

THE COMMON MARKET FOR EASTERN AND SOUTHERN AFRICA



REGIONAL TOBACCO FARMING STUDY

CALL FOR APPLICATIONS



November 2017

A. Background

<u>Project title:</u>	An analysis of the trade, social, economic and environmental impact of the tobacco growing activities in the region.
<u>Assignment title:</u>	Regional Consultancy Study
<u>Contract Duration:</u>	Three months (January –March 2018)
<u>Duty station:</u>	Home-based
<u>Travel:</u>	COMESA and SADC region- selected countries
<u>Amount:</u>	USD8, 000

The COMESA Business Council (CBC) is the recognized apex business organization in the region, representing private sector interests at the highest levels of decision making in the region. The CBC provides key market driven services to its membership, namely- business advocacy, business support services- linkages, partnerships and market intelligence, and membership development – technical and productive capacity building.

Tobacco production and manufacturing represents an important economic activity in several COMESA member states. The Tobacco Working Group, as part of the COMESA Business Council technical groups has continuously advocated for the need to have a balanced regulatory framework for the tobacco industry; noting the contribution of tobacco to the economies of several the COMESA Member states in terms of livelihood, GDP and trade.

However, although some reports describing the footprint of tobacco farming have been carried out in the past for specific countries, a comprehensive report covering several countries within a region, which includes aggregated data from the key stakeholders in the sector, has not been done yet. Therefore, quantifying the social, economic and environmental impact of tobacco farming activities and conducting a robust and evidence based research to ascertain its footprint is critical to ensure the long-term sustainability of the activity and influence a balanced regulatory framework for the industry.

In view of the above, CBC through a Consultant seeks to undertake study focusing on assessing and quantifying the trade, social, economic and environmental impact of tobacco farming activities amongst the key tobacco producing countries in the region. Furthermore, to assess the various challenges that are faced by the tobacco farmers and explore opportunities for increased trade and opportunities for the stakeholders within the sector. The Report will be validated by the said industry at a Sectoral Dialogue to validate the evidence based Report. The intention is to promote an informed policy for the tobacco growing within the COMESA region. The Report will also inform the position of the private sector on the tobacco industry for advocacy on promoting the competitiveness of sector in the region or globally.

Therefore, CBC seeks an Expert to undertake a Consultancy study looking at the above issues and ascertain the contribution of tobacco growing in the region.

B. The main objective of the consultancy

The objective of the Assignment is to undertake a Consultancy Study on the contribution and impact of the tobacco growing activities in the region.

The Consultant will undertake desk and field research to develop an analytical Report which includes an analysis of social, economic and environmental impact of the tobacco growing activities in the region. Furthermore, it should identify constraints and propose key recommendations to facilitate the sustainability and competitiveness of the sector in the region and globally.

C. Specific tasks and mode of work

The consultant will work under the guidance and direct supervision of the CBC Chief Executive Officer.

Based on desk and field research, the Consultant will develop an analytical Report on the contribution of tobacco production in the region. The focus for this study should be on the trade, social, economic and environmental impact of the tobacco farming activities.

The Report should cover the following;

I. Impact / Contribution Assessment

- Quantify the contribution/size of tobacco farming vs total agricultural production; Consider issues of the size of cultivated area, level of diversification and crop rotation on the farms.
- Trade contribution of tobacco, the Level of regional and global trade focusing on leaf and processed tobacco amongst the tobacco framing countries.

- Economic impact of tobacco farming in country/region (direct impact, indirect impact, induced impact and catalytic impact). Consider tobacco's role as a cash crop, revenue contribution, employment, ancillary activities and rural development.
- Assess the impact of tobacco farming on the environment (soil, biodiversity, deforestation). Consider issues of sustainable production practices, water, curing processes, afforestation, soil fertility and pesticide usage.
- Assess the impact of tobacco farming on farmer's livelihood and health (return vs other crops, food security, GTS, labor conditions, farm pollution). Consider issues of labour practices, workers health issues, food security and farm pollution.
- Assess the contribution of tobacco farming to SDG's. Consider issues of support to communities, Corporate Social Responsibility or Investments.
- Describe the social impact of industry sustainability partnerships/activities on tobacco growing communities and its contribution to SDG's (examples of solutions). Consider issues of overall impact like poverty, health and well-being, gender equality, infrastructure development, sustainable eco systems, inclusive development and others.

