IMPACT

Indigenous Movement For Peace Advancement & Conflict Transformation

TERMS OF REFERENCE (TOR)

Research Consultancy

Women's Economic Empowerment and Resilience in Pastoralist Communities (WEE RESP+) Project

Project: Women's Economic Empowerment and Resilience in Pastoralist Communities (WEE RESP+)
Project Location: Samburu, Laikipia, Isiolo, and Marsabit Counties, Kenya
Consultancy Type: Consultancy
Duration: 12–15 weeks
Expected Start Date: July 2026

1. Background and Context

Northern Kenya's Arid and Semi-Arid Lands (ASALs) are home to pastoralist communities whose livelihoods depend primarily on livestock production. These regions face persistent development challenges, including climate variability, weak infrastructure, limited market access, and high levels of poverty and food insecurity. Despite livestock being the backbone of pastoral economies, women remain largely excluded from livestock markets and value chains, particularly those associated with high-value livestock such as cattle and camels. Cultural norms, poor infrastructure, limited access to land and financial services, and weak institutional support systems, restrict women's participation in the livestock economy.

However, small ruminants, particularly goats, offer a culturally acceptable entry point for women's economic participation. Goats are more accessible to women, require lower investment, and are resilient to the drought conditions typical of ASAL environments. The common goat breeds in ASAL regions include the East African Small Goat (EASG) and the Galla goats, both widely kept at the household level. Across the targeted project areas Samburu (Waso, Wamba West, Lodokejek, Suguta Mar Mar) Laikipia (Mukogodo West, Mukogodo East, Segera), Marsabit (Laisamis, Loglogo), and Isiolo (Oldonyiro, Burat, Ngare Mara) the cumulative human population is 182,215, with a goat herd of approximately 850,266 goats with approximate average production of 0.5-0.25ml of milk per milking session.

While these breeds are not high-yielding in milk production, they typically produce milk quantities that exceed basic household consumption needs. This existing availability of goat milk within pastoralist communities, combined with growing demand for goat milk dairy products, presents a clear opportunity for value addition and commercialization – while also contributing to improved household nutrition outcomes.

Project description

The Women's Economic Empowerment and Resilience in Pastoralist communities (WEE RESP+) Project is an ambitious and innovative initiative by the Indigenous Movement for Peace Advancement and Conflict Transformation (IMPACT) in partnership with the Gates Foundation. The project aims to support pastoralist women to aggregate surplus goat milk in Northern Kenya, process it through value addition, and link the resulting products to both formal and informal markets. In doing so, the project seeks to strengthen women's economic empowerment, safeguard household nutrition outcomes, and enhance climate resilience in pastoral communities through the development of a sustainable goat milk value chain. The project aims to reach over 30,000+ pastoralist women directly and benefit approximately 180,000+ community members indirectly across the 10 wards in the four counties.

The project is designed in two phases:

Phase 1 – Formative research and ground planning
Phase 2 – Implementation of the goat milk value chain interventions

The formative research stage serves as a critical decision-making phase, determining whether the project is viable and should proceed. It assesses the feasibility of the proposed intervention by examining the production volume offtakes, aggregation and logistics, technical options, water and infrastructural needs, lived realities of pastoralist women, value additions, partnerships potentials and market viability. Based on these findings, the research will provide clear recommendations on whether to continue, adapt, or halt the initiative. Where viability is confirmed, the findings inform the development of a grounded implementation framework – outlining practical approaches, key entry points, and the partnerships required for an effective and sustainable project that is climate adaptive, community-led lead and gender transformative anchored on a women-led cooperative model.

2. Purpose of the Consultancy

The purpose of this consultancy is to generate actionable, evidence-based insights to shape goat milk value chain interventions and inform the design and implementation plan under the WEE-RESP+ project. The research will provide a comprehensive understanding of the value chain across production, aggregation, processing, and markets, alongside technical feasibility, water and energy requirements, equipment and technological options, gender dynamics, food environment and nutrition practices,

partnership mapping, institutional structures, and climate resilience within pastoral systems in Samburu County, Isiolo County, Marsabit County, and Laikipia County.

The findings will serve as a critical decision-making tool to assess whether the intervention should proceed, and if viable, will guide the development of a practical, culturally appropriate, and scalable implementation framework. This research phase ensures that the proposed intervention is holistic, locally grounded and community-owned; gender-transformative; market-responsive and commercially viable; and climate-adaptive and sustainable.

3. Objectives of the Study

Overall Objective

To generate evidence that informs the intervention design of a sustainable, inclusive, and market-oriented goat milk value chain that enhances women's economic empowerment, safeguards and strengthens nutrition outcomes in pastoral communities.

Specific objectives

1. To assess pastoralist goat production systems, livestock policies, including ecosystem dynamics, extension services, feed systems (indigenous and formal), breeding practices, reproductive cycles, seasonality, veterinary care, and breed composition.
2. To assess gender dynamics within pastoral livestock systems, including ownership and control of goats and goat milk, decision-making power, labour roles, time usage and market participation.
3. To analyze goat milk production and utilization patterns, including yield volumes, geographical distribution, seasonal variations, milking practices, and the balance between household consumption and market supply.
4. To evaluate aggregation and cold chain opportunities, including collection centre distribution, infrastructure needs, logistics, and optimal milk handling systems.
5. To assess water availability and quality in relation to goat milk production, collection centres, and cold chain requirements.
6. To analyze energy requirements for collection centres and processing hubs, including the feasibility of dual power systems (grid and solar).
7. To assess equipment and technology requirements and options for milk aggregation, processing, preservation, and value addition.
8. To analyze market demand and commercialization potential for goat milk and value-added goat milk products and identify current commercial milk processing in the region.
9. To evaluate product market viability, including potential value addition products, return on investment, shelf life, pricing, demand, proposed marketing strategies and scalability.
10. To map key stakeholders and analyze public–private partnership opportunities within the goat milk value chain, including lodges, supermarkets, government agencies, private sector actors, and community institutions.
11. To analyze the food market environment and nutritional habits, including household diet quality intra-household food distribution and access to health services.
12. To assess climate adaptation strategies to enhance sustainability, including both traditional and adoptable practices within pastoral systems.
13. To analyze indigenous knowledge and practices in production, milk handling, storage, and value addition, and assess their potential for integration into the intervention.
14. To conduct a comprehensive risk assessment and mapping across operational, market, environmental, social, gender, and climate-related dimensions.
15. To evaluate strategies for functional inclusive groups and operationalization of cooperative model.

