



**Call for proposals for Consultancy Services to Conduct  
**trapca** Tracer Study and Impact Assessment of Training  
Programmes.**

**April 2025**

# Terms of Reference

## Overview

The Trade Policy Training Centre in Africa (hereinafter referred to as “**trapca**” or the “Centre”) is a Centre of the Eastern and Southern Africa Management Institute (ESAMI), which is an intergovernmental institute that is ISO certified and recognized by UNECA as a Centre of Excellence. **trapca** was inaugurated in December 2006, with the mandate of providing training and technical expertise on trade issues to professionals in Least Developed Countries (LDCs) and low-income Sub-Saharan African countries. Situated in Arusha, **trapca** is owned by ESAMI and in partnership with Lund University in Sweden.

**trapca** has focused its efforts on building long-lasting and sustainable solutions to economic challenges and aspirations of indigent sub-Sahara African countries. The strategic response to the identified African capacity needs on trade is anchored on **trapca**’s vision to be a centre of excellence in Trade Policy and Trade Law in Africa. This is driven by the mission to build capacities of African countries for effective negotiations, implementation, integration at policy development, and enforcement processes of international trade. The main capacity challenges identified from the needs analysis include the limited negotiation skills, policy design coupled with very limited capacity to implement and enforce obligations under the trade agreements entered into by African countries.

## 1. Introduction

The Trade Policy Training Centre in Africa (**trapca**) was established in December 2006 with the mandate of providing training and technical expertise on trade issues to professionals in Sub-Saharan African countries.

As a specialised trade policy and trade law training Centre, **trapca** aims to bring new perspectives to world trade, inspire the creation of networks and develop competencies to strengthen the capacity of countries to engage in multilateral, regional and bilateral trading systems in sub-Saharan countries. The key programme objective is to attain improved trade policy capacity. This will enable the countries to develop trade policy strategies, to negotiate for the more beneficial trade policy agreements, thus contributing to increased international and regional trade.

**trapca** courses are modelled in a way that enables African countries to reap the benefits of globalisation and international trade by building competencies in trade related issues. **trapca** offers the following capacity building programmes in the area of Trade policy and trade law -:

- a) International trade and Development which is an entry level foundation course (TRP 400)
- b) Masters’ programme in International Trade Policy and Trade Law (TRP 500)
- c) **trapca** also runs international, regional, and national tailor-made programmes, which are designed to address clients’ specific needs in trade. **trapca** under the OACP/EU funding conducted such executive courses in East, Central, South and West Africa and

conducts such executive courses on request from African governments or their funding partners.

One of **trapca**'s strategic thrusts in training and capacity building is to ensure that its programmes benefit from periodic research carried out in the form of Performance Needs Assessment (PNA), participant feedback, and end of programme evaluation. **trapca** is keen to ensure that its capacity strengthening activities are competitive globally and responsive to the market demands of the target region. This Graduate survey is expected to provide rich experience about the impact of the training initiatives offered by **trapca** since establishment from August 2006 to December 2024. This is designed to provide an assessment on the extent to which the overall objective of **trapca** has been attained.

ESAMI is now seeking the services of firms, to conduct an extensive tracer study and impact assessment of **trapca** capacity building programmes covering the period August 2006 to December 2024. Interested firms are requested to submit full technical and financial proposals to be submitted in separate files. The financial proposal should be password protected.

## 2. Overall Objective

The overall objective of the study is to trace **trapca** students/graduates who undertook training and assess effectiveness, relevance, and impact of **trapca** programmes in achieving the objectives and outcomes for the project.

## 3. Specific Objectives

- a) Trace **trapca** graduates/students and get insight into graduates'/students experiences before and after **trapca** training.
- b) Determine the relevance of the competencies acquired by the graduates/students to their organisation and countries.
- c) Assess the overall impact of **trapca** training programmes in line with the overall objective of **trapca**. (Significance)
- d) To establish how the skills and knowledge acquired at **trapca** have influenced the work, organization with respect to implementation of the trade agreements,
- e) To establish how skills acquired at **trapca** have influenced the career of the graduates/students in furthering the trade agenda.
- f) Document success stories that identify the value addition of the **trapca** capacity building programmes.

## 4. Scope of Work

The scope of work for the consultancy assignment is as follows:

- a) Assess the impact of the training programmes on the alumni in terms of skills enhancement, skills utilisation, career development
- b) Assess institutional capacity enhancement arising from **trapca**'s programmes
- c) Assess the impact of the training programmes in terms of relevance, effectiveness, efficiency, and sustainability

