quality support service reviewing draft ToR, inception and evaluation reports from an evaluation perspective. It also ensures a help desk function upon request.

8 Communication and budget

8.1 Communication

75. To ensure a smooth and efficient process and enhance the learning from this evaluation, the evaluation team should place emphasis on transparent and open communication with key stakeholders. This will be achieved by ensuring a clear agreement on channels and frequency of communication with and between key stakeholders. The evaluation manager will circulate all evaluation products for comments by the Evaluation Reference Group members. The evaluation manager will also circulate draft inception report, draft baseline report and draft endline report will also be circulated for comments by relevant units at CO and RB.
76. WFP Ethiopia Country Office will organize an internal workshop to discuss baseline findings and recommendations, where the consultant will present the key findings.
77. As part of the international standards for evaluation, WFP requires that all evaluations are made publicly available. Following the approval of the final evaluation report, the report will be shared publically on WFP’s website, and all external stakeholders will be notified of its availability.
78. The evaluation team will produce a 2-page evaluation brief containing key messages, main findings, conclusions, implications or recommendations. The brief will be distributed to a wider internal and external audience using the available corporate channels.
79. WFP reserves the right to engage with the evaluation team to participate in conferences and other events to present the results of the evaluation. Such engagements will be agreed on *ad hoc* basis and are subject to budget availability.

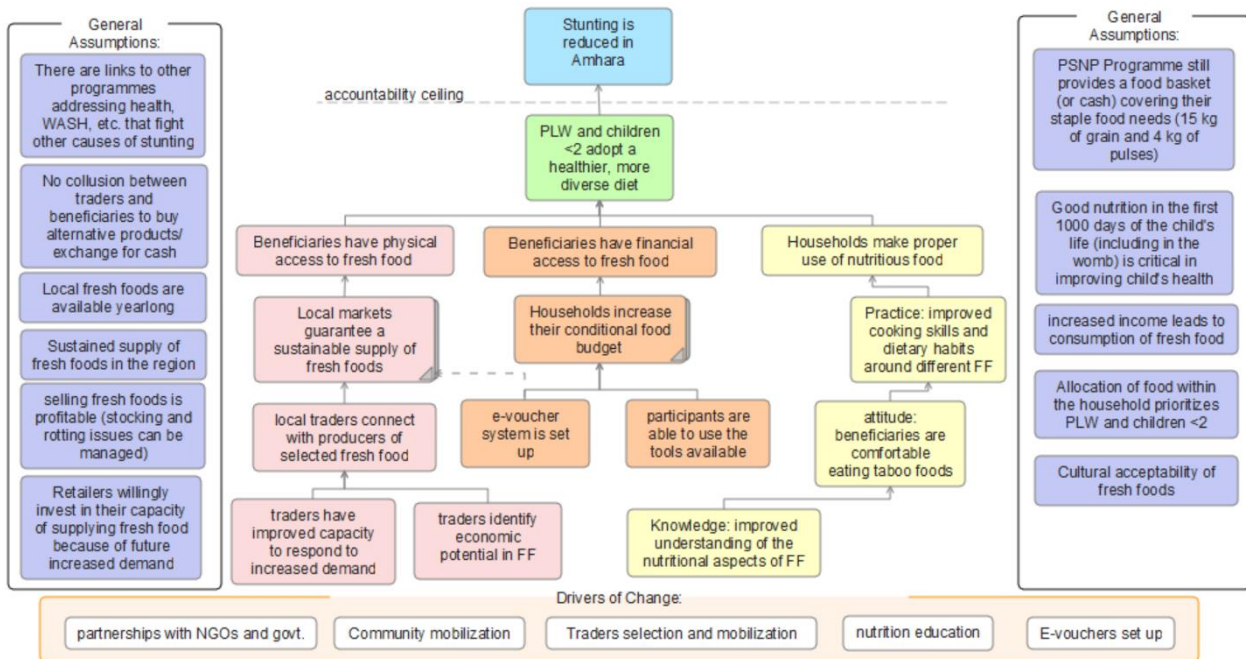
8.2 Budget

80. **Budget:** For the purpose of this evaluation, the budget will be disbursed against the high quality and timely delivery of key products inception report, baseline report and end-line report.