S/No	Key VC components	Objective focus
1.	Production Systems	Goat systems, breeds, feeds, reproduction intervals, seasonality

2.	Milk Supply	Yields, volume potential, seasonality (wet and dry), distribution, utilization, consumption vs market
3.	Aggregation & Cold Chain	Aggregations routes, Logistics, Collection centers, infrastructure,
4.	Water Systems	Availability of water, quality for production and processing, alternatives and costs
5.	Energy Systems	Power needs, grid and solar feasibility
6.	Technology & Equipment	Processing, preservation, value addition
7.	Markets & Commercialization	Demand, products, ROI, scalability
8.	Partnerships & Stakeholders	PPPs, actors across value chain
9.	Social & Nutrition Systems	Gender, decision-making, household nutrition, group governance, cooperative model approaches
10.	Climate adaptation and land use strategies	Adaptation and land use
11.	Use of indigenous knowledge	Production, milk handling, storage, and value addition
12.	Risk Mapping	operational, market, environmental, social, gender
13.	Software & Research opportunities	Innovative tracking and information access software

2. Scope of Work

The feasibility study will be conducted in a phased approach, combining desk-based research, fieldwork, technical assessments, and stakeholder engagement to generate actionable insights and inform decision-making. Each phase is designed to build cumulatively toward a robust, evidence-based feasibility determination as defined in the Feasibility Assessment Framework.

Phase	Title	Primary Purpose	Key Output
1	**Inception & Design**	Establish research parameters and gain ethical clearance	Inception Report
2	**Field Research & Data Collection**	Generate primary evidence across all viability domains	Field Data & Reports
3	**Market, Technical & Systems Analysis**	Assess commercial and technical feasibility	Analysis Reports
4	**Synthesis & Decision-Making**	Test findings against viability framework	Feasibility Report
5	**Implementation Framework**	Design scalable intervention model where viable	Implementation Plan

Phase 1: Inception and Design

- Review existing literature, data, related county specific policies and relevant project documents
- Refine research questions, methodology, and tools in alignment with the Feasibility Assessment Framework
- Develop data collection instruments (quantitative and qualitative)
- Finalize all viability threshold in the Feasibility Assessment Framework in consultation with IMPACT WEE-RESP+ Team.
- Identify and map initial stakeholders and study sites

- Prepare and submit inception report, including the finalized Feasibility Assessment Framework

Phase 2: Field Research and Data Collection

- Conduct field assessments across Samburu, Isiolo, Marsabit, and Laikipia counties
- Collect data on goat production systems, milk volumes, and seasonal patterns, using direct measurement and validated recall methods
- Conduct milk quality and safety testing, including brucellosis, drug residue screening and aflatoxin levels, to assess goat milk supply viability
- Assess geographical distribution of aggregation systems, collection centres, and logistics
- Conduct water quality and availability assessments at proposed collection center sites
- Assess energy access and infrastructure, including grid and solar feasibility
- Gather data on gender dynamics, intrahousehold decision-making, labour and women's time use
- Conduct household dietary diversity, food environmental and nutrition assessments, including Maternal Infant and Young Child Feeding (MIYCF)
- Conduct key informant interviews and focus group discussions with community members, women's groups, and stakeholders
- Conduct consumer willingness-to-pay surveys across target and proximate market areas

Phase 3: Market, Technical, and Systems Analysis

- Analyze market demand, value-added product opportunities, and pricing, including competitor and substitutes analysis.
- Assess willingness-to-pay findings and determine break-even price thresholds for primary products.
- Assess equipment and technology options for processing and 8 value addition appropriate to ASAL conditions.
- Evaluate financial and commercial viability, including cost of production, return on investment, and scalability under conservative and optimistic scenarios.
- Assess the regulatory environment, including Kenya Dairy Board and NEMA licensing requirements and KEBS compliance costs.
- Conduct stakeholder and public–private partnership mapping, including assessment of prior private sector engagement and failure cases
- Analyze climate risks, adaptation strategies, and indigenous knowledge and practices
- Conduct a comprehensive risk assessment across operational, market, environmental, social, gender, and climate-related dimensions

Phase 4: Synthesis and Decision-Making

- Integrate findings across all thematic areas and test against the Feasibility Assessment Framework
- Assess the overall feasibility and viability of the intervention for each of the four target counties independently
- Present county-level viability verdicts: GO, GO with Adaptation, or NO GO.
- Identify key constraints, opportunities, and entry points across the value chain
- Develop scenario analysis presenting outcomes under full viability, partial viability, and non-viability conditions
- Provide clear, evidence-grounded recommendations on whether to GO, GO with Adaptation, or NO GO.

- Validate synthesis findings with county government, community representatives, and IMPACT before proceeding to Phase 5

Phase 5: Design of Implementation Framework

This phase is conditional on viability being confirmed in at least one target county in Phase 4. Where counties show partial viability, the implementation framework will specify the adaptations required before intervention in that county can proceed.

- Develop a practical, adoptable, phased implementation framework for the project where viability is confirmed
- Define intervention components across the value chain, differentiated by county context where necessary
- Outline partnership models and roles, including public–private partnership opportunities
- Develop a gender-transformative and climate-adaptive approach, grounded in Phase 2 and 3 findings
- Include indicative investment costs and funding requirements including timelines to enable planning.
- Propose a monitoring, evaluation, and learning (MEL) framework with gender-disaggregated indicators for baseline, midline and endline assessments.
- Present and validate the full implementation framework with key stakeholders, county government, and the Gates Foundation.

3. Deliverables Summary

The table below sets out all deliverables by phase, including the primary viability domain for each deliverable address.

Phase	Deliverable	Key Content	Viability Domain
1	**Inception Report**	Methodology, sampling, tools, finalised viability thresholds, ethics clearance status	All domains
1	**Data Collection Instruments**	Quantitative survey tools, KII and FGD guides, observation checklists	All domains
2	**Field Data Package**	Cleaned datasets, field notes, interview transcripts	All domains
3	**Value Chain Analysis Report**	Production, aggregation, processing, and market systems mapping	Supply, Market
3	**Market & Financial Feasibility Report**	Demand analysis, willingness-to-pay, competitor analysis, financial modelling	Market, Financial
3	**Technical & Infrastructure Report**	Water, energy, equipment, and cold chain assessment	Technical
3	**Gender, Group dynamics & Nutrition Report**	Gender and group dynamics, time use, dietary diversity, MIYCN	Gender & Social
3	**Climate & Risk Assessment Report**	Climate risks, indigenous knowledge, risk mapping across all dimensions	Climate, All

3	**Stakeholder & PPP Mapping Report**	Institutional landscape, partnership opportunities, private sector analysis	Market, Financial
4	**Feasibility Report**	Integrated findings tested against framework; county-level verdicts; go/no-go recommendation	All domains
5	**Implementation Framework**	Phased intervention design, partnership models, investment costs, MEL framework	All domains
5	**Baseline Report recommendations**	Document recommended baseline indicators, data sources, and collection methodology to guide a standalone baseline survey to be conducted at the commencement of the implementation phase	All domains

4.1 Research Design and Methodology

The methodology for this feasibility study should be designed to generate rigorous, actionable evidence across all six viability domains defined in the Feasibility Assessment Framework. It employs a mixed-methods approach that integrates quantitative and qualitative data streams, systematically triangulated to produce a comprehensive, county-level feasibility determination.

