

Terms of Reference

Support to Kenya Cash Working Group (CWG): Strengthening Market Monitoring

Document Release Date:	12.03.2025
Last Date for Receipt of Proposals:	18.03.2025
Time:	1700HRS (EAT)
Tender Number:	PRF24297
Submission Method:	email to tenders@redcross.or.ke
Tender Opening Venue and Time:	Virtually via Microsoft Teams at 1200HRS on 19 th March 2025 (EAT)

1. Summary of the Consultancy

1.1. Purpose

The primary purpose is to provide **consultancy support to the Kenya Cash Working Group (CWG)** to develop a detailed strategy to strengthen and increase the sustainability of its data collection and market monitoring capabilities.

Partners	Finnish Red Cross, Kenya Red Cross Society, CALP Network, and County Government.
Duration	25 days
Estimated Dates	25.03.2025- 30.04.2025
Geographical Location	Remote
Deliverables	<ul style="list-style-type: none">• A roadmap /action plan to strengthen coverage and sustainability of the JMMI, including an implementation matrix showing areas of opportunity and actions to take to achieve them• A contingency plan capturing alternative/ innovative approaches that could be taken in the event physical data collection is significantly impacted.• A validation workshop to gather feedback from CWG members• Presentation of the final documents to the CWG members• A concise report (maximum 5 pages) capturing learning from the process
Evaluation Management Team	KRCS MEA&L & Program team, CALP Network, and Finnish Red Cross

2. Background Information

Market monitoring is critical to delivering CVA programs that meet the needs of people affected by crises. It aids CVA implementers in determining the suitable amount and level of cash support by tracking market prices. It also ensures that CVA is still appropriate by verifying that recipients can access the items they need from the local markets. Additionally, market monitoring helps maintain the relevance of delivery methods to the context and prevents potential negative impacts of cash assistance on local markets by highlighting concerning trends.

In most countries globally, collective market monitoring is done through inter-agency Joint Market Monitoring Initiatives (JMMIs). These initiatives bring together various cash actors to regularly collect data on market prices, functionality, and accessibility. The information enables the calculation and adjustment of local Minimum Expenditure Baskets (MEB) as well as of the standard transfer values used in multi-purpose cash distributions. These initiatives are usually a collective effort of Cash Working Groups (CWGs) and are supported by REACH (Research, Evaluation, and Communication in Humanitarian Action).

In Kenya, the JMMI initiative enables the generation of critical information that informs CVA programs. However, as in many other countries, the initiative is plagued by considerable challenges. Low participation by CWG members continues to limit the coverage and representativeness of the JMMI. In addition, gaps and inconsistencies in the data collected often impact the quality of analyzed data. The above issues have been attributed to a lack of funding at the organizational level to send enumerators to the field and project closures, which means that organizations are no longer working in certain areas. Staff turnover also contributes when incoming staff are not familiar with or prioritizing participating in the JMMI.

Additionally, the Kenya CWG is mindful of its overreliance on the physical presence of partners in various locations to populate the JMML. Previous experiences, including COVID-19, have highlighted the vulnerabilities of methodologies that depend solely on the physical presence of partners for data collection. The current trend of shrinking funding is also concerning due to its potential to exacerbate the existing coverage challenges. Therefore, it is essential to diversify and consider alternative approaches to enhance the sustainability of the JMML.

The Kenya CWG has been working on strengthening the above areas by encouraging more members to participate and enhancing training approaches. In addition, the Kenya CWG is looking for innovative approaches to increase the coverage, representativeness, and sustainability of the JMML. CWG members agree on the need to leverage alternative data sources that could supplement data already being collected through the JMML, including through collaborations with relevant institutions and private sector actors. In a strengthening market monitoring workshop supported by CALP in November 2024¹ It was noted that there is already data being regularly collected by various institutions in the country that could be leveraged to improve coverage and sustainability of the JMML. Participants came up with some ideas on alternative data sources that could be leveraged to help supplement partners' efforts and improve the sustainability of the JMML process. Participants also identified some actions that could help support improved participation in the initiative.

3. Consultancy task

This consultancy builds on the recommendations and ideas developed during the Strengthening Market Monitoring Workshop.²

It aims to support the Kenya CWG in developing a detailed strategy to strengthen and increase the sustainability of its data collection and market monitoring capabilities by investigating and advancing those recommendations and ideas.

The insights gained from this process will also inform efforts in other countries facing similar challenges.