- d) Provide an overview of opinions of alumni/students on their training considering their employment experiences
- e) Identify the present job status of alumni and the extent to which their jobs are appropriate to their new level of education.
- f) Determine the extent to which alumni use knowledge, attitudes and skills acquired during their study in their present jobs.
- g) Assess the extent to which qualifications acquired during the academic studies are used for trade policy, trade negotiations, analysis, and trade facilitation.
- h) Collect proposals on how the trapca programmes can be enhanced to be responsive to the changing needs of the country and or industry.
- i) Obtain the views and opinions of employers on the impact, quality, and relevance of **trapca** training programmes
- j) Obtain the opinions of employers of **trapca** graduates concerning the capabilities that were expected on completion of the training programme.
- k) Determine what skills are present or required for existing workers to enhance the acquisition of trade-based skill set.
- l) Identify institutional capacity challenges and gaps involved in trade related activities.
- m) Collect information on placements/misplacements and employment patterns of **trapca** alumni.
- n) Establishment of co-operation/contacts between **trapca** and its alumni and open up possible sources for collaboration.
- o) Update database of **trapca** alumni and employers, which would facilitate future contacts as well as follow up studies.
- p) Assess alumni satisfaction level relating to the type of training attended.
- q) Document success stories of some of the alumni.
- r) Interface with select faculty members to assess effectiveness of **trapca** training from their perspective.
- s) Generate lessons learnt for **trapca** to inform future interventions.
- t) Make concrete conclusions based on the analysis on the impact of **trapca** training/interventions.

## 5. Specific Activities

The consultant shall

- a) Develop a work plan for undertaking the assignment in consultation with the client.
- b) Conduct a literature review of appropriate documentation on the project to familiarize with the project.
- c) Develop, present, and agree with **trapca** a concrete scientific methodology for implementing the study that clearly spells the data collection instruments and the indicators they measure, the data collection approach that includes an assessment of the strengths and weaknesses, guidelines for data collection and the robustness of the data collected, and the analytical approach that clearly measures impact.
- d) Collect reliable data in the field from alumni and their employers.
- e) Analyse data, compile, and present draft report.
- f) Present the findings of the study to **trapca** and produce the final report to incorporate comments and suggestions from **trapca** staff and stakeholders
- g) Based on the findings of the study, recommend several future interventions and programs to enhance trapca's impact in the African context and trade. These

interventions should focus on capacity building, knowledge sharing, and fostering collaboration among stakeholders.

## 6. Key question to be measured by the tracer survey

The programme objective is stated as:

*Improved trade policy capacity in African countries to develop trade policy strategies to negotiate for the countries' more beneficial trade policy agreements, thus contributing to increased international and regional trade.*

- a) Has the programme objective been reached or is likely to be reached?
- b) Is the skill base from the alumni reflected as per the training they acquired in negotiation skills, trade remedies, trade policy analytical skills, trade database simulations, trade law, trade diplomacy, regional trade agreements, market access, as well as trade policy, strategy, and economics?
- c) Is (a) corroborated by the employers? In what respects?
- d) What kind of capacity is being built? Is it individual, organisational, or institutional capacity or combinations of these?
- e) If there are variations in the capacity building outcome as per (c), what explains this outcome?
- f) Which indicators are best suited to measure individual capacity, including where the former students are employed and what kind of work they are involved in? Why are these indicators better suited?
- g) How will the survey ensure a high response rate that enhances the level of representativeness of the sample? What sampling methodology and data collection methodology needs to be employed to make the survey more scientific?
- h) How will the study capture the impact of the alumni in the private sector and NGOs?
- i) How will the indicators in the survey assure defined targets and measurability?
- j) What indicators need to be incorporated in the survey instruments to show that the training is worthwhile for the target stakeholders – LDCs, Low Income SSA?
- k) What indicators should be incorporated to show that the training is demand driven?

## 7. **trapca** Roles and Responsibilities

- a) Review and approve the work plan, methodology and instruments for the tracer study
- b) Provide relevant review documents (i.e., Strategic Plan, access to students database and other relevant documentation to be reviewed)
- c) Meet the relevant costs related to this consultancy as agreed and stipulated in the contract
- d) Review and approve the synthesis draft and final report and other outputs as stipulated in the deliverables section.

## 8. Deliverables

- a) Detailed work plan with milestones.
- b) Inception report 5 days after the inception meeting.
- c) Documentation of the key lessons for **trapca**

- d) Clear methodology: tracer study instruments and indicator measurement, analytical approach, and robustness check approach
- e) Draft report and presentation to **trapca**
- f) Final report, incorporating suggestions and recommendations (at the end of the consultancy assignment one week after draft report presentation).
- g) Submit all data files in printed and electronic format and completed questionnaires.

## 9. Plan of Work / Duration

It is anticipated that this consultancy will be undertaken as from 19<sup>th</sup> May 2025 with an effective input of 60 man-days. However, the lead consultant will prepare a detailed work plan that will form part of the contract.

## 10. Review Procedure / Monitoring

A panel comprising **trapca** staff and trade experts shall review all outputs of the study. The success of this project will be judged by the delivery of the required outputs and the fulfilment of the study objectives.

## 11. Confidentiality

All information supplied by the client and that derived from the study, which is not of public nature, shall be considered confidential. **trapca** is the owner of this study and total or partial use of it, mention of the results in publications, articles, interviews etc will require authorisation.

## 12. Staff Deployment and Qualifications of Key Personnel

The consultant is expected to deploy key staff in the field of Social Sciences/studies or education or market research with demonstrated survey data collection and survey research analysis with a clear publication record.