Table 4: Proposed Evaluation Budget

Evaluation Activity	Estimated Date	Approximate Cost
Impact Evaluation Contract	July 2017 – January 2019	USD 200,000
<ol style="list-style-type: none"> 1. 40% at approval of inception report 2. 20% at approval of baseline report 3. 40% at approval of final report 		

Annex 1 – Theory of Change



Annex 2 – Results Framework

Summary	Success indicators	Verification sources	Assumptions / Risks
<p>Programme objective Pregnant and lactating women and children under 2 adopt a healthier, more diverse diet.</p>	<p>Indicator Name / Description:</p> <ol style="list-style-type: none"> 1. Minimum Acceptable Diet Scores (MAD) for children aged 6 to 23 months 2. Minimum Diet Diversity for Women (MDD-W) in the reproductive age (15-49 years) 3. Minimum Diet Diversity (MMD) for children aged 6 to 23 months 4. Minimum Meal Frequency (MMF) for children aged 6 to 23 months 5. Household Diet Diversity Score (HHDDS) 6. Food Consumption Score- Nutrition <p>Baseline value: N/A (baseline to be conducted before programme is implemented)</p> <p>Target values:</p> <ol style="list-style-type: none"> 1. TBD based after baseline findings 2. TBD based after baseline findings 3. TBD based after baseline findings 4. TBD based after baseline findings 5. TBD based after baseline findings 6.1 Reduced prevalence of beneficiaries never consuming protein-rich foods (TBD after baseline) 6.2 Target: Reduced prevalence of beneficiaries never consuming Hem iron (TBD after baseline) 6.3 Target: Reduced prevalence of beneficiaries never consuming Vitamin A (TBD after baseline) 6.4 Target: Increased prevalence of HHs who have an acceptable FCS-N (TBD after baseline) 	<p>WFP cross sectional (household) survey conducted on a quarterly basis</p>	<p>Assumptions regarding programme objective:</p> <ul style="list-style-type: none"> • Good nutrition during the first 1000 days of the child’s life (including in the womb) is critical in improving a child’s health • PSNP Programme still provides PSNP beneficiaries with a food basket (or cash) covering their staple food needs, consisting of 15 kg of grain and 4 kg of pulses