Specific tasks of the consultancy

Support the Kenya CWG to:

- A. Design a comprehensive roadmap or plan of action capturing its strategy to:
 1. Expand to new markets e.g., rural + urban)
 2. Harmonize data collection by different types of stakeholders
 3. Adopt alternative data collection approaches to support JMML and MEB (taking a phased approach)
 4. Increase use of JMML data by increasing reach to a wider variety of stakeholders, including donors and other decision makers
- B. Develop a contingency plan including mitigation measures to be used in the event unforeseen scenarios drastically affect physical data collection, including:
 1. Development of a robust contingency plan outlining the risks, recommendations, and mitigating actions that could be undertaken for different scenarios
 2. Proposing alternative models that can be employed to tabulate the MEB in the absence of primary data

4. Qualifications and Experience for Consultants

The consultant(s) should have the following skills and knowledge:

Strengthening market monitoring in Kenya: <https://www.calpnetwork.org/publication/strengthening-market-monitoring-in-kenya-workshop-report/>

² Ibid

- Strong understanding of CVA in emergencies
- Solid experience in cash and markets in humanitarian contexts
- Knowledge and skills in market monitoring and analysis
- Experience with minimum expenditure baskets
- Professional proficiency in written and spoken English
- Excellent networking skills to draw out diverse perspectives and enable alignment
- Ability to work remotely with a diverse range of stakeholders, ensuring effective consultation and engagement is achieved
- Excellent writing and presentation skills
- Relevant experience in the region and/or familiarity with the socio-economic context of Kenya are highly desirable

Teams with a presence in Kenya are encouraged to apply.

5. Management of the consultancy

5.1. Duration

The work is scheduled to begin on 25th March 2025 and close by 30th April 2025.

All activities of this consultancy are expected to be completed by the End of April 2025.

5.2. Deliverables

The following deliverables are expected from the consultancy:

- 1) A roadmap /action plan to strengthen coverage and sustainability of the JMIMI, including an implementation matrix showing areas of opportunity and actions to take to achieve them
- 2) A contingency plan capturing alternative/ innovative approaches that could be taken in the event physical data collection is significantly impacted.
- 3) A validation workshop to gather feedback from CWG members
- 4) Presentation of the final documents to the CWG members
- 5) A report (5 pages max.) capturing learning from the process

5.3. Evaluation Management Team

Kenya Red Cross commissions this piece of work on behalf of the CALP Network. The CALP Regional Representative, East and Southern Africa, will manage the consultant with the support of CALP Technical Advisor.

The evaluation management team shall consist of representatives from KRCS MEA&L, KRCS program, CALP Network, and Finnish Red Cross. They shall ensure that the deliverables agreed upon and approved in the inception report are achieved on time. The KRCS programme representative will chair the respective teams.

6. Intellectual Property

All intellectual property and copyrighted material produced by the consultant while under contract with KRCS shall remain the property of KRCS and the CALP network. Any sharing of such materials with third parties shall require prior written consent from both KRCS and CALP Network. The consultant must uphold confidentiality and ensure that any sensitive information obtained during the assignment is not disclosed without authorization. Upon completion or termination of the contract, the consultant shall surrender all copyrighted materials to both KRCS and CALP Network.

7. Application Requirements

Application materials shall include:

- A short technical proposal outlining the proposed methodology, work plan, and budget

- CVs of the proposed candidate(s), underlining specific relevant experience and expected roles and responsibilities for each candidate.
- Writing samples illustrating succinct and clear writing skills in English

Please also note that the people whose names appear in the team composition template **MUST** be the ones to undertake the consultancy. As such, they **MUST** be the ones to appear in person if the proposal moves to the interview stage.

*Bidders should provide softcopy technical and financial proposals **in two separate folders** marked “**Technical Proposal – Name of Consultant**” and “**Financial Proposal – Name of Consultant**”. The subject of your email should read “**Tender No. PRF24297 – Terms of Reference. Support to Kenya Cash Working Group (CWG): Strengthening Market Monitoring.**”*

The proposal should be addressed as below to reach the undersigned (by mail) through tenders@redcross.or.ke on Tuesday, 18th March 2025, before 1700HRS (EAT).

Chairperson, Tender Committee

Kenya Red Cross Society

P.O Box 40712 – 00100

Nairobi, Kenya.

