



STATE DEPARTMENT FOR THE BLUE ECONOMY AND FISHERIES

MINISTRY OF MINING, BLUE ECONOMY AND MARITIME AFFAIRS

Kenya Marine Fisheries Socio-economic Development (KEMFSED) Project

P.O. Box 58187-00200

NAIROBI

Credit Number: IDA 65400

PROJECT NUMBER: P163980

**TERMS OF REFERENCE
FOR
CONSULTING SERVICES TO UNDERTAKE BENEFICIARY SATISFACTION
SURVEY FOR KENYA MARINE FISHERIES SOCIO-ECONOMIC DEVELOPMENT
(KEMFSED) PROJECT**

(FIRMS SELECTION)

PROCUREMENT/CONTRACT REF NO: KE-MOMBEMA-C2-2024-041-CS-QCBS

JULY, 2025

Client:

State Department for the Blue Economy and Fisheries

SHABUILDING, 14TH Floor, Ragati Road

P.O.Box 55187-00200, Nairobi, Kenya

Attn; National Project Coordination Unit

P.O. Box 58187-00200, Nairobi

[Tel:+254202716103](tel:+254202716103)

Email: info@kemfsed.org

1.0 INTRODUCTION

1.1 Project Background

The Government of Kenya (GoK), through the State Department for the Blue Economy and Fisheries (SDBEF) and with support from the World Bank, is implementing the Kenya Marine Fisheries and Socio-Economic Development (KEMFSED) project, which aims at supporting the country in its efforts to leverage emerging opportunities in the Blue Economy. The Project Development Objective (PDO) is to improve management of priority fisheries and mariculture and increase access to complementary livelihood activities in coastal communities.

The KEMFSED project, which is implemented in Kenya's coastal counties namely Mombasa, Kwale, Kilifi, Tana River, and Lamu, aims at strengthening the management of fisheries that are priority to coastal livelihoods, thereby securing stocks at sustainable levels of harvesting through monitoring, control and surveillance. At the same time, the project aims at strengthening coastal households' access to complementary livelihood activities toward diversification of sources of household income to reduce dependence on capture fisheries. By improved management and conservation of marine and inland water resources, reducing illegal fishing activities, and enhancing the value of the fish products in the value chains, the sector is expected to improve its contribution to the overall economy.

The project comprises of the following three components:

- i. **Component 1: Improved Governance and Management of Marine Fisheries** - this contributes to the attainment of the PDO by focusing on improving the management of marine fisheries in Kenyan waters. Fisheries governance related interventions are being promoted through strengthened co-management of nearshore fisheries and infrastructure development in relation to fisheries management at national and county levels.
- ii. **Component 2: Coastal Community Empowerment and Livelihoods** – this is contributing to the PDO by strengthening livelihoods in coastal communities through a combination of technical and financial support for the implementation of subprojects, improved access to micro-credit and complementary capacity-building and mentoring of beneficiaries;
- iii. **Component 3: Project Management** - is financing supplemental support for project management at both national and county levels to ensure coordinated and timely execution of project activities.

1.2. Rationale for the Beneficiary Satisfaction Survey

One of the key interventions as indicated in Component 2 of the project is to enhance coastal communities' livelihoods through implementation of subprojects. It also provides

a package of support services and capacity-building to beneficiary groups (CIGs and CBOs) and project team needed to deliver and complement the activities implemented under the component. To address the capacity gaps identified during the design, the project developed a training plan which identified capacity areas to be developed during the project life. The training plan has been rolled out and the project has offered several trainings to the project team, project beneficiaries and also provision of educational scholarships and internship opportunities. The assignment therefore reflects into the issue of social accountability through engagement with the project beneficiaries and assessing what worked well, what didn't work well, critical success factors, recommendations and lessons learnt.

1.3 Justification for the Beneficiary Satisfaction Survey

A total of 217, 000 beneficiaries are expected to be reached by end of the project in September, 2026. Several activities have been implemented targeting the project beneficiaries for Coastal Community Empowerment and Livelihoods. These activities include; CIGs value chain-based trainings, group management and group dynamics and business development trainings. The Coastal communities have also benefited through scholarship and internships for young professionals. On the achievements, 86,847 beneficiaries (40,106 male and 46,466 female) have been trained and/or provided with technical assistance out of a target of 90,000 beneficiaries. A total of 1,263 groups (CIGs/CBOs) have benefited from the project with total membership of 84,785 group members, of which 46,750 are female. In addition, 900 students from the project area, of which 438 are female, have benefitted from the educational scholarship programme funded under the project, and 40 fresh college graduates engaged as interns, of which 21 are female. It is therefore the beneficiaries reached under the various categories whose levels of satisfaction will be assessed.