<p>Intermediate Outcomes: (at the beneficiary level)</p> <ol style="list-style-type: none"> 1. Beneficiaries have physical access to nutritious fresh food 2. Beneficiaries have financial access to nutritious fresh food 3. Households make proper use of nutritious fresh food 	<p>Indicator Name / Description:</p> <ol style="list-style-type: none"> 1.1 Type of and quantity of nutritious fresh food has increased per selected merchant 1.2 Percentage of selected traders participating in FFV 1.3 Percentage of beneficiaries satisfied with quality of fresh food available at participating traders 2.1 USD value transferred to beneficiaries through mobile-based vouchers 2.2 Percentage of targeted beneficiaries who know how to use mobile money voucher services. 2.3 Percentage of targeted beneficiaries performing mobile money voucher transactions 2.4 Percentage of voucher value redeemed on fresh food (i.e. value redeemed / valued transferred) 3.1 Knowledge, attitude and practice towards consumption of fresh food improves (set of indicators from KAP survey based on the objective of the knowledge/awareness raising trainings and demonstrations) <p>Baseline value: TBD when baseline is conducted.</p> <p>Target values:</p> <ol style="list-style-type: none"> 1.1 Target: first quarter: 10% increase over baseline; second quarter: 20% increase over baseline; third quarter: 40% increase over baseline. From the fourth quarter onwards, 	<ol style="list-style-type: none"> 1.1 WFP Trader Surveys 1.2 WFP Trader Surveys and WFP Contracts (with traders) 1.3 WFP Household surveys conducted on a quarterly basis 2.1 Mobile Money Service Provider Transaction Analysis (weekly/monthly) 2.2 Pre and Post Mobile Money Training Surveys 2.3 Pre and Post Mobile Money Training Surveys 2.3 Mobile Money Service Provider Transaction Analysis 2.4 Mystery shopping (Frequency TBD) 2.4 WFP Trader Surveys (quarterly) 2.4 WFP Households Surveys (WFP also looking into commercial software that monitors beneficiary purchases real-time as well as an alternative WFP in-house software, SCOPE, that can itemize purchases real-time) 3.1 Direct observation 3.1 WFP Partner Monitoring Reports 3.1 KAP survey (Pre and Post Tests) 	<p>Assumptions regarding module objective:</p> <ul style="list-style-type: none"> • Local fresh foods are available all year long • Sustained supply of fresh foods in the region • Allocation of food within the household prioritizes PLW and Children Under 2 • Fresh foods are culturally acceptable to target population • The majority of targeted beneficiaries live within 60 minutes walking distance of functioning fresh food market <p>Risks:</p> <ul style="list-style-type: none"> • Serious climatic shocks that affect the supply of the market • Wide spread collusion between traders and beneficiaries to acquire staples instead of fresh foods
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	<p>volume is maintained at 40% increase over baseline.</p> <p>1.2 Target: 100% of targeted, selected traders participating in FFV over one year.</p> <p>1.3 Target: 80% of beneficiaries satisfied with the quality of fresh food available at participating traders</p> <p>2.1 Target: 100% of targeted beneficiaries receive full value voucher each month (\$14 and \$23)</p> <p>2.2 Target: 100% of target beneficiaries know how to use the mobile money voucher system</p> <p>2.3 Target: 100% of targeted beneficiaries' perform mobile money voucher transactions</p> <p>2.4 Target: 100% of targeted beneficiaries' vouchers redeem fresh food only</p> <p>3.1 Target: 70% of targeted beneficiaries show improvement in their KAP indicators (based on the baseline findings and on the training modules/practical demonstrations)</p>		
<p>Outputs</p> <p>1.1 Traders are proficient in fresh food procurement, handling, financial analysis and use of e-vouchers</p> <p>2.1 E-voucher system is set up</p> <p>3.1 Awareness raising campaigns promotes fresh food consumption</p> <p>3.2 Practical sessions such as cooking demonstrations and household visits that target PLW and children under 2 households are conducted</p>	<p>Indicator Name/Description</p> <p>1.1.1 Number of traders who know how to analyze their financial transactions and stock levels.</p> <p>1.1.2 Number of traders who understand WFP SOPs.</p> <p>1.1.3 Number of traders who understand how to procure and handle fresh food.</p> <p>1.1.4 Numbers of traders operating under WFP SOPs.</p> <p>1.1.5 Number of traders know how to use mobile money voucher system</p>	<p>1.1.1 Pre and Post Trader Training Surveys</p> <p>1.1.2 Pre and Post Trader Training Surveys</p> <p>1.1.3 Pre and Post Trader Training Surveys</p> <p>1.1.4 Trader Surveys and WFP contracts with traders</p> <p>1.1.5 Pre and Post Mobile Money Training Surveys</p>	<p>Assumptions regarding objectives:</p> <ul style="list-style-type: none"> • Retailers willingly invest in their capacity of supplying fresh food because of consistent increased demand • Selling fresh foods is profitable for traders and stocking and rotting issues can be managed by them • Increased income leads to consumption of fresh food

