



## TERMS OF REFERENCE

**Title:** Consultancy for Baseline survey

**Location:** Hanoi and Tuyen Quang province

**Duration:** Jun - August 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 partner, 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. 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 on New Rural Development, Sustainable Poverty Reduction, and Socio-Economic Development in Ethnic Minority and Mountainous Areas up to 2035. Within this evolving policy context, the project seeks to

support more equitable access to essential social services for ethnic minority communities through locally relevant and evidence-informed approaches across the areas of citizenship, land, healthcare, and early childhood education. The project also contributes to the implementation of key national laws and policies related to civil status, land, forestry, education, and public service delivery in ethnic minority and mountainous areas.

### ***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.

While the project has identified a number of proposed interventions across the thematic areas, the baseline study is expected to further validate their contextual relevance, feasibility, and appropriateness within the current implementation context. Findings from the baseline may inform the refinement, reprioritization, or adaptation of selected interventions and implementation approaches where necessary.

### ***Project Location***

- The project will be implemented in 12 villages across two communes, namely Tien Nguyen and Tan Trinh, in Tuyen Quang province (formerly under Quang Binh district, Ha Giang 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) in Tuyen Quang province. Indirectly, the project aims to improve living conditions for broader ethnic communities in these regions.

### **Rationale**

To ensure the strategic efficacy, accountability, and adaptability of the project, conducting a comprehensive baseline study is an absolute prerequisite before any programmatic interventions commence. A rigorous baseline study establishes the essential empirical benchmark by capturing the pre-intervention conditions and values of key project indicators. This foundational data provides the necessary starting point to objectively measure the program's ultimate impact, progress, and net change at the end of the implementation cycle. Furthermore, this initial assessment directly serves the project's Monitoring, Evaluation, and Learning (MEL) framework by testing the actual measurability of selected indicators, thereby allowing the program team to fine-tune target metrics and set realistic, data-driven goals across all levels of the project's logical framework.

Beyond establishing quantitative benchmarks, the baseline study also serves as a contextual and diagnostic exercise to better understand local realities, implementation conditions, and

barriers affecting equitable access to social services among ethnic minority communities. The study will help validate key project assumptions, assess the relevance and feasibility of proposed interventions, and generate evidence-based recommendations to inform adaptive implementation planning. Particular attention will be given to Gender Equality, Disability and Social Inclusion (GEDSI) dimensions to ensure that the perspectives and needs of women and marginalized groups are adequately reflected throughout the assessment.

### **Key objectives**

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, while also generating contextual understanding and evidence to inform the relevance, feasibility, and adaptation of interventions across the project's thematic areas. 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 assess key contextual, institutional, socio-cultural, and service access factors across the project's thematic areas in order to identify barriers, opportunities, and implementation considerations relevant to future project interventions.

The baseline assessment will include focused inquiry across the following thematic areas:

- Citizenship and access to public services.
- Land tenure, land use, and sustainable land management.
- Early childhood education access and related barriers.
- Access to basic healthcare services.

Across all four thematic areas, the study will also explore community awareness and access related to relevant laws, regulations, and administrative procedures.

### **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.

The study should not only assess baseline conditions and indicators, but also examine the feasibility, relevance, acceptability, and implementation readiness of proposed interventions across the project's thematic areas.

### **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.
- Be responsible for setting up and coordinating the field data collection team, including selection and training of qualified enumerators/facilitators, development and pre-testing of data collection tools, and programming of electronic questionnaires where applicable.
- Apply quality assurance measures throughout the data collection process.
- Ensure adherence to ethical and safeguarding standards.

#### **3. Data Analysis and Reporting**

- Clean, validate, and manage 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.
- Assess the contextual relevance, feasibility, and readiness of proposed interventions and implementation approaches within the current project context, including community readiness and barriers.
- Identify key implementation risks, enabling factors, and opportunities for adaptation, prioritization, or refinement of proposed interventions and implementation approaches where relevant.
- Prepare and present a bilingual (English and Vietnamese) presentation of key findings for validation and feedback with CARE team, partners, and relevant local stakeholders.
- Incorporate feedback from the validation process and prepare three separate draft reports in English, including:

- A baseline survey report covering the overall project context, baseline indicators, implementation considerations, and findings across the four thematic areas of the project;
- A thematic report on land use and sustainable land management;
- A thematic report on early childhood education and care.
- Finalize all reports based on feedback from CARE and partners.
- Provide a two-pages summary in English 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	Week 1 Jul 2026	0.5 day
Develop and finalize study protocol, including survey and interview instruments	Baseline study protocol; Household questionnaire interview guideline; Electronic data collection form	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.  Electronic data collection form programmed based on the finalized survey tools to support accurate, efficient, and standardized digital data collection and management during field implementation.	Week 1 – Week 2 Jul 2026	8 days
Implement data collection on field (Tuyen Quang)	Raw and clean dataset, interview notes and recording (if possible)	Includes raw and cleaned datasets, summarized interview notes, and audio recordings where available, organized and submitted for reference and data verification purposes.	Week 3 Jul 2026	7 days
Data analysis	Do-files and/or syntax, Codebook, and Analytical	Deliverables include data cleaning logs, syntax or do-files used for analysis, a codebook documenting variable definitions, and analytical	Week 4 Jul – Week 1	12 days

Activity	Deliverable	Description of Deliverables	Tentative Deadline	Estimated Days
	Outputs	tables or outputs supporting the baseline report.	Aug 2026	
Develop presentation on key findings and draft reports	Presentation on key findings; Draft reports	<p>This deliverable includes:</p> <ul style="list-style-type: none"> <li>• A bilingual (English and Vietnamese) presentation of key findings to support validation and feedback discussions with CARE, partners, and relevant stakeholders. The presentation should provide a clear and structured overview of preliminary findings, critical insights, patterns, and implementation implications emerging from the assessment.</li> <li>• A draft baseline survey report in English (maximum 30 pages), covering the overall project context, baseline indicators, implementation considerations, and findings across the four thematic areas of the project.</li> <li>• A draft thematic report in English on land use and sustainable land management.</li> <li>• A draft thematic report in English on early childhood education.</li> </ul> <p>The baseline survey report should include:</p> <ol style="list-style-type: none"> <li>I. Cover Page</li> <li>II. Table of Contents</li> <li>III. Acknowledgments</li> <li>IV. Abbreviations</li> <li>V. Executive Summary</li> <li>VI. Brief Project Overview</li> <li>VII. Methodology <ul style="list-style-type: none"> <li>- Brief baseline survey design</li> <li>- Sampling strategy</li> <li>- Data analysis plan</li> </ul> </li> <li>VIII. Key limitations and ethical considerations to the baseline survey</li> <li>IX. Results, analysis, and discussion (for the baseline survey, specifically including a log-frame showing baseline survey status for selected indicators, , as well as analysis of intervention</li> </ol>	Week 2 – Week 3 Aug 2026	13 days

Activity	Deliverable	Description of Deliverables	Tentative Deadline	Estimated Days
		<p>relevance, feasibility, community readiness, and implementation implications where relevant)</p> <p>X. Conclusion and recommendations</p> <p>XI. References with proper citation</p> <p>XII. Appendices or Annexes</p> <p>XIII. Photos are CARE property and will be annexed to the final report together with consent forms</p>		
Finalize reports	<ul style="list-style-type: none"> <li>• Final baseline survey report (English)</li> <li>• Final thematic report on land use and sustainable land management (English)</li> <li>• Final thematic report on early childhood education (English)</li> <li>• A two-page summary in English of key baseline insights across the three reports</li> </ul>	<p>Following feedback on the draft reports, submit the final versions which provide a comprehensive overview of the initial conditions, context, key indicators, thematic findings, and implementation considerations relevant to the project at its outset. The reports should also highlight findings related to the contextual relevance, feasibility, and community readiness of proposed interventions where appropriate. Together, these reports will serve as a reference point against which future progress and outcomes will be measured, while also informing adaptive implementation planning and intervention refinement throughout the project period.</p>	Week 4 Aug 2026	4.5 days
<b>TOTAL ESTIMATED WORKING DAYS</b>				<b>45 days</b>

NOTE: The total estimated number of working days (45) 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, with attention to GEDSI considerations.
  - 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: [procurement@care.org.vn](mailto:procurement@care.org.vn) before **5PM on 29 June 2026**. *Please note that our email system does not accept attachments larger than 30 MB. Therefore, kindly provide a downloadable link with the appropriate access permissions, or send the files in a ZIP format. Please note that RAR files are not accepted.*

- Technical Proposal (max. 8 pages): proposed approach and methodology, including understanding of the baseline research objectives and key research questions, team roles, and implementation 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.*