The team leader should possess a minimum of masters' degree in related fields with minimum working experience of ten (10) years as a professional survey data researcher, management consultant with proven experience in education research, market research, tracer studies and demonstrated survey research publication record. The team leader should have knowledge of trade issues. The team should have at least a Development Economist, preferably with a PhD and a Marketing expert capable of conducting an impact assessment analysis. Other team members and assistants should possess at least 1<sup>st</sup> degree with minimum three (3) years in tracer studies, survey data collection and analysis.

Other desirable qualifications will include knowledge of trade issues and experience of working donors and African governments and fluency in English and French will be an added advantage.

The key staff skills and minimum years of experience are described in the table below:

S/N	Key Staff	Academic Background and technical expertise	Minimum years of experience
1	Team Leader	<ul style="list-style-type: none"> <li>• Master's degree or other advanced university degree in the field of Social Sciences/studies or education or market research with demonstrated survey data collection and survey research analysis with a clear publication record.</li> <li>• Knowledge of trade issues.</li> </ul>	5
2	Development Economist	<ul style="list-style-type: none"> <li>• PhD holder</li> <li>• Capacity and experience in conducting an impact assessment analysis.</li> <li>• Knowledge of trade policy issues.</li> </ul>	3
3	Marketing Expert	<ul style="list-style-type: none"> <li>• Master's degree in a relevant field</li> <li>• Capacity and experience in conducting an impact assessment analysis</li> </ul>	3
4	Research Assistant(s) (Data analyst)	<ul style="list-style-type: none"> <li>• Bachelors Degree in Social Science and related field</li> <li>• Experience in conducting tracer studies</li> </ul>	3
5	Economist or trade specialist	<ul style="list-style-type: none"> <li>• Masters in economics or related field with specialisation in international trade</li> </ul>	

CVs of lead consultant and experts should be appended to the technical proposal.

### 13. Evaluation of Proposals

Technical proposals will be evaluated against the following criteria:

- a) Clear articulation of capacity, skill, and innovative approaches to carry out the assignment.
- b) Demonstrated experience and competency in conducting tracer studies of a regional magnitude especially in Africa.
- c) Demonstrated experience in survey data collection, analysis, and publications.
- d) Demonstrated analytical and report writing skills and experience;
- e) The organizational/individual competency to deliver the services including ability to organize and manage teams.
- f) Clear work plan and articulation of expected methodologies and outputs.
- g) Prior experience in consulting for donor funded projects.

The assignment is based on a Quality and Cost Based Selection (QCBS), meaning that the contract will be awarded to the consulting firm with the most appropriate qualifications and references. The technical evaluation criteria that will be utilised is described below:

	<b>Criteria</b>	<b>Score weight</b>
<b>1</b>	Relevant experience of the firm in line with the assignment (at least 2)	<b>10%</b>
	- 8% per similar experience/assignment up to a maximum of 10%	
<b>2</b>	Proposed methodology, approach and implementation plan in line with the ToR	<b>40%</b>
	- Technical approach and methodology	25%
	- Implementation Plan	8%
	- Organizational and staffing structure of the firm	7%
<b>3</b>	Expertise and experience of key staff	<b>45%</b>
3.1	- Project Manager	20%
	□ General qualifications: 9% if he holds a Master's degree or other advanced university degree in Social Sciences, 0 if not.	9%
	□ General experience: 7% if he holds 5 years of experience and more in relevant areas as described above and with knowledge in trade policy; 0% if not.	7%
	□ Specific experience: 1% per similar experience/assignment up to a maximum of 4%	4%
3.2	- Development Economist	12%
	General qualifications: 7% if he holds a Ph.D. in .....; 0 if not.	7%
	General experience: 5% if he holds 5 years of experience and more in relevant areas described above; 0% if not.	5%
3.3	- Marketing Expert	10%
	General qualifications: 6% if he holds a Master's degree or other advanced qualification in Marketing or related field; 0% if not.	6%
	General experience: 4% if he holds 5 years of experience and more in relevant areas described above; 0% if not.	4%
3.4	- Research Assistant(s)	8%
	General qualifications: 4% if he holds a Bachelor's degree at least in Social Science, or related fields; 0% if not.	4%
	General experience: 4% if he holds 3 years of experience and more in relevant areas described above; 0% if not.	4%
		<b>100%</b>



## 14. Reporting

It is the responsibility of consultant to ensure timely and quality reporting for each phase and deliverables in the assignment. All reports will be submitted to the Head of Centre (**trapca**) in Collaboration with the Principal Finance and Administration Officer on dates as may be agreed during the inception meeting and stipulated in the contract. The reports will be reviewed by trapca management and also by an external peer review team.

The proposal submission address:

Procurement  
ESAMI  
P O BOX 3030  
Arusha, Tanzania

[procurement@esami-africa.org](mailto:procurement@esami-africa.org)

[info@trapca.org](mailto:info@trapca.org)

CC: [info@trapca.org](mailto:info@trapca.org)

[cchekwoti@trapca.org](mailto:cchekwoti@trapca.org)

Proposals with CVs must be submitted no later than 16:00hrs on Friday, 30<sup>th</sup> April 2025.