	<p>1.1.6 Number of traders redeeming mobile money transactions at the trader location</p> <p>2.1.1 Number of targeted beneficiaries with mobile money wallets</p> <p>2.1.2 Number of targeted traders with mobile money wallets</p> <p>3.1.1 Campaign material produced (leaflets, posters, etc.) by WFP and/or Partners</p> <p>3.1.2 Number of campaign events organized</p> <p>3.1.3 Number of health extension workers trained in FFV programme</p> <p>3.2 Number of practical sessions (such as cooking demonstrations and household visits) conducted</p> <p>Baseline value: TBD when baseline is conducted.</p> <p>Target values:</p> <p>1.1.1 Target: 100% of all identified traders (scaled up through the year)</p> <p>1.1.2 Target: 100% of all identified traders (scaled up through the year)</p> <p>1.1.3 Target: 100% of contracted traders redeeming mobile money vouchers</p> <p>2.1.1 Target: 100% of targeted beneficiaries have mobile money voucher</p> <p>2.1.2 Target: 100% of targeted traders have mobile money voucher</p> <p>2.2.1 Target: 85% of targeted traders and beneficiaries satisfied with training received.</p> <p>2.2.2 Target: 95% of customer cases resolved</p> <p>3.1.1 Target: 100% of campaign materials developed are printed and distributed to targeted beneficiaries in the one year time period</p>	<p>1.1.6 Mobile money service provider transaction records</p> <p>1.2.1 WFP Household surveys</p> <p>2.1.1 Mobile money service provider records</p> <p>2.1.2 Mobile money service provider records</p> <p>3.1.1 Record of printed material</p> <p>3.1.2 WFP monitoring reports and its partners' updates</p> <p>3.1.3 WFP monitoring reports</p> <p>3.2.1 WFP monitoring reports and its partners' updates</p>	<ul style="list-style-type: none"> Beneficiaries are willing to change their attitude once they understand nutritional importance of fresh foods
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	<p>3.1.2 Target: 100% of campaign events developed are organized for targeted beneficiarires in a one year time period</p> <p>3.2.1 Target: 100% of practical sessions developed are organized for targeted beneficiarires in a one year time period.</p>		
<p>Inputs and activities</p> <ul style="list-style-type: none"> ▪ Training of traders in procurement, financial analysis, use of e-vouchers ▪ Organization of market events where traders and producers are able to connect ▪ Identification of most cost-effective mobile money service providers ▪ Design of e-voucher system ▪ Training of beneficiaries in use of e-vouchers ▪ Design and developments of awareness raising messages and materials ▪ Parnterships established with ▪ Conducting research for SBCC campaigns ▪ Government Agencies and NGOs working on maternal and child nutrition, and agriculture and livelihoods. ▪ Implementation of awareness raising campaigns ▪ Formulation of practical demonstrations of use of complementary foods (such as making recipes, designing household visits, etc.) ▪ Partnership and contract with local implementing partner (beneficiary management) ▪ Identifying, selecting and contracting traders for the WFP Programme ▪ Registration/Sensitization Campaign for beneficiaries to sign up at health centers 			<p>Assumptions / Risks regarding main activities:</p>

Annex 3 – Terms of Reference Evaluation Committee

1. **Context:** The Fresh Food Voucher (FFV) pilot program aims to improve the diet diversity of pregnant and lactating women and households with children under 2 years of age (6 to 23 months) in Amhara, as measured by the minimum acceptable diet score for children aged 6 to 23 months (MAD) and minimum diet diversity for women of reproductive age (MDD-W). The program is a pilot with a large learning component and runs from **September 2017 to September 2018**. It is intended that the evaluation would be undertaken during this time period.
2. **Purpose:** The overall purpose of the evaluation committee is to ensure a credible, transparent, and quality evaluation process in accordance with WFP Evaluation Policy 2016-2021. It will achieve this by supporting the evaluation manager through the process, reviewing evaluation deliverables (terms of reference, inception report, baseline report and endline report) and submitting them for approval by the DCD who will be the chair of the committee.
3. **Composition of the evaluation committee:**
 - Deputy Country Director – Chair;
 - Evaluation Manager (EM) – Secretary;
 - Head of Programme;
 - FFV programme officer
4. **Responsibilities of the Evaluation Committee:** the EC is responsible for selecting and contracting the evaluation team and approving all the evaluation products (terms of reference, inception report, baseline and endline report of the evaluation).
5. **Activities by phase and estimated time per EC member (excluding the EM)**

Phase	Activities	Estimated time
1. Planning	<ul style="list-style-type: none"> • Nominates an evaluation manager. • Decides the evaluation budget. • Decides the contracting method well in advance to enable the evaluation manager to plan for the next phase of the evaluation. 	1/2 day - end of June
2. Preparation	<ul style="list-style-type: none"> • Reviews the TOR on the basis of: <ul style="list-style-type: none"> ○ The External Quality Support advisory service feedback ○ Evaluation Reference Group comments ○ The EM responses documented in the comments matrix 	1/2 to 1 day - early July