2.0 OBJECTIVE OF THE ASSIGNMENT

The objective of the assignment is to ascertain the beneficiaries' perception on the effectiveness of the project interventions offered and the bundle of benefits derived from the project and assess their level of satisfaction with the services and products. Further, the assignment is intended to assess one of the performance indicators in the Project Results Framework – 'share of target beneficiaries with rating satisfied or above on the project interventions.

3.0 SCOPE OF CONSULTING SERVICES AND SPECIFIC TASKS

3.1 Scope of the Services

The survey will be conducted in all the 5 participating counties and sub-counties. But due to the vastness of the project area and large number of beneficiaries to be interviewed, the respondents will be sampled beginning from the ward level. The Table 1 below shows the number of wards in each of the 5 participating counties, including the funded sub-projects.

Table 1: Number of wards and subprojects supported by county

| County | No. of sub-counties targeted | No. of wards targeted | No. of sub-projects |
|--------------|------------------------------|-----------------------|---------------------|
| Mombasa | 4 | 30 | 332 |
| Kwale | 6 | 20 | 212 |
| Kilifi | 6 | 32 | 287 |
| Tana River | 1 | 6 | 162 |
| Lamu | 2 | 10 | 270 |
| Total | 19 | 98 | 1,263 |

In targeting of beneficiary respondents, it will be important to ensure fair representation of Vulnerable and Marginalized Groups (VMGs)¹. The survey will also focus on fisheries and aquaculture management, including livelihood diversification.

3.2 Key Tasks of the Assignment

The survey will focus on the following key tasks:

i) Grants provided for CIG/CBO subprojects

On the grants provided for the subprojects' implementation, assess the level of satisfaction among the beneficiaries on the following:

- Subprojects identification, preparation and implementation process as guided in the Project Grant Manual (PGM) - subproject cycle;
- Subprojects approvals and funding levels;
- Financial management guidelines for the funded subprojects;
- Subproject procurement process among different value chains;
- Technical assistance provided during implementation;
- CIGs performance, including those affiliated to Strategic Partners (SPs),
- Subproject categories implemented;
- Fisheries related CIGs (aquaculture, fishers and modern boat owners, mariculture; fish mongers, etc.) compared to those that are non-fisheries related;
- Complementary livelihood options among the fishing CIGs for livelihood diversification;
- Livelihood improvement levels among the CIGs (across all subprojects categories);
- Grievance redress mechanism issues raised and addressed;
- Handling of environmental and social safeguards, and

¹ The definition of VMGs in the context of the Project is well explained in the PGM.

- Guidance provided on sustainability of the subprojects.

ii) Training-related activities undertaken

In view of the training sessions conducted and/or technical assistance provided, the following tasks will be undertaken to ascertain the level of satisfaction among the beneficiaries:

- Assess the content of all training sessions conducted against the capacity needs of the beneficiaries, including the Participatory Integrated Community Development (PICD);
- Assess the level of understanding of the subject matter among the target beneficiaries against the training content offered;
- Assess the adoption of the different technologies and practices by project beneficiaries;
- Assess the level of satisfaction by recipient beneficiaries of the various training sessions conducted and the justification for the same, and
- Specifically, assess the satisfaction levels among the trained fisheries related CIG members (aquaculture, fishers and boat owners, mariculture farmers, fish mongers).

iii) Scholarships/Internship Programme

- Assess the coverage of the scholarships/interns within the project area;
- Assess and determine the degree of involvement of the target beneficiaries in designing the scholarship and internship programme;
- Assess and determine the degree of beneficiaries' satisfaction with regard to the mechanism of awarding the scholarship and internship grants
- Assess the level of perception and reception of the various categories of scholarships by beneficiaries and degree of satisfaction with the same;
- Interrogate the level of satisfaction rating provided by the respondents reached; and
- Reveal deficiencies and consolidate the experience in the course of the survey

Over and above the tasks raised in each of the three areas above, the survey will also establish the following:

- Responses, disaggregated by women and youth, on all aspects discussed;
- Number of Vulnerable and Marginalized (VMGs) persons interviewed and responses;
- Level of job creation and livelihood enhancement as a result of the implemented interventions;
- What worked well and that which didn't work well;
- Critical success factors;
- Recommendations from the respondents, and
- Lessons learnt.