Critically, the methodology should be grounded on a commitment to **community-led, non-extractive research practices**. Pastoral communities in Northern Kenya have extensive experience of outside researchers arriving, collecting data, and leaving without meaningful return to the communities who made the research possible. This study aims to rejects that model. The designed should from the outset as a process ensure that communities participate in as active contributors and knowledge holders, not as subjects of studies. ***Indigenous knowledge systems are treated not as supplementary context but as a primary and equally valid source of evidence alongside technical and scientific data***. All research relationships should be built on transparency, reciprocity, and respect.

The methodology is structured across six components: study design, secondary data review, primary data collection, ethical clearance and community entry, data management and quality assurance, and data analysis and synthesis.

A) Study Design

The study will employ a convergent mixed-methods design, in which quantitative and qualitative data are collected concurrently across the four target counties; Samburu, Isiolo, Marsabit, and Laikipia, and integrated at the analysis and synthesis stage. This design allows numerical data on production volumes, market prices, and financial viability to be interpreted alongside contextual evidence on gender dynamics, indigenous knowledge systems, social norms, and community-held perceptions of risk and opportunity.

The primary units of analysis are:

- **Pastoral households**; for production systems, milk utilization, dietary habits, gender dynamics, and income.
- **Pastoralist women goat keepers and processors**; Labour participation, decision-making, time use, and indigenous knowledge of milk handling.
- **Value chain actors**; for market demand, pricing, willingness to pay, and commercial viability.
- **Points and Infrastructure sites**; for collection centre siting, water availability, energy access, logistics.
- **Institutional and policy** actors; for stakeholder mapping, regulatory environment, and partnership potential.

- **Community knowledge holders**; elders, traditional practitioners, and experienced women goat keepers with deep knowledge of pastoral systems, seasonal patterns, and milk practices represents irreplaceable evidence.

The study will be conducted independently in each of the four target counties to enable county-level viability verdicts, with cross-county comparison informing the overall feasibility recommendation.

Sampling Strategy

A stratified purposive sampling approach will be applied, combining random household sampling within selected sub-counties with a purposive selection of key informants and market actors. Sample size determination will be guided by the following principles:

- Household surveys: minimum sample size calculated using standard formula for population proportions at 95% confidence interval and 5% margin of error, stratified by county and ward.
- Key informant interviews: minimum 8–10 per county across government, private sector, and community institution categories, explicitly including traditional knowledge holders and women's group leaders.
- Focus group discussions: minimum 4 per county, disaggregated by gender and livelihood type
- Market surveys: minimum 30 consumer respondents per market site across a minimum of two market sites per county.

The full sampling strategy, including sample size calculations and justification, will be detailed in the inception report and agreed with IMPACT WEE-RESP+ team before fieldwork begins.

B) Secondary Data Review

Before primary data collection begins, the consultant will conduct a systematic desk review of existing data sources to contextualize field findings, avoid duplication, and identify data gaps. Secondary sources will include:

- Kenya National Livestock Census and county livestock data
- County Integrated Development Plans (CIDPs) for Samburu, Isiolo, Marsabit, and Laikipia
- National Drought Management Authority (NDMA) drought monitoring and early warning data
- Kenya Dairy Board licensing and regulatory documentation
- Kenya Bureau of Standards (KEBS) standards for dairy processing and food safety
- Existing research on ASAL pastoral systems, goat production, and women's economic empowerment
- Prior feasibility studies and market assessments for dairy value chains in Northern Kenya
- Documented indigenous knowledge and ethnographic literature on pastoral milk systems, traditional processing practices, and seasonal resource management in the target communities
- Climate data and projections from the Kenya Meteorological Department and relevant global datasets
- National nutrition surveys including the Kenya Demographic and Health Survey (KDHS), SMART surveys, and county nutrition assessments

Findings from the desk review will directly inform the design of primary data collection tools and will be integrated into the feasibility analysis alongside primary data.

C) Community Entry and Research Partnerships

Before any data collection begins, the consultant will undertake a structured community entry process in each target county. Respectful community entry provides a foundational step that improves the quality, depth, and legitimacy of all subsequent data collection and strengthens community relationships in pastoral research contexts.

Community Entry Protocol

- Formal introduction meetings will be held with county and sub-county government, community elders, women's group leaders, and other relevant community gatekeepers in each target area before any data collection instruments are deployed.
- The purpose, scope, and expected use of the research will be explained transparently in local languages, including an honest account of what the research can and cannot commit to delivering for the community.
- Communities will be given a genuine opportunity to raise concerns, ask questions, and propose adjustments to the research approach before consent is given.
- Research activities will be scheduled in accordance with community calendars, seasonal calendars, livelihood demands, and cultural practices; not solely around the consultant's timeline.

Through the Head of Program IMPACT **and WEE-RESP+ Community Resource Partners**, the consultant will identify and work with **community resource partners** in each county; locally trusted individuals, including women from the target communities, who will be trained and employed as community liaison officers throughout the study. Their role goes beyond translation. They will:

- Facilitate introductions and build trust with participants who may be cautious of outside researchers
- Provide ongoing contextual interpretation of findings as data is collected
- Ensure that data collection sessions remain respectful, appropriately paced, and genuinely participatory
- Serve as a feedback channel between the research team and the community throughout the process
- Participate in validation workshops to review and contextualize preliminary findings before they are finalized

Community research partners will be fairly compensated, acknowledged in all research outputs, and offered a copy of the final report in accessible, non-technical language.

Research Reciprocity In each county, the research team will commit to at least one structured feedback session with participating communities before the study concludes, sharing preliminary findings in accessible, plain-language format and inviting community response. This is not a validation exercise conducted solely for the benefit of the research; it is a genuine return of findings to the people who generated them. Where communities identify errors, misinterpretations, or missing context in preliminary findings, these must be addressed in the final report.

D) Primary Data Collection Methods

Household Surveys – structured questionnaires administered to a representative sample of pastoral households, covering goat production systems, milk volumes and utilization, seasonal patterns, household dietary practices, gender dynamics, labour and time allocation, asset ownership, income sources, and access to services. Questionnaires will be administered in local languages by trained enumerators prioritizing enumerators from the target communities using tablet-based data collection software to enable real-time quality monitoring. Survey duration will be kept to a respectful length, and participants will not be pressured to complete surveys at times that conflict with their daily responsibilities.

Direct Milk Volume Measurement – to supplement and validate self-reported milk production data, direct measurement of goat milk volumes will be conducted at a sub-sample of households across wet and dry seasons. Measurement protocols will be explained fully to participating households, and participation will be genuinely voluntary. Results will be shared back with participating households in a format that is useful to them.

Milk Quality and Safety Testing – milk samples will be collected from a representative sample of households and tested for brucellosis, aflatoxin contamination, somatic cell counts and drug indication. Results will be assessed against KEBS standards to determine whether the existing milk supply is safe and

suitable for commercialization. **Critically, individual household test results will be shared directly and promptly with each participating household**, regardless of whether results are positive or negative. Households will not be left without information about the safety of milk they are feeding their children. This is a non-negotiable ethical obligation for the study.

