



EXPERTISE CONSULTANCY HOUSE

Fayoum: Growth and Positive Economic Synergies (GAPES)

**AN ACTION AWARDED TO EXPERTISE CONSULTANCY HOUSE "ECH" WITHIN THE FRAME OF THE
"EU – JOINT RURAL DEVELOPMENT PROGRAMME"
A PROGRAMME FUNDED BY EUROPEAN UNION AND IMPLEMENTED BY THE ITALIAN
MINISTRY OF FOREIGN AFFAIRS AND INTERNATIONAL COOPERATION**

(COMMISSION'S DECISION ENPI/2013/024-474)

PROFESSIONAL CONSULTANCY ANNOUNCEMENT No. 01/2020

A SHORT-TERM EXPERT FOR THE FINAL EVALUATION OF THE ACTION

Fayoum: Growth and Positive Economic Synergies (GAPES)

Expertise Consultancy House in Egypt intends to recruit an Expert to undertake a final Evaluation in the framework of the Action "Fayoum: Growth and Positive Economic Synergies (GAPES)", financed by the European Union and implemented by the Italian Ministry of Foreign Affairs and International Cooperation.

Deadline for submission of the CV: 18/05/2020, 16:00 (Cairo time)

Contract duration: Up to 17 working days on a part-time basis over the one and half month period of the contract.

Expected start of employment: as soon as the end of the selection process

Duty station: Cairo and Fayoum.

Remuneration: Based on best and technical and financial offer.

1. BACKGROUND

In 2009 the Government of Egypt (GoE) prepared the 'Sustainable Agricultural Development Strategy towards 2030, which aims to modernize agriculture and make efficient use of the available natural resources. The main strategic axes of the Governmental policy document are: **i)** to promote the sustainable use of natural agricultural resources, **ii)** to increase land and water productivity, **iii)** to improve the competitiveness of agricultural products. The overall goal is to improve food security of the rural inhabitants and to reduce poverty rates in rural areas. Recent Governmental policies in rural development emphasized the needs of expediting the steps that can boost the economy and improve productivity. The following top priorities were set up by the Government: **a)** making more land available for agriculture and **b)** ensuring adequate food supplies at affordable prices.

The EU Joint Rural Development Programme (EU-JRDP) financed by the European Union in 2014 is in line with the above mentioned Governmental rural development policies. EU-JRDP is an area-based initiative implemented by the Italian Development Cooperation in Matrouh, Minya and Fayoum Governorates. The EU-JRDP aims to strengthen the capacities of rural associations, both farmers and non-farmers, in terms of sustainable management of local resources and to explore new and innovative solutions for generating income. The EU-JRDP overall objective is to improve the quality of



life of the people living in the rural areas with special focus on the sustainable management of territorial resources. The EU-JRDP specific objectives are:

- To increase sustainable agricultural production by managing water resources more effectively and adopting Good Agricultural Practices (GAP);
- To improve rural livelihoods by promoting income-generating activities (agricultural/non-agricultural) and making best use of local resources.

The said action is co-financed in parallel by the Italian Ministry of Foreign Affairs through the “Matrouh Rural Development Project” and the “Socio-economic development initiative in the North West Coast of Egypt” (SEDNWCE).

Technical and administrative management is assured by the Programme Management Unit (PMU) of the EU-JRDP. The main partner is the Ministry of Agriculture and Land Reclamation. The Contracting Authority is the Italian Embassy in Cairo.

In the framework of the European Union - Joint Rural Development Programme, In February 2019 ECH signed the contract N.12 for the “Growth and Positive Economic Synergies (GAPES)” project funded by the European Union and implemented by the Italian Cooperation through Expertise Consultancy House.

The contract duration from April 2019 till April 2020 (12 months), in addition to an Addendum signed in February 2020. The project got No-cost Extension of forty five days to finish by mid-June 2020.

ECH started the project implementations’ in April 2019, to promote Fayoum as an ecotourism destination linking natural, cultural, material and immaterial heritage preservation, improve tourist facilities, infrastructure and services, enhance traditional handicrafts sector, capacity and skills building of local actors.

The main developing outputs are:

- i) Trail/path/dirt and gravel roads/routes system to connect existing eco-tourism attractions (including archaeological sites) to generate tourism tours reinforced;
- ii) Capacity building of local tourist authorities staff enhanced;
- iii) Coordination and synergy between actors from economic and social bodies reinforced;
- iv) Touristic promotional campaigns organized.

2. OBJECTIVES OF THE ACTION:

The **Overall Objective** is to improve access between hospitality facilities and archaeological and natural sites, enhance livelihoods and promote a local sustainable economy through an integrated and community-based approach.