4.0 METHODOLOGY OF THE SURVEY

4.1 Data Collection Instruments

Data and information will be collected using both qualitative and quantitative methods through interviews, focus group discussions (FGD) and key informant interviews (KII). Semi structured questionnaires will be used for collecting qualitative data. The quantitative data will be triangulated with qualitative data generated through FGDs as well as in-depth interviews with Key informants. Discussions with beneficiaries will be facilitated through semi-structured interview guides to foster active participation and in-depth discussion. The semi-structured nature of the discussions intends to probe specific, predetermined topics while allowing flexibility, and stimulating participants to share and discuss among each other. This will gain in-depth insights into beneficiaries' motivations to utilize project interventions, as well as how they view or perceive their experiences during their involvement in specific activities implementation.

4.2 Sampling Design

As mentioned in section 3.1 above, all counties and sub-counties will be covered, but thirty percent (30%) of the benefitting wards in each of the participating counties will be sampled out for the survey. The sampling will further target twenty percent (20%) of the 23,957 beneficiaries accessing subproject grants under the livelihood category and fifteen percent (15%) from those accessing grants under the environmental and social welfare categories (60,828 beneficiaries). The sampled grantees under the three sub-project categories have participated in various training sessions/technical assistance support and will also serve as respondents to training related survey questionnaires. From the foregoing, an estimated average sample size of 13,916 beneficiaries across all counties is expected; but the sample size for each county will vary due to the varying number of beneficiaries. Another 20% (188 respondents) from the scholarships and internships beneficiaries (940) will also be reached. Multistage, stratified and random sampling techniques will be applied at different stages during the sampling process. Details are as presented in Table 2 below.

Table 2: Description of the survey sampling design

| S/No. | Type of population (Sources of Data) | Total Number (Sampling Frame) | Total Number of Beneficiaries ² | % of sample targeted | Sample Size |
|-------|---|----------------------------------|---|-------------------------|----------------|
| 1. | Wards | 98 | - | 30 | 30 |
| 2. | Subproject Categories | - | | | |
| | a) Livelihood | 1,113 | | | |
| | i) Fisheries | 380 | 8,520 | 20 | 1,704 |
| | ii) Livestock | 368 | 7,621 | 20 | 1,524 |
| | iii) Crops | 131 | 3,171 | 20 | 634 |
| | iv) SMEs | 234 | 4,645 | 20 | 929 |
| | b) Social Welfare | 91 | 48,511 | 15 | 7,277 |
| | c) Environmental | 59 | 12,317 | 15 | 1,848 |
| | Total | 1,263 | 84,785 | | 13,916 |
| | | | | | |

² **Total number of subprojects beneficiaries per county:** Mombasa – 17,078 (Female – 9,998); Kwale – 27,876 (Female – 14,267); Kilifi – 24,519 (Female - 14,759); Tana River – 6,906 (Female – 3,679); and Lamu - 8,406 (Female – 3,986).

| | | | | | |
|----|--|-----|-----|----|-----|
| 3. | Main trainings conducted (value chain; leadership & group dynamics; fiduciary; conflict management; coxswain & business development) | 6 | - | - | ** |
| 4. | Scholarships provided | 900 | 900 | 20 | 180 |
| 5. | Internships awarded | 40 | 40 | 20 | 8 |

** The sampled grants beneficiaries (13,916) will also respond to training related questions as they are one and the same community members trained.

In view of the methodology provided to undertake the survey, the consulting firm to undertake the assignment will be required to:

- Develop a methodology that defines clear data collection procedure;
- Develop appropriate survey instruments that will collect both qualitative and quantitative data;
- Compile and collate the data collected, both qualitative and quantitative.
- Develop survey report and submit to the NPCU for a technical review, incorporate feedback and submit final report

5.0 DURATION AND LOCATION OF THE ASSIGNMENT

The duration of the assignment will be 90 Calendar days from the date of contract commencement. It will be implemented in the 5 coastal counties namely; Kwale County, Mombasa County, Kilifi County, Tana River County and Lamu County within the Coastal Region in the Republic of Kenya.