Indigenous Knowledge Documentation – the documentation of indigenous knowledge is a primary research activity, not a supplementary one. It will be conducted through dedicated sessions with knowledge holders; including elderly women and men, experienced women goat pastoralist, and traditional practitioners using approaches that are respectful of the oral traditions through which this knowledge is held and transmitted. Specifically:

- Sessions will be conducted in local languages by community research partners, not external enumerators.
- Knowledge holders will be identified through community nomination, not researcher selection, to ensure legitimacy and avoid exclusion of marginalized voices
- Participants will be asked explicitly how they wish their knowledge to be attributed whether collectively, by community, or anonymously and their preference will be honored in all research outputs.
- Indigenous knowledge will be documented across the following domains: seasonal milk production patterns and management; traditional milk handling, fermentation, and preservation practices; indigenous goat breeds, feeding alternatives and practices, and reproductive management; drought response and herd management strategies; traditional water harvesting and management knowledge; and community-held norms and practices around women's roles in milk production and trade
- Findings will be presented in the research outputs as primary evidence of equal standing with technical and scientific data, not as anecdote or cultural background.

Key Informant Interviews (KIIs) In-depth semi-structured interviews conducted with purposively selected key informants across the following categories in each county:

- County and sub-county livestock, ward administrators, village chiefs, Veterinary, Environment, Health and dairy officers.
- Kenya Dairy Board representatives.
- National-NDMA.
- KALRO representatives.
- Private sector actors; processors, transporters, retailers, and input suppliers.
- Lodge, hospitality sector procurement managers and other end-users
- Financial service providers; cooperatives, banks, SACCOs, and mobile money agents
- Women's group and cooperative leaders
- Community elders and traditional knowledge holders
- Opinion leaders on gender norms and women's economic participation

All KIIs will be conducted at a time and location of the respondent's choosing. Interviewers will be trained to listen actively and follow the respondent's framing before introducing structured questions, to avoid imposing external assumptions on community-held knowledge.

Focus Group Discussions (FGDs) Structured group discussions conducted with the following groups, disaggregated by gender and livelihood category:

- Women producers and milk sellers
- Men household heads
- Mixed community groups including youth
- Women's savings and cooperative groups

FGDs will be facilitated using a genuinely participatory approach beginning with open community reflection and ensuring questions are introduced beforehand. Facilitators will be trained to ensure that dominant voices do not crowd out quieter participants, and that women are able to speak freely in gender-disaggregated sessions without the inhibiting presence of male household members or community leaders.

Consumer Willingness-to-Pay Surveys Structured surveys administered to consumers at market sites in target and proximate urban centers to assess demand for goat milk products, preferred product formats, price sensitivity, and willingness to pay relative to competing products. The assessment will also engage key market actors, including off-takers, supermarkets, distributors, retailers, lodges, hotels, and institutional buyers, to understand market volumes, quality standards, supply gaps, and potential partnership opportunities. General end-users will also be consulted to capture consumption patterns and preferences. Results will directly inform the market and financial viability assessment of the goat milk value chain.

Infrastructure and Site Assessments Field-based technical assessments of proposed collection center sites, covering:

- Water source identification, proximity, and quality testing
- Grid electricity access and solar irradiance assessment
- Road condition and accessibility mapping with alternatives routes
- Land availability and tenure status

Site assessments will be conducted in partnership with community members who have direct knowledge of the landscape, seasonal water patterns, and land use history; ensuring that technical assessments are grounded in local knowledge rather than conducted in isolation from it.

Participatory Rural Appraisal (PRA) Tools Community-led participatory mapping, seasonal calendars, historical trend lines, and wealth ranking exercises to generate contextual data on livelihood patterns, seasonal milk availability, climate variability, and community perceptions of risk and opportunity. PRA sessions will be designed to be genuinely community-led, the research team facilitates the process, but the community generates and owns the outputs. PRA outputs will be reviewed and validated by participating communities before being incorporated into the research findings.

Regulatory and Compliance Assessment Structured review of the regulatory environment for small-scale dairy processing in Kenya, including Kenya Dairy Board licensing requirements, KEBS product standards, county health regulations, and water use permits. Findings will inform the technical and infrastructure viability assessment and the implementation framework.

E) Ethical Clearance and Research Permits

Ethical clearance and research permit the consultant will coordinate with IMPACT WEE-RESP+ Team in:

- Ensuring all data collection instruments, consent procedures, and data storage protocols comply with NACOSTI requirements and Kenya's Data Protection Act 2019.
- Obtaining **free, prior, and informed consent** from all study participants, with consent procedures adapted for low-literacy contexts; including verbal and pictorial consent options where appropriate.
- Ensuring that consent is ongoing and dynamic; participants retain the right to withdraw at any point without consequence, and this right will be clearly communicated at the start of every data collection session.
- Ensuring particular safeguards are in place for the collection of sensitive gender and intrahousehold data, including ensuring women can participate without fear of reprisal from male household members.

- Ensuring that indigenous knowledge shared during the study is not appropriated, commercialized, or attributed without the explicit and ongoing consent of the communities and individuals who hold it.

F) Data Management and Quality Assurance

Pilot Testing – all data collection instruments will be piloted with a small sample of participants outside the main study areas before full deployment. Piloting will include community research partners reviewing instruments for cultural appropriateness, linguistic accuracy, and sensitivity of framing. Pilot findings will be used to refine questions, check translation accuracy, and validate data collection procedures. Piloting is a mandatory step and must be documented in the inception report.

Enumerator Recruitment and Training – the consultant will prioritize the recruitment of research assistants from the target communities, with relevant language skills and demonstrated trust within those communities. A structured training programme of a minimum of three days will cover study objectives, instrument administration, consent procedures, data entry protocols, ethical conduct, and non-extractive research principles. Training will place particular emphasis on respectful engagement with community members, appropriate conduct during sensitive gender discussions, and the handling of indigenous knowledge with care and confidentiality. Training will include practical field exercises and competency assessment before deployment.

Field Supervision and Back-Checking The consultant will implement a field supervision protocol including:

- Daily review of completed instruments by field supervisors
- Regular debrief sessions with community research partners to identify emerging community concerns, sensitivities, or misunderstandings that require the research team's attention
- Real-time data monitoring using tablet-based collection software to identify missing data, outliers, and inconsistencies during fieldwork

Data Storage and Security – all data will be stored in a secure place, and data sharing will comply with NACOSTI requirements and the Kenya Data Protection Act 2019. Raw data, cleaned datasets, and all associated documentation will be submitted to the IMPACT WEE-RESP+ coordinated by the Research Coordinator. Indigenous knowledge data will be stored and attributed in accordance with the consent preferences expressed by contributing communities and individuals.

Documentation Standards – the consultant will maintain a data management log documenting all cleaning decisions, variable transformations, and analytical choices. All analytical scripts will be fully commented and submitted to the IMPACT WEE-RESP+ team alongside final datasets to ensure full reproducibility of findings.