Specific objectives:

- Promote Fayoum as an ecotourism destination linking natural, cultural, material and immaterial heritage preservation,
- Improve tourist facilities, infrastructure and services,
- Enhance traditional handicrafts sector,



- Capacity and skills building of local actors (tour guides, drivers, ecolodge owners, artisans and farmers with special focus on women and youth).

3. PURPOSE OF THE FINAL EVALUATION

The main purpose of the independent and external final evaluation is to assess whether the project has been implemented successfully in terms of achieving the objectives that have been set, and to learn from and propose potential improvements for implementation of similar future project interventions. It is also a purpose of the final evaluation to determine whether those responsible for implementing the project were capacitated in carrying out monitoring and evaluation of the Action. The final evaluation should therefore be done in a participatory manner, including the project's stakeholders and beneficiaries in the work so that the review can also be a learning process for them.

4. DUTIES AND RESPONSIBILITIES OF THE FINAL EVALUATION EXPERT

The Expert will be recruited on a short-term basis to undertake a final evaluation of the project, "Fayoum: Growth and Positive Economic Synergies (GAPES)" which is being implemented by **Expertise Consultancy House (ECH)**. The final evaluation will evaluate the implemented activities, expenditures incurred, constraints encountered, the final outstanding activities to be undertaken and assess the impact of the project action, identify the lessons learned and how the sustainability of the project's interventions can be ensured.

The Expert will be based in Cairo and Fayoum. The Expert will report directly to the EU-JRDP PMU and work closely with the project manager. His/her duties will include the following:

- To familiarize himself / herself with all relevant project documentation including: The Project Proposal, Budget for the Action and updated Logical Framework Matrix; General Conditions applicable to EU financed grant contracts; Narrative and Financial Reports; the Communication and Visibility Plan.
- To establish contact with key project stakeholders including the EU-JRDP PMU, EU-JRDP Regional Officer in Fayoum; Ministry of environment officials in Fayoum Governorate; representatives of other EU-JRDP grant projects, other project stakeholders and final beneficiaries.
- To carry out visits to Fayoum Governorate for the collection of information and data needed with the assistance of Expertise Consultancy House staff.
- Preparation of timesheets and brief reports detailing meetings held and site visits made.

On commencement of the assignment, the Expert will receive all available information from the project manager and appropriate visits and meetings will be arranged with the project's stakeholders and final beneficiaries.

4.1 Methodology of The Final Evaluation

The review will be based on the findings and factual statements identified from review of relevant documents including the project contract documents, implementation reports, in addition to the baseline and follow-up reports produced by the project and the different promotional materials. The Expert will also undertake field visits and interview the stakeholder's including the target beneficiaries, and government officials (both at regional and district levels). Participation of stakeholders in the



review should be maintained at all the times, reflecting opinions, expectations, and vision about the contribution of the project towards the achievements of its objectives.

The primary source of information for the evaluation shall be interviews with beneficiaries, public officials and stakeholders within the communities where the project has been implemented. Information contained in the project's documentation and reports will be an important source of background information, which will help the Expert to elaborate questions and identify interviewees.

5. EVALUATION ISSUES TO BE ADDRESSED

The Expert, upon signature of the contract, will be provided with a detailed "Evaluation Matrix" to be used to develop a project-specific matrix. Below are some examples of the questions in the matrix.

5.1 Quality and Relevance of Project Design

Assess the appropriateness and relevance of the project design and activities towards expected goal, purpose, and outputs; and assess what adjustments should have been made, if any.

Have the changes that have taken place been relevant to the needs and priorities of the intended beneficiaries, and to the conditions of families living in poverty?

5.2 Efficiency of Planning and Implementation

Assess to what extent the available resources have been used economically in delivering the project outputs/results, in terms of quantity, quality and timeliness (efficiency).

Key guiding questions:

- Is the project action plan used and up to date?
- Cost and value for money: To what extent have the benefits justified the project costs?
- What percentage of activities in the project proposal and budget have been delivered?
- Is the expenditure incurred in line with the project budget?
- Is monitoring data being collected as planned, stored, and used to provide guidance for future projects?
- How have the contributions from governmental partner institutions been forthcoming (as set out in the LFM), communities, target beneficiaries, other stakeholders, and authorities?
- To what extent has there been cooperation and coordination with other EU-JRDP grant beneficiaries and other donor funded projects and programmes operating in Fayoum Governorate?

5.3 Effectiveness

Assess the major achievements of the project to date in relation to its stated objectives and intended results/outputs based on the updated log frame.

