

## **Terms of Reference for EU SWITCH Kenya Green Tujenge Pamoja: Advancing Kenya's Circular Economy through MSMEs**

### **A Baseline Study of Circular Economy Adoption, Enablers, and Risks in MSMEs across Plastic, Textile, and Organic Waste Value Chains**

#### **About Hivos**

Founded in 1968, Hivos is a human rights and social justice organization driven by humanist values. We envision a just world in which everyone, regardless of their identity, background or circumstances, lives in dignity and freedom and can build a fair and sustainable future for themselves, their communities, and the wider society.

Our mission is to defend and expand the civil and political rights that enable people, either as individuals, communities, grassroots movements, or organizations, to realize this vision. The full, unhindered exercise of these rights is necessary to keep civic space open and growing.

We focus on supporting and strengthening civil society actors, organizations, and networks; social movements; independent media and cultural actors; human rights defenders; and community organizations whose work aims to achieve equality and justice in their societies.

#### **About EU SWITCH Kenya Green Tujenge Pamoja: Advancing Kenya's Circular Economy through MSMEs**

The EU SWITCH Kenya Green: "Tujenge Pamoja: Advancing Kenya's Circular Economy through MSMEs" is a multistakeholder initiative funded by the European Union under the EU SWITCH Kenya Green Framework. The program aims at accelerating Kenya's transition to an inclusive circular economy (CE).

The project is implemented by a consortium led by Hivos, in partnership with the Kenya Private Sector Alliance (KEPSA), KCB Foundation, United States International University – Africa (USIU-A) and Somo Africa. The program supports Kenya's transition to an inclusive circular economy – strengthening Micro, Small and Medium Enterprises (MSMEs), Business Support Organizations (BSOs) and TVETs, enhancing access to green finance, and promoting sustainable production and consumption practices across three value chains: plastics, textiles and organic waste. The project is implemented in eight counties: Nairobi, Kiambu, Nakuru, Machakos, Makueni (Nairobi Metropolitan Bloc) and Mombasa, Kilifi, Kwale (Pwani Economic\_Bloc).

The project's overall objective is to contribute to inclusive green growth in Kenya through strengthened environmental governance and circular business practices. The project commits to have 4,000 MSMEs adopting improved circular-economy practices; 4,800 individuals trained on circular-economy technical and business skills; €3 million in green finance accessed by MSMEs; 560 inclusive green jobs created; at least 150 MSMEs receiving sub-grants from a €1.5 million Financial Support to Third Parties (FSTP) mechanism (the Let's Go Green Seed Fund); and 30 million people reached through circular-economy awareness campaigns over the project period.

### **Purpose of the Baseline Study**

Hivos is seeking to hire a consultant to carry out a baseline study which will be used to establish benchmark values for project indicators and inform implementation. The baseline findings will:

1. Establish benchmark values for all project outcomes and impact indicators
2. Assess the current level of understanding and adoption of circular economy practices among the MSMEs
3. Assess MSMEs' access to finance, markets, appropriate technology and business development services for circular activities
4. Analyze waste management, recycling, reuse, and sustainable production practices in target value chains: - Plastic and plastic packaging, textiles and organic waste
5. Assess the enabling policy, regulatory and institutional framework supporting circular economy implementation
6. Assess the Circular Economy risks, including Environmental, Health and Safety (EHS), market distortion, governance and equity currently present in the three Value Chains.
7. Generate evidence and actionable recommendations for project planning, adaptive management, monitoring, evaluation and learning.

The baseline must capture every count disaggregated by: sex; age bands; disability using the Washington Group Short Set (not yes/no); marginalized status (refugee / IDP / ASAL / informal settlement / ethnic minority); county; value chain; and MSME size (micro / small/medium per the MSE Act 2012).