ANNEX 1: TECHNICAL PROPOSAL FORMAT

1. Introduction
2. Background
3. Proposed Methodology
4. Firm's Experience
5. Proposed Team Composition (List of key experts as per **Annex 3**, including roles and relevant expertise.)
6. Work Plan (Gantt chart outlining key activities and their timeline by week)

ANNEX 2: BUDGET TEMPLATE

The consultant shall only quote for the items below:

Item	Unit	No. of Units	Unit Cost	Total Cost (Ksh.)
Consultancy Fee (for the whole assessment period)	Per day			
Grand Total				

ANNEX 3: PROPOSED TEAM COMPOSITION TEMPLATE

Name of Team Member	Highest Level of Qualification	General Experience related to the task at hand	Years of Roles under this assignment

ANNEX 4: TENDER ASSESSMENT CRITERIA

A three-stage assessment procedure will be used to evaluate all proposals from bidders. The total number of points that each bidder may obtain for its proposal is:

- Technical Proposal 50 marks
- Oral presentation 40 marks
- Financial Proposal 10 marks

1. Mandatory Requirements.

The proposal shall ONLY be evaluated based on its adherence to the following compulsory requirements, this applies to both local and international firms or individuals.

Document/ Requirements	Yes/No
Tax compliance certificate	
Certificate of incorporation/registration (only applicable for firms)	
Proceed to the next stage (Yes/No)	

2. Assessment of the Technical Proposal

The technical proposal shall be evaluated based on its responsiveness to the TOR. Specifically, the following criteria shall apply:

Criteria	Maximum Points	Bidder's score	Remarks
1) Background: Description of the consultant/Firm's Qualifications, Understanding of the project and requirements for services <ul style="list-style-type: none">• Demonstrate knowledge of the context	15		
2) Proposed Methodology: The proposed methodology MUST provide an indication of its effectiveness and added value in the proposed assignment.	15		
3) The firm's Experience in undertaking assignments of a similar nature and experience from related geographical areas for other major clients: <ul style="list-style-type: none">• Provide a summary and supporting information on overall years of experience and related technical and geographic coverage experience.	10		
4) Proposed Team Composition: Tabulate the team composition to include the general qualifications, suitability for the specific task to be assigned, and overall years of relevant experience to the proposed assignment. <ul style="list-style-type: none">• The proposed team composition should balance effectively with the necessary skills and competencies required to undertake the proposed assignment.• Lead Consultant Qualifications – should be as per the TOR• Provide CVs for key Consulting teams, including the Statistician/Data Analyst.	8		
5) Work Plan: A Detailed, logical, weekly work plan for the assignment MUST be provided.	2		
TOTAL SCORE	50		

Note: The firms/consultants that attain a score of **35 and above out of 50** in the technical study will be invited to proceed to oral presentation.

3. Oral Phase Assessment

At the oral phase, the following criteria shall apply:

Criteria	Maximum points	Bidder's Score	Remarks
Understanding of the assignment.	5		
Clear methodology: samplings, data collection, understanding indicators, respondents, tools, data analysis, etc.	15		
Clear understanding of market monitoring and analysis. Knowledge of the context	10		
Presentation of previous similar assignment (Consultant will be required to show/present at least 2 previous completed assignment reports at the oral stage and at least two reference letters)	5		
Preparedness and participation of teams. Attendance of team members listed in the bid and whose CVs are available.	5		
Total Score out of 40	40		

Note: From this stage, the technical and oral assessment scores are combined. The firms/consultants that **attain a combined score of 70%** in the technical & oral presentations **will be invited to proceed** to the financial stage.

4. Assessment of the Financial Proposal

The Financial Proposal shall be prepared in accordance with **Annex 2**. The maximum number of points for the Financial Proposal shall be **10% (10 points)**. This maximum number of points will be allocated to the lowest Financial Proposal. All other Financial Proposals will receive points in inverse proportion according to the below formula:

Points for the Financial Proposal being evaluated =

(Maximum number of points for the financial proposal) x (The lowest price)

The price of the proposal being evaluated

A total score obtained including Technical, Oral, and Financial Proposals is calculated for each proposal. The bid obtaining the overall highest score shall be awarded to undertake the assignment – subject to the budget allocated.

GENERAL INSTRUCTIONS

Please read carefully the method of tender submission and comply accordingly.

- 1.1.1. KRCS reserves the right to accept or to reject any bid and to annul the bidding process and reject all bids at any time before the award of the contract, without thereby incurring any liability to any Bidder or any obligation to inform the Bidder of the grounds for its action.