Key guiding questions:

- To what extent the intended beneficiaries are actually benefiting from the project results?



- To what extent the achieved/expected results will contribute to the achievement of the planned specific objectives?

5.4 Impact

Assess the extent to which the benefits received by the target beneficiaries have had a wider overall effect on larger numbers of people in the sector or districts or in the governorate.

Key guiding questions:

- To what extent is the project contributing to a long-term positive effect on livelihoods within the project's target area?
- How is ECH making a difference?

5.5 Potential for sustainability, replication, and magnification

Assess to what extent the positive outcomes of the project at purpose level are likely to continue and be sustainable after the project completion.

Identify and describe both the positive and negative lessons learned from implementation of the project and provide a set of practical recommendations for any improvements or modifications which should be adopted by similar future projects which may be implemented in Fayoum Governorate.

6. Reporting Requirements/outputs and deliverables

The final output of the final evaluation is required in report format, which should adhere to the EU standard format¹. The comprehensive report should be submitted in the English language and should be of high quality (publishable). It should provide substantive evaluation against indicators as outlined in the project proposal and the updated log frame and should be structured in terms of issues and related findings, assessment of performance, description of best practices, conclusions, lessons learned, recommendations and/or scenarios in line with relevance, efficiency, effectiveness, impact, and sustainability. The final evaluation should focus on the key topics as mentioned above as well as be forward looking and propose practical improvements and modifications which should be adopted in the implementation of similar future projects.

The Expert should present a "Methodological approach" document shortly after the signature of the contract and before the beginning of all evaluation activities, in the English language, to the EU-JRDP PMU, for approval.

The Expert should then present the Intermediate report, **within six weeks from date of contract commencement**, in the English language, to the EU-JRDP Team Leader. This report should be submitted towards the end of the evaluation and should cover all aspects of the review as detailed above.

¹ See "Outline of an Evaluation Report" on page 48 of Aid Delivery Methods, Volume 1: Project Cycle Management, March 2004: - https://ec.europa.eu/europeaid/sites/devco/files/methodology-aid-delivery-methods-project-cycle-management-200403_en_2.pdf



In parallel with submission of the draft report the Expert will make a presentation of his/her findings and recommendations to an invited group of key project stakeholders including EU-JRDP PMU representatives and ECH staff.

The Expert will submit a copy of final version of the final evaluation report, **within two weeks from the presentation date**, in both hard and soft copies, to the EU-JRDP Team Leader which incorporates comments made on the initial draft as well as any pertinent points arising during the presentation of the findings and recommendations mentioned above.

Further details on the 3 documents to be submitted by the Expert (methodological approach, intermediate report and final report) will be provided after the signature of the contract, in a meeting between the Expert, the EU-JRDP PMU and ECH.

7. Payment Schedule

Payment of the Expert's fees will be made by ECH in Euro (EUR) according to the following schedule:

- 30% on initial signing of the assignment contract;
- 20% on confirmed receipt and approval of the draft report by the EU-JRDP;
- 50% on completion and approval of the final report by EU-JRDP.

All payments of fees made to the Expert will be inclusive of transportation, accommodation, and meal costs and any other out of pocket expenditure.

8. EXPERTISE REQUIRED

8.1 Qualifications and skills

- University degree in ecotourism development or similar field of study. A doctorate or master's degree in a relevant subject (monitoring and evaluation) would be an asset;
- Arabic, if not mother tongue, at C1 European level both written and spoken;
- Fluency in English both written and spoken (C1 European level);
- Excellent report writing skills in English;
- Fully computer literate;

8.2 General professional experience

- Minimum 7 years of relevant professional experience during the implementation, monitoring and evaluation of projects and programmes in the sector of ecotourism development with international organizations and/or governmental and non-governmental bodies;
- Experience in community-based ecotourism development.
- Proven experience with planning, design, and implementation of M&E systems, M&E methods and approaches, data collection and information analysis;
- Good communication skills, particularly with project stakeholders;
- Experience in evaluating donor funded projects and programmes;

8.3 The following preferred requirements will be taken into consideration in the selection process:



- Experience for monitoring and evaluation of grants financed by the European Union;
- Experience in the project area and experience of rural development issues in Egypt;
- Experience in assessing the impact of income generating activities.
- Experience in environmental and cultural integrity.
- An understanding of local development approach, with a focus on participatory processes, joint management, and familiarity with environmental and gender issues;
- Experience in implementing Natural Resource Management measures.