G) Data Analysis and Synthesis

Quantitative Analysis Quantitative data will be analyzed using R, Stata, or equivalent statistical software. Analysis will include:

- Descriptive statistics for all key indicators, disaggregated by county, wards, gender, and agro-ecological zone
- Supply projections modelling seasonal milk availability and surplus volumes
- Financial modelling including cost of production, break-even analysis, and return on investment with varied pathways; under conservative, moderate, and optimistic scenarios
- Market analysis including price elasticity, market players and willingness-to-pay thresholds
- Dietary diversity scoring and nutrition indicator analysis

Qualitative Analysis - qualitative data from KIIs, FGDs, PRA tools, and indigenous knowledge documentation sessions will be analyzed using thematic analysis. A structured codebook will be developed prior to analysis and applied consistently across all transcripts and field notes. NVivo or equivalent

qualitative analysis software will be used to manage and code data. Indigenous knowledge findings will be analyzed using an appreciative framework that recognizes their internal logic and validity, rather than evaluating them solely against external technical standards.

Triangulation and Integration –quantitative and qualitative findings: including indigenous knowledge, will be systematically triangulated at the analysis stage:

- Quantitative supply data will be triangulated with indigenous knowledge on seasonal production patterns, traditional herd management, and historical drought response.
- Market demand data will be triangulated with community knowledge on value additions, feeds, organization and benefits from social networks and structures.
- Technical infrastructure assessments will be triangulated with community knowledge of water sources, seasonal access routes, and land use patterns.
- Gender survey data will be triangulated with FGD findings on intrahousehold dynamics, social norms, and women and societal social networks.
- Financial modelling assumptions will be tested against qualitative and community-held evidence on cost drivers, market constraints, and livelihood priorities.

Integration findings will be presented in a synthesis matrix mapping quantitative evidence, qualitative interpretation, and indigenous knowledge findings for each viability domain and each county.

Community Validation of Findings – before findings are finalized, preliminary results will be shared with community representatives, women's groups, and county-level stakeholders in each target county through structured validation workshops. These workshops serve two purposes: to identify any factual errors or misinterpretations in the preliminary findings, and to ensure that the community's own understanding of their context is reflected accurately in the final report. Where community validation surfaces significant divergence from the research team's interpretation, both perspectives will be presented transparently in the final report rather than one being suppressed in favor of the other.

Feasibility Determination – all analytical findings quantitative, qualitative, and indigenous knowledge-based will be tested against the pre-defined viability thresholds established in the Feasibility Assessment Framework. For each domain and each county, the consultant will produce an evidence summary stating whether the threshold has been met, partially met, or not met, with supporting evidence cited across all three knowledge streams. The synthesis of these domain-level assessments will form the basis of the county-level viability verdicts, and the overall go/no-go recommendation presented in the Phase 4 feasibility report.

Coordination and Oversight

The consultant will work in close and regular coordination with IMPACT's WEE-RESP+ team with who will serve as the primary point of contact throughout the study with close support of the PMU team.

IMPACT WEE-RESP+ team will fulfil the following responsibilities throughout the engagement:

- Provide the consultant with timely access to all relevant project documents, advice, guidelines, institutional contacts, and background materials at the commencement of the study.
- Facilitate formal introductions to county government offices, community leadership structures, and relevant stakeholders in each target county to support community entry.
- Review and provide written feedback on all submitted deliverables within **ten working days** of receipt.
- Coordinate and accompany the consulting team to the meeting at the close of each phase to review progress, discuss emerging findings, and agree on any adjustments required before the subsequent phase begins.

- Escalate any significant operational, ethical, or community-level concerns to IMPACT WEE-RESP+ team in a timely manner

The consultant will fulfil the following coordination responsibilities:

- Submit a brief monthly progress update to the Research Coordinator, with a briefing meeting flagging any risks to timeline, scope, or quality
- Notify IMPACT WEE-RESP+ immediately of any ethical concerns, community sensitivities, or significant deviations from the agreed methodology arising during fieldwork
- Participate in all scheduled coordination meetings and validation workshops
- Ensure all deliverables are submitted in the format and by the deadlines specified in the agreed workplan

No phase of the study may commence without written sign-off from IMPACT WEE-RESP+ team on the deliverables of the preceding phase. This gate-keeping mechanism ensures that the study remains aligned with project objectives at each stage and that any course of corrections is made before resources are committed to subsequent activities.

5. Duration and Indicative Timeline

The consultancy is expected to run for **15 weeks** from the date of contract signing. The timeline below represents the indicative phasing of activities. A detailed workplan with specific milestone dates will be agreed between the consultant and IMPACT WEE-RESP+ team during Phase 1 and appended to the inception report.

Indicative Phase Timeline

Week	Phase	Key Activities	Key Milestone
1–2	**Phase 1** Inception & Design	Contract signing; desk review of secondary data; drafting of inception report including methodology, sampling strategy, and data collection instruments; finalization of viability thresholds with IMPACT WEE-RESP+ Team	
3	**Phase 1** Inception & Design	Submission of inception report to the IMPACT WEE-RESP+ for review and approval; stakeholder mapping initiated; community research partners identified in each county	Inception report submitted end of Week 3
4	**Approval**	IMPACT WEE-RESP+ review and written sign-off on inception report within 10 working days; any revisions addressed; community entry preparations confirmed	Written inception report approval by end of Week 4
5–6	**Phase 1 / Pre-fieldwork**	Enumerator recruitment and training; piloting of all data collection instruments; pilot findings reviewed and instruments finalized; community entry meetings held in all four counties	Instruments finalized and community entry completed by end of Week 6
7–10	**Phase 2** Field Research & Data Collection	Field data collection across Samburu, Isiolo, Marsabit, and Laikipia — household surveys, KIIs, FGDs, PRA sessions, indigenous knowledge documentation, milk quality testing, infrastructure site assessments, consumer willingness-to-pay surveys	NACOSTI and county permits confirmed in place before fieldwork begins; all field data collected by end of Week 10

11–12	**Phase 3** Market, Technical & Systems Analysis	Data cleaning, management, and quality checks; quantitative and qualitative analysis; financial modelling; market and competitor analysis; regulatory assessment; stakeholder and PPP mapping; climate and risk assessment	Draft analysis reports submitted to the IMPACT WEE-RESP+ for review by end of Week 13
13	**Phase 4** Synthesis & Decision-Making	Integration of findings across all thematic areas; testing against Feasibility Assessment Framework; county-level viability verdicts drafted; community and stakeholder validation workshops held in each county	Validation workshops completed by mid-Week 14
13–14	**Phase 4 / Phase 5** Feasibility Report & Implementation Framework	Finalization of feasibility report incorporating validation feedback; development of implementation framework for viable counties; MEL framework outlined; final presentation of findings to IMPACT and Gates Foundation	Final feasibility report and implementation framework submitted by end of Week 15

