



TERMS OF REFERENCE

Title: Consultancy for Baseline survey

Location: Hanoi, Nghe An and Son La provinces

Duration: November 2025 – January 2026.

Reporting to: Data & KM Coordinator – CARE International in Vietnam

Since 1989, CARE International in Vietnam has partnered with a wide range of organizations to implement over 400 impactful projects across the country. We believe that true sustainable development can only be achieved by addressing the root causes of poverty, social injustice, and inequality. In collaboration with our partners, we are committed to empowering women and their communities - whether smallholder farmers, workers, or owners of micro and small enterprises - by enhancing their skills, confidence, and capacity to engage in economic development, adapt to climate change, and strengthen their resilience to natural or major disasters. Together, we aim to foster a society where development is inclusive, equitable, and accessible to all.

Project information

Ethnic minority communities in Vietnam continue to face barriers in accessing essential social services, including civil registration, land, education, and healthcare. Challenges are largely associated with geographical isolation, limited infrastructure, language and cultural barriers, and economic constraints, which continue to affect their access to essential services. In addition, limited awareness and access to information, varying quality of education, and constrained capacity of local health facilities and staff also contribute to service gaps in ethnic minority areas.

To address these gaps, the project “**Leveraging Access to Key Social Services for Ethnic Minorities in Vietnam (LANDMARK)**”, funded by the European Union, is led by CARE France and implemented by CARE International in Vietnam, in partnership with CISDOMA and PanNature. The overall objective is to improve equitable access to essential social services for ethnic minorities.

The specific objectives are:

1. To enhance the capacity of ethnic minority communities to access basic social services.
2. To strengthen the capacity of local authorities to ensure ethnic minorities’ equitable access to these services.

The project is aligned with the National Target Program for Socio-Economic Development in Ethnic Minority and Mountainous Areas (2021-2030) – particularly Sub-Projects 1, 2, 5, and 7 on land, health, and education – and contributes to the implementation of several

key national laws, such as the Law on Civil Status, Land Law, Forestry Law, and Education Law.

Key Interventions

To achieve its objectives, the project focuses on four thematic areas as follows:

1. Citizenship: Enhancing awareness and access to civil registration and essential documentation.
2. Land: Strengthening understanding and practices of sustainable land use and management.
3. Early Childhood Education: Supporting improved access to and quality of preschool education in ethnic minority and mountainous areas.
4. Healthcare: Improving access to quality basic healthcare and supporting digital health solutions to strengthen local service delivery.

Project Location

The project will be implemented in four communes across two provinces:

- Van Ho and Xuan Nha Communes, Son La Province
- Thong Thu and Que Phong Communes, Nghe An Province

These areas are characterized by high poverty rates, difficult geographical conditions, and limited access to social services, making them priority zones for intervention.

Target Groups and Implementing Partners

The project will directly benefit 1,500 ethnic minority individuals (1,050 women and 450 men) – with 750 beneficiaries in Son La and 750 in Nghe An. Indirectly, the project aims to improve living conditions for broader ethnic communities in these regions.

Key objective

The baseline study will measure key conditions and indicators before the program starts, providing data to assess progress and change. This data will help the program team adjust targets and set realistic indicator goals for each level of the program's log frame. Specific Objectives of the survey are:

- Obj 1: To establish baseline values for the project indicators to enable measurement of program's impact at the end of program intervention.
- Obj 2: To assess measurability of the selected indicators and fine tune the MEL framework for future measurement.
- Obj 3: To generate evidence-based recommendations to inform and contextualize the program's strategies and approaches and indicators' target, through assessing their feasibility, local relevance, and acceptability, and validating key project assumptions - with attention to gender equality and social inclusion (GESI) dimensions - to best serve the impact population.

Evaluation target group

Target participants that will be involved in the baseline survey include the following:

- **Community members:** Individuals from target communities within the project sites, particularly ethnic minority women and men, caregivers of preschool-aged children,

and households engaged in agriculture/forestry or requiring civil documentation.