6.0 REPORTING REQUIREMENTS AND TIMELINES FOR SUBMISSION OF DELIVERABLES

6.1. Schedule of deliverables

The reporting requirements and timelines for submission of deliverables is as shown in Table 3 below.

Table 3: Reporting requirements and timelines for submission of deliverables

| S/No. | Deliverables/Reports | Timelines for submission of deliverables after contract commencement | Format of submission |
|-------|---|--|-------------------------------|
| 1 | Inception report that includes: <ul style="list-style-type: none"> • Updated methodology for undertaking the assignment • Updated workplan for the assignment | 15 days | 2 hard copies and a soft copy |

| | | | |
|---|---|---------|-------------------------------|
| | <ul style="list-style-type: none"> Proposed outline for the final report | | |
| 2 | First draft beneficiary satisfactory survey report | 45 days | Soft copy |
| 3 | Second draft beneficiary satisfactory survey report | 70 days | Soft copy |
| 4 | Final beneficiary satisfactory survey report | 90 days | 2 hard copies and a soft copy |

All reports shall be submitted in the prescribed format to the Client at the address below

Principal Secretary
State Department for the Blue Economy and Fisheries
Ministry of Mining, Blue Economy and Maritime Affairs
SHA BUILDING, 14TH Floor, Ragati Road
P.O.Box 55187-00200, Nairobi, Kenya
P.O. Box 58187-00200, Nairobi
Tel: [+254-20-2716103](tel:+254-20-2716103)
Email: info@kemfsed.org

Attn; National Project Coordinator (NPC)
National Project Coordination Unit
Kenya Marine Fisheries Socio-economic Development (KEMFSED) Project

7.0 PAYMENT SCHEDULE

The proposed payment schedules based on satisfactory performance of the contract which will be negotiated with the successful consultant will be as presented in Table 4 below. Upon submission of every report, the consultant is expected to make a presentation of the submitted report to the Client in a scheduled meeting. The acceptance of the report shall be recorded in the minutes of the meeting.

Table 4: Proposed payment schedule

| S/No. | Deliverable/Reports | Timeline for submission of deliverables after contract commencement | Percentage of the contract amount |
|-------|---|---|-----------------------------------|
| 1. | Submission and Acceptance of Inception report | 15 Days | 20% |

| | | | |
|----|--|---------|-----|
| 2. | Submission and Acceptance of the first draft of the Beneficiary Satisfactory Survey report | 50 Days | 40% |
| 3. | Submission and Acceptance of the Second draft beneficiary satisfactory survey report | 70 Days | 20% |
| 4. | Submission and Acceptance of the Final beneficiary satisfactory survey report | 90 Days | 20% |

8.0 MINIMUM REQUIREMENT FOR THE CONSULTING FIRM'S QUALIFICATIONS AND EXPERIENCE

The Consulting firm shall have the following minimum qualifications and experience:

- 8.1 **Core business and years in business:** The firm shall be registered/incorporated as a consulting firm with core business in the field of survey or related fields for a period of a minimum of 8 years.
- 8.2 **Relevant experience:** The firm shall demonstrate as having successfully executed and completed at least 2 No. assignments of similar nature, complexity and in a similar operating environment in the last 5 years. Details of similar assignments- Name and address of the client, scope, value, and period should be provided in the submitted Expression of Interest including enumeration of these similar past assignments.
- 8.3 **Technical and managerial capability of the firm:** The firm shall demonstrate as having the requisite technical capacity and managerial capacity to undertake the assignment in the submitted company profile(s). **Key Experts will not be evaluated at the shortlisting stage.**

9.0 TEAM COMPOSITION, QUALIFICATIONS AND EXPERIENCE FOR KEY EXPERTS

The Consultant shall have well-qualified and experienced Key Experts as required and appropriate for completion of the exercise. The Consultant should possess necessary resources to undertake services of such nature including equipment and software required to execute the assignment. The key expert shall personally carry out (with assistance of other non-key staff deemed appropriate) the services as described in this TOR. The key experts to be provided by the Consultants for this assignment will include qualified experts with adequate qualification and experience: -

a) Team Leader:

- i) A minimum of Master's degree in economics, sociology, development studies or any other relevant area of study from a university recognized in Kenya
- ii) A minimum of 10 years professional experience in research design, quantitative and qualitative research methods, including monitoring and evaluation;
- iii) A minimum of 5 years of specific experience in Leading beneficiary satisfaction surveys in Kenya or elsewhere in East African Region

b) Community Development Expert

- i) A minimum of Master's degree in community development, natural resources management with community development or any other related discipline;
- ii) At least 10 years of professional experience in community development, participatory methodologies and specifically Community Driven Development approaches and community capacity building;
- iii) At least 5 years of specific experience in the devolution process and its implications on national and county governments;

c) Fisheries/Aquatic Science Expert

- i) A minimum of a Master's degree in Fisheries, Aquatic Science, Natural Resource Management or any related discipline from a university recognized in Kenya
- ii) At least 8 years' experience in the fields of Fisheries, Business Development Services/Enterprise Development and Community Services;
- iii) At least 5 years of professional experience in socio-economic status of fishing communities in Kenya and in particular in the Coastal counties;

d) Statistician/Data Analyst

- iv) A minimum of a Master's degree in statistics or data management from a university recognized in Kenya
- i) At least 8 year's general experience in data management and analysis,
- ii) At least 5 years of specific experience in management of data related to satisfaction surveys

10.0 ESTIMATED TIME INPUTS FOR KEY EXPERTS

The number of key experts and the estimated time input for each key expert for the assignment are presented in Table 5.

Table 5: Estimated Time Inputs for Key Experts

| S/No | Key and Non Key Staff | No. | Input staff- Days |
|------|------------------------------|-----|-------------------|
| 1 | Team Leader | 1 | 90 |
| 2 | Community Development Expert | 1 | 90 |

| | | | |
|---|--|----------|------------|
| 3 | Fisheries/Aquatic Science Expert | 1 | 90 |
| 4 | Data Analyst Expert | 1 | 90 |
| | Sub - Total | 4 | 360 |
| | Non – Key Experts | | |
| 5 | Project Evaluation and Monitoring Expert | 1 | 60 |
| 6 | Training Expert | 1 | 60 |
| 7 | Stakeholder Engagement Specialist | 1 | 30 |
| | Sub - Total | 3 | 150 |
| | Total | 7 | 510 |

11. MANAGEMENT AND ACCOUNTABILITY OF THE ASSIGNMENT

The State Department for the Blue Economy and Fisheries is the Client for these services. The consulting firm Team Lead will report to the National Project Coordinator, KEMFSED National Project Coordination Unit (NPCU) on behalf of the Principal Secretary, the State Department for Blue Economy & Fisheries. The National Project Coordinator working closely with the Project Monitoring and Evaluation Consultant, Component 2 Task Team Lead and County Project Coordinators will oversee the day-to-day running of all matters pertaining to the assignment.

12. OBLIGATIONS OF THE CLIENT

The client, State Department for the Blue Economy and Fisheries (SDBE&F) and (National PCU) will provide all required documentation, organize meetings with relevant stakeholders as may be required by the firm.

13. OBLIGATIONS OF THE CONSULTING FIRM

- i. The Consulting firm will be answerable to the National PCU Coordinator on a day to day operations and will work closely with the Project M&E Specialist and any other relevant project staff in the execution and delivery of the consultancy.
- ii. The consulting firm team will be required to make its own travel and accommodation arrangements during consultations with different stakeholders to ensure the assignment is carried out smoothly and seamlessly within the timeframe provided.
- iii. The consulting firm will consult and include inputs from the stakeholders into the final report and will be responsible for organizing and delivering the final report.

14. CONFIDENTIALITY, PROPRIETY RIGHTS OF CLIENT IN REPORTS AND RECORDS.

- i. All the reports, data and information developed, collected, or obtained from the implementing agencies, etc. Client and other institutions during this exercise shall belong to the Client. No use shall be made of them without prior written authorization from the Client.
- ii. At the end of the services, the consulting firm shall relinquish all data, manuals, reports and information (including the database, codes and related documentation) to the Client and shall make no use of them in any other assignment without prior written authority from the Client.