

TOR- Project Activity

Labour System Impact Assessment on JobTech Ecosystem Interventions: A Study on Systemic Change and Youth Employment Outcomes

Project Name	Expanded LIWAY	SAP No. (budget line)	SP1878-2.01.02.04
Organizer (SNV staff name)	Gezahegn Bekele and Lidya Argaw		
Place/s of the activity	At SNV Ethiopia Headquarters		
Duration	Start Date: Contract signing date	End Date: with 25 working days starting form contract signature	
Request date	08/10/2025		
Background	SNV is implementing the Livelihoods Improvement for Women and Youth (LIWAY), a nine-year programme (July 2017 to December 2028) funded by Sweden and the Embassy of the Kingdom of the Netherlands. The programme is implemented by a consortium of partners comprised of SNV Netherlands Development Organisation and MercyCorps. LIWAY aims to contribute to sustainable poverty reduction and social stability in Addis Ababa by increasing incomes through improved wage and self-employment opportunities, primarily for poor women and youth. The objective is to increase incomes of 400,000 poor people in Addis Ababa, of which at least 200,000 (50%) are women (young and adult) via a well-functioning MSD program implementation approach. The LIWAY programme works in four interrelated market systems-Labor, Micro and Small Enterprises (MSE), Medium and Large Enterprises (MLE) and skills which were selected based on their relevance to poor women and youth, the opportunity for positive impact, and the feasibility of intervention. Each system is interrelated and fosters structural transformation engaging public and private market actors/agents to make the system work better for the target groups (Women and Youth). LIWAY follows a market system development (MSD) approach, identifying root causes of market failures that exclude disadvantaged or poor women and youth from wage and self-employment opportunities. It also identifies private and public institutions capable of driving change Intervention areas are derived from relevant supporting functions tailored to the needs of women and youth. One of the underperformances with the labour market system was the lack of accessible and affordable labour market information and matching platforms. To tackle these problems LIWAY has partnered with several private sectors engaged in digital job matching in Addis Ababa. Some of the platforms are established by the support from LIWAY program and others are capacitated to bring behavior change, inclusive and sustainable employment opportunity to youths and women. JobTech platforms are digital tools and services that use technology to make the job search and hiring process more efficient. They go beyond		

	traditional job boards by using automation, data analytics, and skill-based matching to connect job seekers with relevant opportunities. Examples include online gig economy platforms, digital upskilling services, and AI-powered recruitment tools. This Terms of Reference outlines the requirements for a consultant to conduct a comprehensive impact study focused on the effect of the digital job-matching interventions of the LIWAY programme on the overall labour market ecosystem and the economic and social status of target women and youth.
Purpose of the event	2. Objectives 2.1. General Objective The primary goal of this assignment is to assess the impact of the digital job matching interventions of the LIWAY program to the overall labour market ecosystem and the economic and social status of target women and youth. 2.2. Specific Objective of the Assignment • To assess and analyse the effectiveness of job matching service providers and platforms business model compared to the traditional job matching services. • To assess the interventions that LIWAY has implemented thus far to address the gaps in digital job matching, including those related to job matching service providers and the overall ecosystem. • Evaluate the inclusivity and accessibility of JobTech platforms for youth and women, as well as the impact on income changes for these groups. This includes a comparative analysis of changes before and after LIWAY's Job tech platforms interventions. • Assess the engagement of digital job matching platforms with other relevant ecosystem actors to address skill gaps and mobilize resources. This includes examining the adoption and sustainability of Job tech interventions by non-implementing partners or other service providers. • Assess the key challenges observed with digital job matching service providers and the ecosystem including challenges within the business enabling environment and its impact on digital job matching platforms. • Evaluate the economic and social impacts of the LIWAY's digital job matching interventions on women and youth. • Based on the analysis above, provide evidence-based recommendations to enhance the inclusiveness and accessibility of JobTech platforms for women and youths.
Evaluating the system Strategy & changes in digital job matching services	2.3. Assessing the Systemic Changes in digital job matching services • The consultant will assess the digital job matching services and summarises the system with respect to digital job matching services, gig work, and replicability and sustainability of the interventions and comes up with the strategic recommendations. Questions to guide the articulation of changes include: Key focus areas to address:

	• What are the major contributions of the LIWAY's digital job matching interventions in influencing the overall employment ecosystem? In what ways are the LIWAY interventions contributing to the employment ecosystem? • What is the impact of LIWAY's digital job matching interventions on implementing partners/service providers and other non- partners/non-service providers? In what ways are the LIWAY labour infrastructure contributing to the digital job matching services, the overall ecosystem and digital economy of the country? • What is the job matching trends and how is the digital job matching services different from the conventional matching services. • How effective is the accessibility and inclusivity of the digital job matching system for women and youths, particularly in terms of securing employment for these groups? • What is the trend for sector diversification, and which sectors are usually in demand through the digital job matching platform. • Which stakeholders and main actors are involved in digital job matching services and how do they function within the ecosystem. • What is the aspiration of the digital job matching service providers for the future and how do they expect the ecosystem to support their services. • What systemic changes are observed so far, how are business model services expanded, crowded-in, and how do other market actors responded and how and why are other similar market actors likely to replicate the business model, and who benefits from these adaptations and expansions. • What are the economic and social impacts of the job tech interventions on women and youth? • What strategies should be implemented to improve accessibility, and inclusiveness of job matching platforms for women and youths and improve the business enabling environment including regulations, reforms, etc?
Scope of Work	3. Scope of Work The consultant will be responsible for a mixed-methods study, which includes: • Desk Review: Analyze LIWAY program documents and reports related to JobTech and youth employment including youth employment strategies. • Data Collection: Conduct interviews and focus group discussions with LIWAY staff, partners, platform owners, similar actors, relevant stakeholders and users including women and youths. The consultant will also analyse existing program data. • Analysis and Reporting: Synthesize qualitative and quantitative data to produce a comprehensive report. This will include an analysis of barriers and enablers for women and youth in the JobTech market. • Systemic Change Measurement: Assess the project's contribution to systemic change, including changes in the policy environment, market conduct, and rules of the game for the JobTech sector. This will involve analysing direct impacts, indirect impacts and broader systemic results using a standard contribution analysis framework. • Validation: Present key findings to stakeholders in a workshop or to the team to gather feedback.
Deliverables	4. Deliverables