	<ul style="list-style-type: none"> • Approves the final TOR. 	
3. Inception	<ul style="list-style-type: none"> • Briefs the evaluation team including an overview of the subject of the evaluation. • Informs the design of the evaluation during the inception phase as key stakeholders of the evaluation. • Supports the identification of appropriate field visit sites on the basis of selection criteria identified by the evaluation team noting that the EC should not influence which sites are selected. • Reviews the draft IR on the basis of: <ul style="list-style-type: none"> ○ The external Quality Support advisory service feedback 	2 days – July - August
4. Data Collection and Analysis	<ul style="list-style-type: none"> • The evaluation committee’s members: <ul style="list-style-type: none"> ○ Are key informants during the data collection ○ Act as sources of contextual information and facilitating data access as per the needs of the evaluation. ○ Attend the validation/debriefing meeting, and support the team in clarifying/validating any emerging issues and identifying how to fill any data/information gaps that the team may be having at this stage. ○ Facilitate access to stakeholders and information as appropriate 	2 days - September 2017 (baseline) and September 2018 (endline)

	<ul style="list-style-type: none"> ○ Attend debriefing meeting with Evaluation Team. 	
5. Reporting	<ul style="list-style-type: none"> ● Reviews the draft ER on the basis of: <ul style="list-style-type: none"> ○ The external Quality Support advisory service feedback ○ ERG comments ○ The Evaluation team responses documented in the comments matrix ● Approves the final ER. 	2 days – November 2017 (baseline) and November 2018 (endline)
6. Dissemination and Follow-up	<ul style="list-style-type: none"> ● Facilitate preparation of the management response to the evaluation recommendations ● Approve the Management Response ● Disseminate evaluation results ● Make the report publicly available ● Is finally responsible to ensure periodic follow up and updating of the status of the implementation of the recommendations. 	1 day – January 2019

6. Procedures of Engagement

- The Deputy Country Director will appoint members of the evaluation committee
- The Evaluation manager will notify the members of the time, location and agenda of meetings at least one week before the meeting, and share any background materials for preparation.
- Approval can be made via email on the basis of submission to the EC chair after endorsement by all EC members
- EC meetings will be held face-to face and/or via electronic conference call/Skype and/or email depending on the need, the agenda and the context.

Annex 4 – Terms of Reference Evaluation Reference Group

1. **Context:** The Fresh Food Voucher (FFV) pilot program aims to improve the diet diversity of pregnant and lactating women and households with children under 2 years of age (6 to 23 months) in Amhara, as measured by the minimum acceptable diet score for children aged 6 to 23 months (MAD) and minimum diet diversity for women of reproductive age (MDD-W). The program is a pilot with a large learning component and runs from **September 2017 to September 2018**. It is intended that the evaluation would be undertaken during this time period.
2. **Purpose:** The overall purpose of the ERG is to support a credible, transparent, impartial and quality evaluation process in accordance with WFP Evaluation Policy 2016-2021. ERG members review and comment on evaluation TOR and deliverables. The ERG members act as experts in an advisory capacity, without management responsibilities. Responsibility for approval of evaluation products rests with the Deputy Country Director as Chair of the Evaluation Committee.
3. **Composition of ERG:**
 Deputy Country Director (Chair)
 Evaluation Manager (Secretary)
 Head of Programme
 OEV impact evaluation expert
 HQ technical expert
 Focal person at the Ministry of Agriculture
4. **Tasks:** the ERG will review the evaluation products and provide comments to the evaluation team
5. **Responsibilities by phase and time commitment:**

