Project details	
Project name	Emergency Humanitarian Assistance, Protection and Livelihood support for Vulnerable Populations in and around Syria
Project country and locations	Syria: Aleppo, rural Aleppo, Homs
Lead organisation	Dorcas
Consultancy duration	3 months

1. Introduction

In these Terms of Reference information is provided regarding the assignment to execute a Value Chain Assessment Analysis (VCA) of SHUM 2 project in Aleppo, rural Aleppo, and Homs. The analysis will be done by a VCA consultant. The VCA consultant will assess and analyse the value chain of the livelihood projects products as well as recommending possible interventions improvement of the competitiveness of this sector.

The VCA consultant will be located In Hanano, Aleppo, and conduct routine field visits to projects locations in Aleppo, rural Aleppo, and Homs and will provide field support.

2. Background

Dorcas started intervention and response to the crisis in Syria since December 2016 and actively working in different parts of the country through the provision of health support, support to disabled people, food assistance, protection, education, and livelihood recovery. Dorcas was able to successfully integrate the approach that links health, community-based protection, and food security. In Aleppo, Rural Damascus, and Homs, community-based protection services were provided from community centers, services to PWSN increased, and GBV, child protection, and early learning were provided to children. Dorcas was able to expand in hard to reach more areas through its projects in Syria.

In Syria, the conflict continues to take a devastating toll on the lives of the Syrian people, this is added to by a rapidly worsening economy leading to higher food prices and the Covid-19 pandemic. This is the largest displacement crisis since World War II, some 6.7 million Syrians are internally displaced and 5.5 million are registered as refugees outside of the country

The strategy of this project will therefore be to balance urgent humanitarian response and protection-focused activities with (re-)establishment of sustainable livelihoods to address the needs of the most vulnerable households in the protracted Syrian crisis.
The consultant will focus on using the VCA techniques to analyse the urban and rural livelihood activities to create a competitive advantage.

3. Objective

Value chain analysis is a process for understanding the systemic factors and conditions under which a value chain and its firms can achieve higher levels of performance over a sustained period of time.
Typically, the aim of value chain analysis is to understand all the major constraints to improve the performance, cost-effectiveness and sustainability of the specific production process, to help improve the quality and value of the product, and to strengthen the marketing of the product in local markets.

Throughout this consultancy opportunity, data and feedback will be collected from the field to better plan and implement livelihood projects in ways which help to boost household incomes while being sustainable and environmentally friendly at the same time. Women's roles in production and marketing should be enhanced and promoted.

The project is implemented in 3 different location areas in Syria as following:

- Aleppo
- Rural Aleppo
- Homs

4. Process

The analysis will follow a 3-step process:

1. Activity analysis: review livelihood and agriculture projects that will be undertaken by beneficiaries. This will include the step-by-step processes including, operational processes, business plans, marketing of products, sales and support.
2. Value analysis: define the "value factors" and identify the needed changes or activities to be done to provide great value for each value factor.
3. Evaluate changes and plan for action: Generate ideas for increasing the value of the livelihood and agricultural projects and deliver an action plan.

5. Main tasks and responsibilities

1. Conduct market analysis which identifies and maps all actors in the value chain; including - market trends in terms of value, volume and market growth; market niches and growth potential; and competitor analysis;
2. Assess the state of service providers, technology, existing infrastructure, available capacity, logistical arrangements, policies, productivity levels and other production conditions;
3. Identify the gaps, detail the constraints at each value chain step, and indicate appropriate actions to address each constraint/gap.
4. Prepare an action plan for development of the activities based on the results of the VCA study.
5. Analyse technical and policy issues, strategies and programmes to support the development, competitiveness, inclusiveness and improved impacts of agribusiness, food systems and value chain development in developing regions;
6. Participate in developing and reviewing information materials, technical papers and guidelines related to agricultural economics, agribusiness, value chain on topics, such as agro-industrial, investment strategy development, territorial development; market and policy analysis, entrepreneurship; digital solutions/technologies for value chain development, marketing; value chain finance, business support services;
7. Contribute to capacity building needs related to the development, competitiveness, inclusiveness and improved impacts of urban and rural livelihood activites and their value chain development; and contribute to developing training materials and activities.
8. Contribute to the collection and dissemination of relevant data and information related to agricultural and development economics, agribusiness, food value chains and systems, including for example, trends and developments, approaches, impacts, lessons and good practices;
9. Contribute to the organization of and/or participate in meetings, conferences, workshops, consultations and field visits as needed;

6. Deliverables of the Consultant, and required qualities

Deliverables:

- Value chain analysis report
- Work-plan and methodology
- A 10-15 pages evaluation report with clear recommendations for action
- Needed trainings for beneficiaries and staff
- Guidance Material (pamphlets, brochures, manuals) to be developed for beneficiaries

Required Qualities:

- A Bachelor's degree in economics, development, livelihoods, social development, sociology/anthropology, or any related field; A Master's degree is a plus.
- At least 5 years of work experience in analysis of markets, in particular value chain analysis; community and business network relationships; industrial processing; assessing industrial markets and pricing policies, preferably within the Syrian context;
- Knowledge of sustainable livelihood development approaches and the ability to apply to strategic and/or practical situations.
- Knowledge of Economic Recovery in fragile contexts concepts and the ability to apply to strategic and/or practical situations
- Fluency in Arabic and English. Excellent oral and written communication skills.
- Be able to work on the field in Aleppo and rural Aleppo and Homs.
- Self-motivated, honest, highly responsible, and punctual.
- Ability to work both independently and as part of a team.
- Flexibility and adaptability with a high sense of humanitarian work.

7. Timeline

Deliverable	Due Date	Who
Work-plan and methodology	1 week after the start date	VCA consultant
Value chain analysis report	2 months after the start date	VCA consultant
A 10-15 pages evaluation report with clear recommendations for action	At the end of the assignment	VCA consultant
Trainings	Throughout the assignment	VCA consultant
Guidance Material (pamphlets, brochures, manuals) to be developed for beneficiaries	2.5 months after the start date	VCA consultant