- **Service providers and community-based organizations:** Representatives of commune-level service units in the four thematic areas of the project (citizenship, land, early childhood education, and healthcare) as well as mass organizations such as the Women's Union, Farmer's Union and community groups supporting local awareness and service access.
- **Government staff and local authorities:** Officials from relevant communal and provincial agencies, including People's Committees and departments responsible for legal procedures, agriculture and environment, education, and health, who play key roles in planning, coordination, and delivery of social services.

Approach and Methodology:

The baseline survey will take a mixed-method approach and will proceed with both quantitative and qualitative data collection to establish a comprehensive understanding of the project context and initial conditions. It will be guided by the OECD/DAC evaluation criteria (relevance, effectiveness, efficiency, coherence, impact, and sustainability) to ensure alignment with the project's overall evaluation framework and provide a solid foundation for subsequent mid-term and endline assessments.

- Use of both quantitative and qualitative instruments, with gender assessment themes integrated into baseline tools.
- Adoption of a participatory and gender-sensitive approach to capture perspectives of ethnic minority women and men, service providers, and local authorities.
- Tools and sampling designed to ensure representation by sex, age, ethnicity, and location, developed in consultation with CARE to reflect local diversity.
- Inclusion of all project target groups of beneficiaries in the data collection process.
- Data triangulated across sources and validated through quality assurance checks and a validation meeting with partners.
- Ethical and safeguarding principles strictly applied throughout the study.

Scope of work:

CARE is looking for a team of national consultants to carry out the following tasks:

1. Review and Design Phase

- Review all key project documents (call for proposals, concept note, proposal, log-frame, existing secondary data and other relevant documents).
- Develop a detailed baseline protocol which includes research methodology, tools, data matrix, field work process, quality control plan, analysis plan, team arrangement and work plan, aligned with the project's MEL framework and objectives.
- Design quantitative and qualitative tools ensuring disaggregation by key GESI variables and integration of GESI aspects to identify barriers to accessing social services.
- Submit a baseline study protocol detailing the approved methodology, sampling, tools, and data collection plan prior to field implementation.

2. Field Data Collection and Quality Assurance

- Conduct data collection using mix-methods in the field with evaluation groups.
- Apply quality assurance measures.

- Ensure adherence to ethical and safeguarding standards.

3. Data Analysis and Reporting

- Oversee cleaning and validation of quantitative and qualitative data.
- Analyze quantitative and qualitative data in relation to the project's objectives.
- Generate baseline values for all indicators in the project's log-frame.
- Present the evaluation results through a data validation meeting with CARE team and partners.
- Prepare the draft baseline report and take feedback for finalization and presenting the key findings.
- Provide a two-pages summary of key insights from the baseline assessment after the final report is submitted.

Tentative Timeframe & Key deliverables:

Activity	Deliverable	Description of Deliverables	Tentative Deadline	Estimated Days
Discussion with CARE Vietnam (CVN) team on detailed scope of work	N/A	N/A	12 Nov	1 day
Develop and finalize study protocol, including survey and interview instruments	Baseline study protocol Household questionnaire interview guideline	Baseline Study Protocol which includes research methodology, tools, data matrix, field work process, quality control plan, analysis plan, team arrangement and work plan. A concise, structured guide to support interviewers in conducting household surveys. It provides standardized questions, instructions, and tips to ensure clarity, consistency, and accuracy in data collection across all households.	17 Nov	6 days
Implement data collection on field (Nghe An and Son La)	Raw and clean dataset, interview notes	Includes the raw and cleaned dataset, along with summarized interview notes for reference	28 Nov	14 days
Data analysis	Do-files, Codebook, and Analytical Outputs	Deliverables include data cleaning logs, syntax or do-files used for analysis, a codebook documenting variable definitions, and analytical tables or outputs supporting the	10 Dec	8 days