Deliverables Schedule

Deliverable	Submitted By	Format
Inception report	End of Week 3	Written report with annexes
Finalised data collection instruments	End of Week 6	Digital and print-ready formats
Field data package	End of Week 10	Cleaned datasets, transcripts, field notes
Draft analysis reports	End of Week 13	Written reports by thematic area
Community validation workshop reports	Mid-Week 14	reports per county
Final feasibility report	End of Week 14	Full written report with executive summary
Implementation framework	End of Week 15	Practical framework document

6. Required Qualifications and Experience

The project seeks to engage a consulting firm or consortium with demonstrated expertise across the technical, commercial, social, and contextual dimensions of this feasibility study. This is a complex, multi-disciplinary assignment that requires deep specialization across several distinct fields simultaneously pastoral livestock systems, goat milk processing technology, business development and commercial viability analysis, gender and social development, nutrition, and community-led research practice in ASAL contexts. Applications from consulting firms or consortia with complementary expertise distributed across team members are strongly encouraged. A single individual is unlikely to possess the full range of competencies required to deliver this study to the standard expected, and proposals that attempt to concentrate all expertise in one or two people will be viewed with skepticism.

The IMPACT WEE-RESP+ team is not simply looking for a team that can conduct research. It is looking for a team that can answer a specific, high-stakes commercial and social question whether a goat milk value chain enterprise is viable, for whom, under what conditions, and at what investment level in a way that is credible to the investment, honest to pastoral communities, and useful to a private sector investor. That combination of rigors, commercial literacy, community respect, and contextual depth is what this section is designed to identify.

6.1 Team Composition and Role Requirements

The consulting firm or consortium must demonstrate that the proposed team collectively covers all of the following functional roles. Each role may be filled by a different team member, but all roles must be explicitly assigned and evidenced in the technical proposal. Proposals that list team members without clearly mapping their experience to specific roles will be assessed as incomplete.

Role 1: Team Leader and Principal Investigator

The team leader carries overall responsibility for research design, methodological integrity, quality assurance across all deliverables, and the final feasibility determination. This is the most senior role on the team and must be filled by an individual with the depth of experience to hold the full complexity of this assignment together; - technically, operationally, and in relation to the communities involved.

Mandatory requirements:

- Advanced degree at Master's or PhD level in agricultural economics, livestock production systems, development studies, food systems, or a closely related discipline
- Minimum 10 years of experience leading applied research or feasibility studies in development programmes, with demonstrable progression in responsibility and complexity of assignments
- Conducted studies in Kenya's ASAL counties as lead researcher or principal investigator, with at least one conducted in one or more of the four target counties, Samburu, Isiolo, Marsabit, or Laikipia
- Demonstrated experience designing and managing mixed-methods feasibility studies or value chain assessments of comparable scale multi-county, multi-thematic, and with a commercial viability determination as the primary output
- Demonstrated ability to integrate findings across diverse thematic areas; - production systems, market analysis, gender, nutrition, climate, and infrastructure into a coherent and defensible feasibility recommendation
- Strong analytical writing skills evidenced by published research, technical feasibility reports, or investment-ready policy documents produced for investor.
- Experience presenting research findings to high-level audiences including international development funders, government officials, and private sector investors
- Demonstrated personal commitment to non-extractive, community-led research practice, evidenced not only by proposal language but by the design of prior research engagements

Role 2: Value Chain and Market Systems Specialist

The value chain specialist is responsible for mapping the goat milk value chain, conducting market demand analysis, assessing commercialisation potential, and leading stakeholder and public-private partnership mapping. This role requires both analytical depth and practical commercial experience – an understanding of how markets actually work in ASAL contexts, not only how they are described in development literature.

Mandatory requirements:

- Minimum 7 years of experience conducting value chain assessments and market systems analysis in agricultural or livestock sectors in East Africa
- Demonstrated experience in livestock or dairy product value chain analysis in Kenya, with ASAL or pastoral systems experience strongly preferred
- Demonstrated experience conducting consumer demand analysis, competitor assessment, and willingness-to-pay research for food products in East African markets.
- Experience engaging private sector actors; processors, transporters, retailers, hospitality buyers, and institutional purchasers, as research informants and potential value chain partners, with evidence that this engagement has produced substantive commercial insights rather than only stakeholder mapping outputs.
- Familiarity with Kenya's dairy regulatory environment, including Kenya Dairy Board licensing, KEBS product standards, and county-level food safety requirements.
- Experience conducting market entry analysis that explicitly assesses the competitive landscape including camel milk, cow milk, and UHT imports and identifies realistic market positioning for a new dairy product.

- Experience in assessing commercialization potential of new or emerging food products, including Product market fit, packaging considerations, shelf-life options, branding, Geographical Indicator markers (GI) and positioning, distribution channels, and scalability constrains.

Role 3: Business Development and Investment Specialist

This role is essential to the commercial viability determination and represents a distinct competency from value chain research. The business development specialist must be able to assess the goat milk enterprise opportunity from the perspective of both a development investor and a private sector actor understanding what makes a business case compelling, what the deal-breakers are for private sector participation, and what financial structures are appropriate for a women-led pastoral enterprise.

Mandatory requirements:

- Minimum 7 years of experience in business development, investment facilitation, or private sector engagement in agricultural or food systems value chains in East Africa
- Demonstrated experience developing business cases, modelling, ROI analysis and investment proposals for smallholder or pastoral value chain enterprises, including financial models with scenario analysis under variable supply, demand, and cost conditions
- Experience structuring public-private partnership models in agricultural value chains, including defining commercial roles, risk-sharing arrangements, and incentive structures that are viable for both private sector actors and smallholder or pastoral producers
- Demonstrated understanding of the investment landscape for agri-food enterprises in Kenya, including relevant financing instruments blended finance, impact investment, development finance institutions, and SACCO or cooperative finance; and their applicability to a women-led goat milk enterprise.
- Experience assessing cooperative and social enterprise governance models appropriate for women-led enterprises in pastoral contexts, including profit-sharing mechanisms, member accountability structures, and the conditions under which cooperative models succeed or fail in ASAL environments
- Demonstrated ability to present a value chain investment opportunity in terms that are simultaneously credible to a development funder, compelling to a private sector investor, and fair and transparent to women producers; this bridging capability is a non-negotiable requirement for this role
- Preferred prior experience engaging lodge and hospitality sector procurement managers, urban supermarket buyers, or institutional food service purchasers as potential offtakers in agricultural value chain development in Kenya or comparable East African markets

Role 4: Dairy Technology and Manufacturing Specialist

This role plays a key role in assessing the viability of goat milk processing and value addition bringing hands-on experience of dairy processing and manufacturing. The role requires skillset of someone who has directly assessed dairy processing facilities and understands the practical realities of small-scale dairy manufacturing in low-resource settings.

