



Terms of Reference: Outcome Evaluation Consultant

I. INTRODUCTION

Habitat for Humanity International (HFHI) is anchored on a fundamental vision of a world where everyone has a decent place to live. This vision is the driving force in all HFHI's actions and activities that have seen more than 29 million people worldwide support the building or improve the place they call home.

To further fulfill this vision, HFHI has established the Terwilliger Center for Innovation in Shelter (TCIS) to build and expand inclusive housing markets by supporting firms to innovate and broaden responsiveness to end-user needs through their services and products. TCIS understands that the role of local markets is critical in closing adequate housing gaps among low-income and vulnerable families in the incremental market segment.

TCIS's efforts over the past five years in Peru include engaging stakeholders in the affordable housing market system to facilitate efforts to drive housing quality up and its costs down. Our efforts are focused on generating systemic changes to stimulate the affordable housing market system to innovate, replicate and scale promising practices sustainably.

II. BACKGROUND

The need for more professional advice for informal housing construction is common in Peru. 7 out of 10 homes produced yearly are built in stages, taking almost 30 years without adequate financing and with poor quality, challenging the family's investments and safety. In response, TCIS Peru support and strength different initiatives (projects) 1) to work with housing market actors to expand innovative and client-responsive services, products, and financing and 2) to pilot innovative supply- and demand-side approaches to addressing the affordable housing deficit guaranteeing safety and delivering quality homes while optimizing families' housing investments.

III. PURPOSE OF THE OUTCOME ASSESSMENT

TCIS seeks to conduct an outcome assessment to evaluate the results of its projects (outcome level), focusing on capturing the impact on households and the housing ecosystem. This assessment will aid in assessing the systemic and sector changes in line with the change pathway design in **Guardian Constructor (GC) Project**. It offers construction advice in Lima, Piura, Lambayeque, Ica, Ayacucho, Abancay, and Cusco to vulnerable families through its commercial hub. It connects families to construction SMEs that deliver blueprints, legal advice, and construction services. In addition, GC also articulates suppliers and financial institutions to facilitate quality materials at the best prices and financing options from IFIs and fintech.

Some of the evaluation questions we seek to answer include:

1. To what extent did the project-built awareness, expand knowledge, shift attitudes, and motivate uptake of turnkey and comprehensive housing solutions by low-income and vulnerable households?
2. How and to what extent has articulated project partners' engagement influenced attitudes/opinions and motivated change in behavior among market actors? i.e., new strategic alliances, new/complementary businesses/strategies, and understanding of the market's information needs.
3. How has the project impacted the ecosystem to create interest and content on affordable housing solutions? Assess as market actors were influenced by the TCIS project to address the most critical issues on affordable housing and the influencing factors for this.
4. What enabling factors (demand and supply side and context factors like policy) are essential to support the scaling up of this project to drive systemic change in the Peruvian housing market?
5. An assessment of the appropriateness of the intervention to meet the intended outcomes. Do the stakeholders involved have recommendations for how this can be improved if scaled up? Is the value proposition accurate to aid households in making better decisions about affordable housing solutions?

IV. DELIVERABLES

The consultant will lead the research and will be responsible for ensuring the integrity of the data and its completion within the agreed-upon timeframe and following ethical guidelines for data collection and reporting. Key expected deliverables include:

1. An inception report elaborating the study methodology and data collection tools,
2. A draft report on critical findings with their interpretations,
3. A validation session of critical findings with key stakeholders,
4. A detailed final report incorporating feedback from the validation session. The information shall have a full version and an abridged version.



5. An electronic version of the raw data collected from the field survey/assessment.

Data Protection: The contractor must abide by Habitat for Humanity International's data protection and security policy during the assignment period (safeguarding approach).

IV. CONSULTANCY MANAGEMENT

The primary contact for this assignment will be the MEAL lead; the project logic and other programmatic information will be shared with the successful consultant. The assignment lead will be available for discussions and questions throughout the consultancy and will be responsible for reviewing the draft deliverables.

V. BUDGET & TIMELINE

The selected consultant will work with TCIS Peru with the support of the Global MEAL team. The consultant is expected to begin work on August 21st, 2023, with the first deliverable (research plan) delivered by August 28th, 2023, and a completion date of September 30th, 2023. The proposed budget for this work is, almost, U\$D 15,000 (all expenses and taxes included). Travel is required to conduct this consultancy (Lima, Piura, Abancay and Ayacucho)

VI. KEY COMPETENCIES

TCIS will consider firms or individual consultants. The selected consultant(s) will have:

- An understanding of affordable housing and related impacts of housing in Peru, including the housing value chain and incremental housing practices.
- Cross-cultural competency and working effectively with diverse people.
- Demonstrated experience conducting studies and evaluations.
- Understanding of market-based approaches and Behavior Change.
- Demonstrated experience facilitating qualitative data collection approaches.

VII. SHORTLISTING CRITERIA

Proposals will be shortlisted and weighted based on the following specifications:

- Understanding of the assignment and suitability of the proposed approach - **30 points**.
- Team experience to meet the deliverables - **10 points**.
- Experience in reviews, research, and evaluation of Private Sector Development Projects, including affordable housing - **20 points**.
- Plan and processes for quality assuring the evaluation processes and deliverables, including the approach to safeguarding, logistical and management planning, data cleaning, and editing before any analysis - **10 points**.
- Budget suitability - **15 points**.

VIII. HOW TO APPLY

Interested candidates must submit their proposal no later than **August 17th, 2023**, to Gema Stratico -

gstratico@habitat.org. The proposal should be at most three pages. The expression of interest should include:

- A brief introduction of the consultant (or team) and relevant experience in Outcome Mapping, Market Systems Development programming, and the housing sector, if applicable.
- A summary of how the consultant (or team) meets this consultancy's essential and desirable qualifications.
- A proposed methodology and work plan highlighting key activities and milestones to be further refined during the inception phase.
- Information on the consultant team (if applicable), including the roles and responsibilities of each team member.
- A preliminary budget.
- Annexes:
 - CV(s) for the consultant (or team, if applicable), focusing on the relevant experience and skills
 - At least two professional references, including email addresses and brief descriptions of their relationship to the consultant (or team)