ERG members' responsibilities by Evaluation Phase	Estimated time required	Approximate dates
Phase 1: Planning	--	--
Phase 2: Preparation <ul style="list-style-type: none"> • Review ToR and provide feedback ensuring that the ToR will lead to a useful evaluation output and provide any additional key background information to inform the finalization of the TOR. • Identify source documents useful to the evaluation team. 	1 day	End of June 2017
Phase 3: Inception <ul style="list-style-type: none"> • Meet with evaluation team (together and/or individual members) The ERG is a source of information for the evaluation, providing guidance on how the evaluation team can design a realistic/practical, relevant and useful evaluation. • Assist in identifying and contacting key stakeholders to be interviewed, 	1 day	July 2017

<p>identifying and accessing key documentation and data sources, and identifying appropriate field sites. This is important in their role of safeguarding against bias.</p> <ul style="list-style-type: none"> Review and comment on the draft Inception Report 		
<p>Phase 4: Data collection and analysis</p> <ul style="list-style-type: none"> Act as key informant during the data collection stage. Assist the evaluation team by providing sources of information and facilitating data access. Attend the validation /debriefing meeting conducted by the evaluation team at the end of the fieldwork. 	1.5 days	October 2017 and October 2018
<p>Phase 5: Report</p> <ul style="list-style-type: none"> Review and comment on the draft evaluation report, specifically focusing on accuracy and on quality and comprehensiveness of evidence base against which the findings are presented, and conclusions and recommendations are made. Particular attention should be given to ensuring that the recommendations are relevant, targeted, realistic and actionable. The ERG must respect the decision of the independent evaluators regarding the extent of incorporation of feedback provided to them by the ERG and other stakeholders, as long as there is sufficient transparency in how they have addressed the feedback, including clear rationale for any feedback that has not been accepted. 	2+2 days	October 2017 (baseline) and November 2018 (endline)
<p>Phase 6: Disseminate and Follow-up</p> <ul style="list-style-type: none"> Disseminate final report internally and on websites of ERG members as relevant; Share as relevant evaluation findings within respective units, organizations, networks and at key events; Provide input to management response and its implementation (as appropriate). 	2 days	January 2019

6. Procedures of Engagement:

- The Evaluation manager will notify the ERG members the time, location and agenda of meeting at least one week before the meeting, and share any background materials for preparation
- ERG meetings will be held via electronic conference call/Skype.
- ERG members, representing their organizations will also be interviewed by the evaluation team during the inception and data collection phases. This will be indicated in the evaluation schedule, and ideally confirmed prior to the commencement of the data collection phase
- For each of the key evaluation products (Terms of Reference, Inception Report, Evaluation Report), the ERG members will provide feedback electronically to the Evaluation Manager. For the Inception Report and Evaluation Report the Evaluation Manager will consolidate all feedback for forwarding to the Evaluation Team and will ensure that these have been appropriately responded to by incorporating them in the reports or providing rationale where feedback is not incorporated.

Annex 5 – List of Acronyms

CO – Country Office

DEQAS - Decentralized Evaluation Quality Assurance System

DHS - Demographic and Health Survey

EB – Executive Board

EC – Evaluation Committee

ERG - Evaluation Reference Group

ET – Evaluation team

FCS – Food Consumption Score

FFV – Fresh Food Voucher

FTMA – Farmer to Market Alliance

GEEW - gender equality and women’s empowerment

HH – household

HHDD – household diet diversity

HQ – headquarters

IFPRI - International Food Policy Research Institute

kfW - Kreditanstalt für Wiederaufbau

MAD – minimum acceptable diet score for children aged 6 to 23 months

MDD-W - minimum diet diversity for women of reproductive age

M&E – Monitoring and Evaluation

NGO – Non Governmental Organization

OEV – Office of Evaluation

PLW - pregnant and lactating women

PSNP - Productive Safety Net Program

QS – Quality Support

RB – Regional Bureau

SBCC - social behaviour change communication

TOC - Theory of Change

TOR – Terms of Reference

UNCT – United Nations Country Team

UNDSS - UN Department of Safety & Security

UNEG – United Nations Evaluation Group

VAM – Vulnerability and Analysis Mapping

WFP – World Food Programme

WFP ETHCO - World Food Programme Ethiopia Country Office

WHO – World Health Organization

IYCF - infant and young child feeding practices

Annex 6 – Map