### **Methodology and Design**

The consultant is invited to propose a mixed methods approach to meet the objectives of the baseline and to aim for appropriate levels of triangulation and to avoid selection bias. The methodology should ensure accuracy, validity, reliability, and inclusivity in

data collection and analysis. The proposed methodology should be gender and context-sensitive, which prioritizes the safety, confidentiality and security of everyone involved.

### Data collection

The consultant is required, but not limited to, the following:

- Secondary data review, including but not limited to waste data (NEMA, county environment departments), MSME registration data (KNBS, county trade offices), financial sector data, existing circular-economy studies and relevant policy and legal frameworks.
- Quantitative MSME survey across the eight counties, stratified by county, value chain, and MSME size. Sampling must be representative of the MSME population in each county-value-chain stratum, with a confidence level 95% margin of error 5% at the population level, and 90% / 10% at strata.
- Focus Group Discussions that are stratified to ensure women-only, youth-only, and PWD-inclusive groups are separately convened.
- Key Informant Interviews with individuals across three streams, including but not limited to: enabling-environment (county officials, FIs, sector associations); marginalized-representation (DPOs, refugee-led organizations, women's collectives, youth networks, LGBTQI+, informal-settlement CBOs, ethnic-minority associations); risks-and-harms (OSH specialists, environmental health, consumer safety).

### Quasi-experimental design

The baseline study should be designed to enable credible causal attribution at the Mid-Term Review and Final Evaluation, not contribution tracing alone. The project commits to outcome harvesting and most significant changes as the contribution methods; therefore, the consultant should propose at least two pragmatic quasi-experimental design options in the Inception Report, with justification based on feasibility, cost, data requirements, and expected rigor.

### Deliverables

The expected deliverables from this assignment are:

- **Inception report** with a detailed work plan and proposed methodology, including data collection tools and timelines.

- **Data Analysis Report:** A comprehensive report on quantitative and qualitative data analysis.
- **Policy and Advocacy Recommendations:** A set of actionable recommendations for policy and advocacy.
- **Draft and Final Reports:** Written reports detailing the analysis and recommendations, including a presentation for stakeholders.
- **PowerPoint detailing the key findings and recommendations**
- Annexes detailing data sources, data analysis, raw data, and a list of stakeholders consulted

### Time Frame

It is expected that the report will be completed within **45 working days** from the day of engagement.

### Skills and qualifications of consultants

We are looking for consultants/team with the following skills and qualifications;

1. Advanced degree in Environmental Studies, Natural Resources Management, Social Sciences, Gender Studies, Economics, or related fields.
2. Proven experience in data analysis, particularly in gender and development issues.
3. Experience in conducting policy analysis and providing actionable recommendations.
4. Experience in conducting MSME, value-chain analysis, or circular economy research/studies with EU, World Bank, UN agency, or comparable funder is preferred.
5. Proven expertise in conducting socio-economic assessments, data analysis, and report writing.
6. Excellent written and verbal communication skills, with the ability to present complex information clearly and concisely.
7. Have technical capacity to deploy a field team of enumerators across 8 counties simultaneously.

8. Not be on any EU restrictive measures list, the World Bank Listing of Ineligible Firms, or comparable sanctions list.

### **Application process and requirements**

Interested consultants are invited to submit an Expression of Interest (Eoi) that includes both a Technical and a Financial Proposal. The submission should not exceed fifteen pages in total and must clearly outline the proposed methodology and budget.

#### **Technical proposal**

- Individual or Company profile.
- A detailed proposal outlining the approach and methodologies, including a work plan.
- Updated CVs of core team members, clearly demonstrating relevant experience and background.
- One (1) written sample of previous baseline studies with direct attribution

#### **Financial proposal**

- A detailed budget - in Kenya Shillings with cost breakdown, including consultant fees, travel expenses and any other direct or indirect costs necessary for the execution of the assignment.

The submission should be sent to [tujengepamoja@hivos.org](mailto:tujengepamoja@hivos.org) with the subject line "A Baseline Study of Circular Economy Adoption" by 6th July 2026.