8 EVALUATION OF APPLICATIONS

The selection will be conducted by an evaluation committee formed by its Chairperson who will be nominated by the project manager. The committee will be composed of ECH staff with observers from the EU-JRDP PMU. The candidate will be evaluated according to the following criteria:

Education, experience, competencies, and preferred requirements (Max 70 points).

Verification of the possession of the essential and preferred requirements according to the documentation presented by the candidate, with particular reference to the academic titles obtained and the professional experience gained. Candidates scoring **at least 55 points** will be included in the shortlist and will be invited for an interview.

Interview (Max 30 points)

- The interview will be carried out through audio/video connection (e.g. Skype), or at the premises of ECH in Cairo.
- No reimbursement will be granted to those travelling to Egypt for the interview.
- Candidates scoring at least 85 points at the end of the process will be included in the final list of endorsed candidates.
- Youngest candidates will be preferred in case of a final equal score.

9 HOW TO APPLY

The submission of the application duly signed (Annex 1) will indicate the number of the consultancy announcement, and should include the attached form Legally Binding Statement (Annex 2), indicating:

- a. Surname, name, date, and place of birth.
- b. Residence.
- c. Citizenship.
- d. Absence of conviction in any criminal offence or under any criminal proceeding pending.
- e. No involvement in current legal or penal action for crimes against Public Administration.
- f. Studies certificates indicating the dates of issue and the names of Academic Institutions.
- g. Fully possession of political and civil rights.
- h. Not having been dismissed for fault from employment by a Public Administration office.

Any false declaration will incur on penal sanctions.

The application should also include:

1. Cover letter in English (max one page).
2. Copy of valid Passport or ID card.
3. Curriculum vitae in English.



4. The proposed work plan for implementation of the final evaluation and indicative timetable of activities to be undertaken.
5. A quotation of the total fees payable by ECH to undertake the final evaluation inclusive of all accommodation, transport, meals and other out of pocket expenditure expected to be incurred during implementation of the review.

The signed application and all attachments should be received within and not beyond 16:00 (**local Cairo time**) of the **18/05/2020** at the following email: amr.elamrousy@ech-consultants.com.

We encourage applicants to submit the application well before the deadline date. The subject of the email must contain the consultancy announcement number. The applicant must communicate any variation which may have occurred after the presentation of the application to this consultancy. Please be aware that the application's attachments **must not exceed 9MB** in size and that applicants will receive a confirmation email of the received application. In case applicants will not receive the email, it will be their responsibility to contact the above-mentioned emails and request the confirmation. ECH decline any responsibility for application not received.

10 EXCLUSION FROM SELECTION PROCEDURES

The applications containing the following defects will not be considered valid:

- a) Application made without having all requirements described in this announcement;
- b) Applications not signed;
- c) Applications received after the deadline of the present announcement;

11 RESULTS OF THE SELECTION

The short-listed candidates will be informed on the results of the initial selection process.

12 PROTECTION OF PRIVACY

The candidates will give their unambiguous consent for the use of their personal data for the purpose of this selection process.

13 PROTECTION CLAUSE

At any stage of the selection process ECH has the right at his own discretion to not entrust the work assignment related to the present consultancy announcement.

Project manager
ECH
Amr El Amrousy



ANNEX 1

Object: Professional Consultancy Announcement No. 01/2020

To whom it may concern,

I hereby confirm my participation to the selection process for the consultancy indicated in the object and hereby enclose all the following documentation:

1. Legally binding statement (Annex 2)
2. Signed Curriculum Vitae in English
3. Cover Letter in English
4. Copy of valid ID document
5. The proposed work plan for implementation of the final evaluation and indicative timetable of activities to be undertaken
6. A quotation of the total fees payable by ECH to undertake the review inclusive of all accommodation, transport, meals and other out of pocket expenditure expected to be incurred during implementation of the review.

I would like to receive any communication at the following telephone number:

.....

and email address:

I give my unambiguous consent to the use of my personal data for the purpose of this selection process

Yours faithfully

(Signature)

(Your name)

(Date and place)



ANNEX 2

LEGALLY BINDING STATEMENT

- i. Surname:
- ii. Name:
- iii. Date and Place of birth:
- iv. Residence:
- v. Citizenship:
- vi. Absence of conviction in any criminal offence or under any criminal proceeding pending:
 YES NO
- vii. Studies Certificates:
Date of issue:
Academic Institution:
- viii. Studies Certificates:
Date of issue:
Academic Institution:

(Signature)

(Date and place)

ANY FALSE DECLARATION WILL EXCLUDE THE CANDIDATE FROM THE PROCEDURE OF SELECTION OR THE JOB ASSIGNMENT.