1.1.2. Cost of bidding

The Bidder shall bear all costs associated with the preparation and submission of its bid, and the Organization will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

1.1.3. Clarification of Bidding Document

All correspondence related to the contract shall be made in English. Any clarification sought by the bidder in respect of the consultancy shall be addressed at least **Three (3) days** before the deadline for submission of bids, in writing to the Administration Coordinator.

The queries and replies thereto shall then be circulated to all other prospective bidders (without divulging the name of the bidder raising the queries) in the form of an addendum, which shall be acknowledged in writing by the prospective bidders.

Inquiries for clarification should be sent by e-mail to tenders@redcross.or.ke

1.1.4. Amendment of Bidding Document

At any time before the deadline for submission of bids, KRCS, for any reason, whether at its initiative or in response to a clarification requested by a prospective Bidder, may modify the bidding documents by amendment.

All prospective Bidders that have received the bidding documents will be notified of the amendment in writing, and it will be binding on them. It is, therefore, important that bidders give the correct details in the format given on page 1 at the time of collecting/receiving the bid document.

To allow prospective Bidders reasonable time to take any amendments into account in preparing their bids, KRCS may, at its sole discretion, extend the deadline for the submission of bids based on the nature of the amendments.

1.1.5. Deadline for Submission of Bids

Bids should reach tenders@redcross.or.ke on or before **18th March 2025** before **1700HRS (EAT)**. Bids received after the above-specified date and time shall not be considered.

*Bidders should provide softcopy technical and financial proposals in two separate folders marked “**Technical Proposal – Name of Consultant**” and “**Financial Proposal – Name of Consultant**”. The subject of your email should read “**Tender No. PRF24297 – Terms of Reference. Support to Kenya Cash Working Group (CWG): Strengthening Market Monitoring.**”*

The proposal should be addressed as indicated above to reach the undersigned by 18th March 2025 before 1700HRS (EAT) for the tender to be opened at 1200HRS on 19th March 2025 (EAT).

Any bid received by KRCS after this deadline will be rejected.

1.1.6. Cost Structure and Non-escalation

The bidder shall, in their offer (Financial Proposal), detail the proposed costs as per the template provided above.

No price escalation under this contract shall be allowed. KRCS shall not compensate any bidder for costs incurred in the preparation and submission of this RFP and any subsequent pre-contract process.

1.1.7. Taxes and Incidental Costs

The prices and rates in the financial offer will be deemed to be inclusive of all taxes and any other incidental costs.

1.1.8. Responsiveness of Proposals

The responsiveness of the proposals to the requirements of this RFP will be determined. A responsive proposal is deemed to contain all documents or information specifically called for in this RFP document. A bid determined not responsive will be rejected by the Organization and may not subsequently be made responsive by the Bidder by correction of the non-conforming item(s).

1.1.9. Currency for Pricing of Tender

All bids in response to this RFP should be expressed in Kenyan shillings. **Expressions in other currencies shall not be permitted.**

1.1.10. Correction of Errors.

Bids determined to be substantially responsive will be checked by KRCS for any arithmetical errors. Errors will be corrected by KRCS as below:

- a) Where there is a discrepancy between the amounts in figures and words, the amount in words will govern, and
- b) Where there is a discrepancy between the unit rate and the line total resulting from multiplying the unit rate by the quantity, the unit rate as quoted will govern.

The price amount stated in the Bid will be adjusted by KRCS in accordance with the above procedure for the correction of errors.

1.1.11. Study and Comparison of Bids

Technical proposals will be evaluated before the study of the financial bids. Financial bids of firms whose technical proposals are found to be non-qualifying in whatever respect may be returned unopened.

1.1.12. Confidentiality

The Bidder shall treat the existence and contents of this RFP, and all information made available about this RFP, as confidential and shall only use the same for the purpose for which it was provided.

The Bidder shall not publish or disclose the same or any particulars thereof to any third party without the written permission of KRCS unless it is to Bidder's Contractors for assistance in the preparation of this Tender. In any case, the same confidentiality must be entered into between Bidder and his Contractors.

1.1.13. Corrupt or Fraudulent Practices

KRCS requires that tenderers observe the highest standard of ethics during the procurement process and execution of contracts. A tenderer shall sign a declaration that he has not and will not be involved in corrupt or fraudulent practices.

KRCS will reject a proposal for an award if it determines that the tenderer recommended for the award has engaged in corrupt or fraudulent practices in competing for the contract in question.

Further, a tenderer who is found to have indulged in corrupt or fraudulent practices risks being debarred from participating. Please report any malpractice to complaints@redcross.or.ke