Mandatory requirements:

- Minimum 7 years of hands-on technical experience in dairy processing and manufacturing, with specific experience in small to medium-scale processing operations in East Africa.
- Demonstrated and specific knowledge of goat milk composition and processing characteristics, including the technical challenges and opportunities that distinguish goat milk from cow milk, goat milk from sheep milk and goat milk from camel milk - including natural homogenisation, fat globule structure, caprylic acid content, seasonal compositional variation, and the implications of these characteristics for processing method selection, product shelf life, and consumer acceptance
- Technical expertise across a range of dairy processing and value addition technologies relevant to ASAL conditions, including:
    - Pasteurisation systems - batch, and UHT, and their respective infrastructure, energy, water, and cold chain requirements and capital costs

  - *Fermented and cultured liquid dairy product development* – yoghurt, kefir/mala, cultured buttermilk, fermented milk, and traditional soured milk products – including starter culture management, pH monitoring, shelf-life extension with/out refrigeration, and the integration of traditional fermentation practices into commercial production
  - Variations of cheeses including; Soft and hard goat cheese products
  - Frozen Goat milk value added predicts including ice-cream and Gelato
  - Goat milk beauty products including soaps, body lotion and other potential goat milk. Dried and powder product development, including spray drying and solar drying technologies appropriate for off-grid environments, and their respective capital cost, skill, and maintenance requirements
  - Traditional and indigenous goat milk preservation methods practised in pastoral communities – including fermentation with plant materials, smoking, and other documented practices and their technical potential for integration with or adaptation into commercially viable processing systems
- Demonstrated experience assessing the food safety requirements and quality control systems required for small-scale dairy processing operations to achieve Kenya Dairy Board registration and KEBS product certification, including an understanding of the realistic compliance pathway and associated costs for a women-led pastoral enterprise.
- Demonstrated experience assessing equipment requirements, capital costs, operational energy and water demands, maintenance needs, and operator skill requirements for small-scale dairy processing facilities in settings with unreliable grid electricity, limited water access, and non-specialist operators.
- Knowledge of packaging options, labelling requirements, shelf-life management, and cold chain requirements for processed goat milk products in markets with variable or unreliable refrigeration infrastructure.
- Preferred experience working with women's groups, cooperatives, or community enterprises on dairy processing capacity, including assessing training requirements, identifying appropriate technology options for non-specialist operators, and designing processing systems that do not create unsustainable technical dependency

Role 5: Gender and Social Development Specialist

The gender specialist is responsible for gender and social analysis, intrahousehold research, and ensuring that gender findings are genuinely integrated into the feasibility determination rather than presented as a standalone social annex.

Mandatory requirements:

- Advanced degree or equivalent professional experience in gender studies, social development, women's economic empowerment, or a closely related discipline
- Minimum 7 years of experience conducting gender analysis in pastoral or agricultural development contexts in East Africa
- Demonstrated experience applying gender analytical frameworks in field research settings – including the Women's Empowerment in Agriculture Index (WEAI) or Pro-WEAI, the Harvard Analytical Framework, or the Gender Action Learning System (GALS) – with evidence of how findings from these frameworks have directly influenced programme design recommendations in prior work
- Demonstrated experience conducting sensitive intrahousehold research on decision-making power, asset ownership, income control, and time use with pastoral or rural women in Kenya or comparable contexts
- Specific understanding of the milk-to-market versus milk-to-mouth trade-off in pastoral contexts – the evidence base on how milk commercialisation can improve or undermine household and child nutrition and the ability to design research that generates evidence to navigate this trade-off in intervention design

- Demonstrated experience analysing mobility constraints, social norm barriers, and cultural practices affecting women's market participation in pastoral communities with evidence that this analysis has produced actionable and culturally grounded recommendations
- Demonstrated personal and professional commitment to non-extractive, community-led research practice with pastoral women, including experience facilitating gender-disaggregated research processes in which women's voices are genuinely centred.

Role 7: Quantitative Research and Data Management Specialist

The data specialist is responsible for quantitative research design, sampling strategy, survey instrument development, data management, and analytical scripting across the study.

Mandatory requirements:

- Demonstrated competency in quantitative research design, including sampling strategy development, sample size determination using appropriate statistical methods, and survey instrument design for multi-site household studies
- Proficiency in R, Stata, or equivalent statistical software, with demonstrated ability to produce fully documented, commented, and reproducible analytical scripts
- Experience managing large, complex field datasets from multi-site studies, including data cleaning, quality assurance, variable documentation, and data management to the standard required for reproducibility and potential future publication
- Experience designing and implementing tablet-based data collection systems, including real-time quality monitoring during fieldwork
- Demonstrated competency in financial modelling and quantitative analysis relevant to value chain feasibility assessment, including cost of production modelling, break-even analysis, and scenario modelling under variable input assumptions

6.2 Essential Organizational and Contextual Requirements

The following requirements apply to the consulting firm or consortium as a whole and must be demonstrated clearly in the application:

ASAL and Pastoral Systems Experience The firm or consortium must demonstrate genuine, field-based experience in Kenya's ASAL counties, not familiarity with ASAL contexts derived solely from desk review or remote work. Specifically:

- Documented field research or programme evaluation experience in at least two of the four target counties – Samburu, Isiolo, Marsabit, and Laikipia – with experience in three or four counties constituting a significant advantage
- Demonstrated understanding of the specific pastoral livelihood systems, seasonal dynamics, cultural practices, and community governance structures of Northern Kenya's pastoral communities – Maasai, Samburu, Borana, Rendille, Turkana, and related groups
- Evidence that prior ASAL work has engaged with communities as genuine partners rather than as research subjects, including documentation of how findings were returned to and used by those communities

Indigenous Knowledge and Community-Led Research

- reciprocity commitments, community attribution of knowledge in research outputs, and fair compensation of community research partners
- Demonstrated experience designing research processes that build community capacity and leave something of genuine value behind, including accessible plain-language research summaries produced in local languages for participating communities

Gender-Transformative Practice

- Organisational track record of producing research and feasibility outputs that go beyond gender disaggregation to generate genuine, actionable analysis of power dynamics, structural barriers, and the specific design conditions required for women's meaningful and sustainable economic participation
- Evidence that gender analysis produced by the firm has directly and demonstrably influenced programme design recommendations and investment decisions in prior work – not only been presented as a separate social chapter

Commercial and Manufacturing Track Record

- The firm or consortium must demonstrate a track record of feasibility work that has contributed to actual investment decisions, enterprise establishment, or private sector partnership agreements – not only technically sound reports that remained at the recommendation stage
- Demonstrated experience bridging development programme logic and private sector commercial logic in the same analytical product – producing feasibility outputs that are simultaneously credible to a development funder and compelling to a private sector investor
- Prior experience with dairy or food processing feasibility studies that included product development assessment, processing technology selection, and manufacturing cost modelling in low-resource or off-grid settings

Kenya Regulatory and Institutional Familiarity

- Clear understanding of Kenya's Data Protection Act 2019 and its practical implications for primary data collection, storage, and sharing
- Familiarity with the Kenya Dairy Board regulatory framework, KEBS food safety standards, and county-level health licensing requirements for dairy processing
- Existing institutional relationships with relevant county government offices, livestock departments, and community structures in the target counties are a significant advantage