The Economic Impact Analysis should cover the following:

- *Direct impacts—the jobs, GDP and fiscal contributions generated by the organization or industry itself.*
- *Indirect impacts—jobs and GDP supported by the organization or sector via purchases from its supply chain.*
- *Induced impacts—jobs and GDP supported by the spending patterns of those employed directly or indirectly by the organization or sector.*
- *Catalytic impacts—longer-term improvements in productivity and performance by companies and industries in other sectors.*

II. The Report should also capture Constraints and Challenges

- Identify the main technical and policy challenges that are faced by businesses linked to tobacco growing in the region.

III. The Report should propose Key Recommendations and Proposals

- Identify the necessary action to be undertaken to facilitate growth and the sustainability of tobacco growing in the region.

D. Methodology and Approach

The consultant will apply the following methods;

- The Consultant will conduct extensive interviews with key stakeholders in the COMESA region, Tanzania, Mozambique and South Africa. The Consultant will conduct meetings with stakeholders from both the public and private sector. The list of countries will be selected by the CBC but may include; Kenya, Malawi, Uganda, Zambia, Zimbabwe, Tanzania, Mozambique, South Africa.

- The consultant will also undertake a desk research, consulting various statistics and economic databases, analytical reports from stakeholders and agencies such as COMESA, FAO, World Bank, Tobacco Research bodies and public-sector agencies.
- The Consultant will be required to present the Study and develop a position paper to the CBC Tobacco Work Group.

E. Deliverables

- An Inception Report highlighting methodology, Implementation plan, filed work stakeholders and a Questionnaire.
- A draft analytical Report as per the Terms of References.
- A presentation to be made at the Validation Workgroup meeting.
- A Final report considering comments made by stakeholders.

F. Performance period, outputs and Payment schedule:

The performance period for the assignment is from the date of signing, for a period of 3 months. The table below shows the expected outputs, the timeline for the assignment as well as payment. The duration for the assignment shall be an indicate number of 32 days at a fee of 8,000US\$ based on deliverables.

Output	Description	Indicative input days	Payment
Inception Report	Develop Inception or Implementation Report	2 days	10%
Desk Study	Undertake Desk research;	4 days	
Field Work	Undertake Field visits* excluding travel dates	16 days	
1 st Draft Report	Develop and Finalise Draft Report	5 days	30%
Validation Workshop	Present at a Validation Workshop	3 days	
Final Report	Review and Submit Final Report	2 days	60%

G. Qualifications, Competencies and Experience:

Academic Qualifications

- A master's degree in a relevant field in Economics, Agriculture, International Trade or related qualification or related fields plus a Bachelor Degree in any of the above fields.

Experience

- At least 7 years of proven working experience in economic analysis, trade or business policy.
- Proven technical background and experience in conducting economic impact assessment studies in the agriculture sector or on issues around trade regulation.
- Proven working experience in similar regional and international studies.
- Proven capacity to interact with national and international stakeholders in public and private sectors in COMESA region.

Skills and Competencies:

- Recognized skills in analytical, communication, problem-solving, time-management, organization management.
- Excellent written skills, facilitation and synthesis skills.
- Must be result-oriented, a team player, exhibiting prominent level of enthusiasm, tact, diplomacy and integrity.
- Must display efficiency and effectiveness to deliver within time-bound natures of assignment.
- Proven capacity to interact with national and international stakeholders in public and private sectors in COMESA region.
- Women candidates who equally meet the criteria in the person specifications above are encouraged to apply.

H. Languages:

Fluency in both spoken and written English is essential.

I. Payment

The Consultant shall be paid a lump sum of USD 8,000.

Payment to be made according to the payment schedule on the table above.

J. Travel and subsistence

COMESA Secretariat will cover transport cost and the daily subsistence allowance for the Consultant in cases of travel.

K. Submission

1. Written applications should be submitted electronically to COMESA Procurement at procurement@comesa.int before **Monday 11th December 2017 at 17:00hrs.**
2. Submissions should include the following:
 - i. Updated CVs of consultants including contacts:
e-mail and telephone numbers
 - ii. Cover letter detailing their understanding of the task and highlighting experience and expertise in similar works;
 - iii. Copies of academic qualifications;

Only individual consultants with the required profile are encouraged to apply