Terms of Reference (ToR)
Position: Market Research Consultant
Location: Western Kenya (Kisumu, Kakamega, Vihiga, Homabay, Migori)
Duration: 21 working days (July – August 2025)
Reporting to: Chief Operating Officer (COO)

1. Background

M-Taka is a youth- and women-led, tech-enabled waste management and recycling social enterprise. It leverages mobile platforms, AI, and social incentives to enhance waste traceability, drive behavior change, and create dignified jobs in the waste sector.
As part of its county-level rollout in Kisumu, Kakamega, Vihiga, Homabay, and Migori, M-Taka seeks to generate actionable evidence to inform interventions. The market research will assess waste practices, policy frameworks, market readiness, and digital access while profiling key actors and identifying opportunities for circular economy adoption.

2. Objective of the Assignment

The purpose of this assignment is to conduct a comprehensive baseline and market readiness assessment across five counties to:

- Establish baseline values for key performance indicators (KPIs).
- Assess waste ecosystem structures, actors, and operational dynamics.
- Gather insights on recycling behaviors, pain points, and opportunities.
- Identify current levels and gaps in technology adoption (digital platforms, mobile tools, inventory systems).
- Explore user needs for digital waste tracking/business management tools.
- Analyze policy frameworks and county-level readiness for the Sustainable Waste Management Act (2022), Extended Producer Responsibility (EPR), and circular economy initiatives.
- Generate recommendations to inform intervention design, stakeholder engagement, and pilot strategy.

3. Scope of Work

The consultant will be expected to:

- Develop a detailed research plan including methodology, sampling, tools, and stakeholder mapping.
- Design and digitize survey tools for households, SMEs, informal waste actors, and institutional stakeholders.
- Conduct quantitative and qualitative data collection (surveys, FGDs, KIIs).
- Facilitate stakeholder interviews with government, private sector, and community actors.
- Analyze data and generate county-specific and cross-county insights.
- Facilitate validation sessions with internal teams and county partners.
- Produce a final consolidated report with clear recommendations for policy, programming, and product design.

4. Key Responsibilities of the Consultant

- Lead design and implementation of research methodology and sampling.
- Oversee tool development, translation, digitization (ODK/KoboToolbox), and piloting.
- Ensure ethical clearance and consent protocols are followed.
- Train and supervise enumerators.
- Conduct rigorous data analysis and prepare reports.
- Facilitate validation workshops with stakeholders.
- Submit all data files, documentation, and final deliverables.

5. Deliverables

1. Inception Package

- Final methodology and sampling plan
- Fieldwork timeline and team structure
- Draft data collection tools (household, business, agent, government, etc.)
- Ethical approval protocols and consent formats

2. Survey Instruments & Enumerator Toolkit (Annexed)

- Digitized tools (KoboToolbox/ODK) with skip logic and translations
- Print-ready versions of questionnaires
- Enumerator training manual and field guide

3. Comprehensive Final Baseline Report (Main Deliverable – PDF & Editable)
Includes:

- Policy and Institutional Analysis Brief (5–10 pages)
- Digital Access & Literacy Assessment
- Market Readiness Analysis (including profiles of recyclers, aggregators, buyers, and SWOT analysis)
- Waste Ecosystem Maps (with GPS-tagged sites where possible)
- KAP Survey Results (gender/location disaggregation, barriers & drivers)
- Five County Baseline Summaries (10–15 pages each)
- Integrated synthesis report with baseline KPIs, intervention recommendations, and annexes

4. Supporting Materials

- Raw and cleaned datasets (CSV/XLSX)
- Codebook/data dictionary
- PowerPoint presentation summarizing findings and recommendations
- Validation workshop report documenting stakeholder feedback and final revisions
- Dissemination meeting with county-level stakeholders

6. Timeline
The assignment will run for 21 working days (25th August till 20th September, 2025):

- Week 1: Inception report submitted
- Week 2–3: Field data collection across five counties
- Week 4: Data analysis, validation sessions, and draft reporting

- End of Week 4: Submission of final report, datasets, and presentation deck; dissemination workshop