6.3 Desirable Qualifications

The following are not mandatory but will strengthen an application and will be positively weighted during evaluation:

- Prior experience conducting feasibility studies specifically for goat milk or small ruminant dairy value chain interventions in East Africa or comparable arid land contexts
- Demonstrated experience with the specific goat breeds common in the target counties – East African Small Goat and Galla goat – including their production characteristics, milk yield profiles, and seasonal variation patterns
- Experience engaging directly with Kenya Dairy Board or KEBS on small-scale dairy processing licensing and product certification, including documented understanding of the compliance pathway and realistic cost estimates
- Demonstrated experience developing and testing new dairy product formulations for East African consumer markets, including consumer acceptance testing and product iteration
- Proficiency in one or more local languages spoken in the target counties, Maa, Borana, Rendille, or–among proposed team members or community research partners
- Prior experience developing cooperative governance frameworks or social enterprise models for women-led food processing enterprises in pastoral or rural Kenya
- Demonstrated experience with solar energy system design and specification for off-grid food processing applications in ASAL environments
- Experience working with NDMA drought monitoring data and integrating climate risk analysis into agricultural investment decisions

6.4 What Will Not Be Accepted

To protect the integrity of the study, the investment decision it will inform, and the communities involved, the following will be grounds for immediate disqualification at any stage of the application and evaluation process:

- Applications that propose to cover all required roles with fewer than four named team members, unless compelling and specific evidence is provided that individual team members genuinely hold multiple specialisations at the required depth.
- Applications that name team members for credentialing purposes without providing credible evidence of their actual commitment to and availability for this specific assignment.
- Consulting firms or individuals with an undisclosed conflict of interest in the goat milk value chain, in any commercial food processing activity in the target counties, or in any organisation with a financial interest in the outcome of this feasibility study.
- Applications that propose to subcontract the majority of substantive research work – particularly field data collection, gender analysis, or technical assessment – to unnamed third parties without prior disclosure and justification.
- Applications that cannot demonstrate genuine, field-based ASAL research experience and propose to rely primarily on desk-based research, remote data collection, or the secondment of staff with no prior Kenya ASAL experience.
- Applications that describe community engagement in generic or tokenistic terms without providing specific, evidenced examples of non-extractive research practice from prior engagements
- Applications that claim dairy technology or goat milk processing expertise without being able to demonstrate specific, hands-on experience with small-scale dairy processing operations – general food systems or agricultural economics experience is not a substitute.

6.5 Application Requirements

Fill the form submitting all the required documents. Applications must include the following documents, submitted as a complete package to the addresses below. Incomplete applications will not be considered.

a) **Letter of Interest**; maximum two pages, setting out why the firm or consortium is specifically suited to this assignment, what distinguishes their approach to the goat milk value chain feasibility question, and how they propose to honour the community-led and inclusive research commitments required by this TOR

b) **Technical Proposal**; maximum 15 pages excluding annexes, covering:
   - Proposed methodology and research design, demonstrating alignment with the Feasibility Assessment Framework
   - Team composition, roles, and how expertise is distributed across the required functional areas
   - Approach to community entry, indigenous knowledge documentation, and non-extractive research practice
   - Proposed workplan with phasing, milestones, and explicit account of the NACOSTI ethics clearance timeline
   - Identification of key risks to the study and proposed mitigation strategies

c) **Financial Proposal**; itemized budget in KES, clearly distinguishing:

   - Professional fees by team member and role, with daily rates and days of effort specified
   - Field data collection costs including enumerator recruitment, training, and supervision
   - Laboratory testing costs for milk quality and safety analysis
   - Travel and subsistence costs across all four target counties

- Community research partner compensation, explicitly budgeted at a fair and respectful level
- Data management and analysis costs
- Community feedback and validation workshop costs
- Any other direct costs with justification

d) **Curriculum Vitae for all proposed team members** including:
- Relevant academic qualifications
- Summary of ASAL and pastoral systems field experience
- Summary of dairy processing or business development experience where applicable
- List of five most recent relevant publications, technical reports, or feasibility studies
- Google Scholar or Scopus profiles for academic team members where available

e) **Two samples of comparable prior work** — preferably including at least one feasibility study or value chain assessment conducted in Kenya or a comparable ASAL pastoral context, and at least one piece of work demonstrating the firm's approach to gender analysis or community-led research in pastoral settings

f) **Conflict of interest declaration** — a signed statement by the lead applicant confirming that no undisclosed conflict of interest exists and committing to immediate disclosure if any conflict arises during the engagement

7. Assessment and Selection Criteria
All applications will be evaluated through a two-stage process. Stage 1 assesses mandatory threshold requirements on a pass/fail basis. Only applications passing Stage 1 will proceed to Stage 2 for full technical and financial evaluation.

Stage 1: Mandatory Threshold Requirements

Requirement	Pass Criteria
Advanced degree	At least one team member holds a Master's or PhD in a relevant discipline
Minimum experience	Team leader demonstrates minimum 10 years of applied development research experience
ASAL field experience	Firm or consortium demonstrates documented field research experience in at least two of the four target counties
Mixed-methods competency	Application demonstrates credible experience in both quantitative and qualitative research methods
Dairy or value chain experience	At least one team member demonstrates specific experience in dairy processing or livestock value chain analysis in East Africa
Business development competency	At least one team member demonstrates experience developing investment-ready business cases for agricultural value chain enterprises
Kenya regulatory familiarity	Application demonstrates understanding of NACOSTI research permit process and Kenya Data Protection Act 2019
Complete application package	All required documents submitted – letter of interest, technical proposal, financial proposal, CVs, work samples, conflict of interest declaration

Applications that do not meet all Stage 1 requirements will not be considered further regardless of the strength of other elements.

Stage 2: Technical and Financial Evaluation

Overall Weighting: Technical 75% / Financial 25%

This weighting reflects the complexity and community-sensitive nature of the assignment. The IMPACT WEE-RESP+ project is committed to selecting the firm that offers the strongest methodology, deepest contextual expertise, and most credible commercial analysis within a well-justified and realistic budget.

Technical Evaluation –100 Points

	Criterion	Points
1	Technical approach and methodology	25
2	Business development and dairy manufacturing expertise	20
3	Community-led research approach and context understanding	15
4	Team composition and relevant experience	25
5	Understanding of the assignment and feasibility study context	10
6	Workplan and operational management approach	5
	Total	**100**

Application submission instructions

Applicants must complete this application form (https://forms.office.com/r/YywWQ029PG) and upload all required documents. Incomplete applications will not be considered.

For any support or assistance, please contact: procurements@impactkenya.org with nlesoloyia@impactkenya.org; and impactkenya2002@gmail.com in copy.

Tentative Timeline

- Open advertisement - 4 June 2026
- Close application - 24 June 2026
- Interviewees week - 1 July 2026
- Work commencement - 13 July 2026