Activity	Deliverable	Description of Deliverables	Tentative Deadline	Estimated Days
		baseline report.		
Develop presentation on key findings	Presentation on key findings	This presentation provides a clear and structured overview of the most important findings from our analysis. It highlights critical insights, patterns, and implications that emerged from the data, ensuring stakeholders can quickly grasp the core outcomes. The deck is designed to be visually engaging and concise, balancing quantitative results with qualitative interpretation.	12 Dec	1 day
Drafting report	Draft baseline survey report (maximum 30 pages)	Included: I. Cover Page II. Table of Contents III. Acknowledgments IV. Abbreviations V. Executive Summary VI. Brief Project Overview VII. Methodology - Brief baseline survey design - Sampling strategy - Data analysis plan VIII. Key limitations and ethical considerations to the baseline survey IX. Results, analysis, and discussion (for the baseline survey, specifically including a log-frame showing baseline survey status for selected indicators) X. Conclusion and recommendations XI. References with proper citation XII. Appendices or Annexes XIII. Photos are CARE property and will be annexed to the final report together with consent forms	19 Dec	5 days
Finalize report	Baseline survey report A two-pages summary of	Following the feedback on the draft report, submit the final version which provides a comprehensive overview of the initial conditions, context, and key indicators relevant	30 Dec	5 days

Activity	Deliverable	Description of Deliverables	Tentative Deadline	Estimated Days
	the key baseline insights	to the project at its outset. It serves as a reference point against which future progress and outcomes will be measured.		
TOTAL ESTIMATED WORKING DAYS				40 days

NOTE: The total estimated number of working days (40) applies to the entire consultancy package, with no limitation on the number of team members proposed.

Selection criteria

The consultant(s) are expected to adopt a streamlined, smart, and effective evaluation approach, applying suitable digital and technological solutions to enhance data collection, analysis, and reporting efficiency.

- 1 Experience
 - At least 10 years of experience in social research, monitoring and evaluation, or development programming related to citizenship, land rights, education, and/or healthcare services.
 - Demonstrated experience in conducting baseline surveys, quantitative and qualitative research, and data analysis for development projects.
 - Strong understanding of Vietnam's policy and institutional context related to social service delivery and ethnic minority development.
- 2 Qualification
 - Relevant postgraduate qualifications.
- 3 Technical skills
 - Research, surveys, stakeholder interviews (ranging from national-level to local-level stakeholders), report writing, and presentation.
 - Ability to work autonomously and demonstrated skills in leading baseline survey projects.
- 4 Language
 - Excellent command of English (writing and speaking).
 - Proficiency in an ethnic minority language spoken in the project areas (e.g., Thai, Hmong, or Khmu) is an advantage.
- 5 References
 - A minimum of two referee contacts who have managed the proposed consultant previously.

Application procedure:

Interested firms or consortia should submit the following documents in English, clearly stating "*Consultancy – Baseline survey LANDMARKproject*" in the subject line, to the EMAIL ADDRESS: procurement2@care.org.vn before 9 AM on 5 November 2025:

- Technical Proposal (max. 8 pages): approach, methodology, team roles, and timeline
- Financial Proposal (inclusive of all taxes and costs)

- CVs or team bios demonstrating relevant experience
- Sample(s) of previous relevant work

CARE is an equal opportunity employer committed to a diverse workforce. Women, ethnic minorities and people with disabilities are strongly encouraged to apply.

Thanks for your interest in CARE! We are committed to each other and to the protection of the people we serve. We do not tolerate sexual misconduct within or external to our organisation and imbed child protection in all we do. Protection from sexual harassment, exploitation and abuse and child protection are fundamental to our relationships, including employment, and our recruitment practices are designed to ensure we only recruit people who are suitable to work with other staff and the people we serve. As well as pre-employment checks, we will use the recruitment and reference process to ensure potential new consultant/supplier understand and are aligned with these expectations. To find out more, please contact the Human Resources Team Leader.