	• An Inception Report with a detailed methodology and work plan. • A Draft Report for stakeholder review. • A Final Report incorporating feedback, including an executive summary, key findings, lessons learned, and a strategic roadmap for the way forward.
Timeframe	5. Timeframe The assignment is expected to take place within (25) working days, starting from contract signing date as per the contract agreement. It will encompass the following phases. • Market study of different digital job matching services • Data Collection: This includes time allocated for conducting the desk review, field research, analysis of partners dashboard and stakeholder interviews. • Data Analysis: Following data collection, a thorough analysis will be conducted to synthesize findings and draw meaningful insights. • Report Preparation: The consultant will prepare the draft report, incorporate feedback, and finalize the report, ensuring clarity and alignment with the objectives of the labour infrastructure intervention area of LIWAY. • Final report: the final report will be a comprehensive document that incorporates feedback from the validation and any additional insights gained during the analysis process.

6. Proposal Evaluation Criteria

The following criteria will be employed for the evaluation of the proposals: -

a) Technical Criteria for evaluation (weight: 70 %)

A pre-defined technical criterion will be employed for the evaluation of applicants. Failure to secure 60% in the technical criteria (i.e 42 Points out of the 70) will automatically disqualify the applicant.

Technical Qualifications	Scoring Criteria	Max. Score
1. Page Limit on Technical Proposal	The technical proposal should be between 10 - 12 pages. CVs and other supporting documents should be included as annexes. Proposals that exceed this page limit may be automatically disqualified.	Mandatory
2. Solid Experience and Knowledge	Proven experience in market systems development (MSD), particularly within the Ethiopian employment sector. In-depth knowledge of the Ethiopian labour sector, and technology-based job matching services and employment.	15
	- More than 8 years of direct experience in similar assignments:	15
	- 5-8 years of relevant experience:	10
	- 3-5 years of relevant experience:	5
	- Less than 3 years of relevant experience:	0

3. Quality of Technical Proposal	Demonstrates a clear understanding of the assignment's objectives and scope. The proposed methodology is sound, and the work plan is clear, detailed, and logical.	35
	- Proposal clearly demonstrates a full understanding of the assignment with a high-quality, detailed methodology and work plan:	35
	- Proposal indicates a partial understanding of the assignment:	15
	- Proposal does not indicate a clear understanding of the assignment:	0
4. Team Capacity and Composition	The proposed team is multi-disciplinary and possesses the required technical expertise to cover all facets of the assignment. CVs of the proposed team members clearly demonstrate the necessary experience.	20
	- A well-composed team with demonstrated senior-level expertise in all key areas: Market Systems Development, digital economy, labour sector and understanding of a technology-based job matching services.	20
	- Team composition is acceptable, but lacks demonstrated expertise in one or more of the key areas:	10
	- Team composition is missing more than half of the required expertise:	0
Total Technical Score		70

b) Financial Evaluation Criteria (weight: 30%)

- ✓ The financial proposal, submitted in a separate document should be simple, and the proposals shall indicate all applicable taxes separately in a clear manner.
- ✓ If Applicants are legally registered consulting firms (copy of annexing of business license, tax registration certificate or any other legal documents need to be submitted). If the supplier is a Local supplier SNV shall deduct either 2% (if the company has valid license and tin number) or 30% (if the company has no tin number and/or license) of the contract amount in lieu of withholding tax and duly paid to relevant inland authority.
- ✓ Financial Proposal need to be submitted in Euro/Birr.

Important Notes:

- ✓ *technical and financial proposals will be submitted separately in marked separate envelopes. Only proposals that have a point of 42/70 and above in the technical proposal are eligible for financial evaluation.*
- ✓ *Proposals that have scored 42/70 on the technical proposal will have their financial proposals evaluated out of 30 and only shortlisted candidates will be contacted.*

Interested consultants (individuals or firms) are expected to meet the following requirements:

Educational Background: A Masters in a relevant field such as Development Studies, Market Systems Development, Social Science, International Development, or other related social sciences.

Demonstrated Experience:

A proven track record in conducting comprehensive studies and assessments for development programs, particularly in the fields of market systems development (MSD), proven experiences on Monitoring and result measurement for MSD programming, youth and women's economic empowerment, and private sector engagement.

Substantial experience in the Ethiopian context, with an in-depth understanding of the labour market, ecosystem, and the policy environment related to employment.

Team Capacity: Ability to mobilize and lead a multi-disciplinary team with combined expertise covering the key assessment areas of the assignment, experienced team member on measurement for MSD programming preferably a DCED certified. The CVs submitted must show relevant knowledge and experience in economic empowerment of youth and women, development programs, experience working on Ethiopian labour sector and engagement within the digital economy.

Research Skills: Proven experience and expertise in designing and implementing mixed-methods research, including both qualitative (interviews, FGDs) and quantitative data collection and in-depth qualitative analysis.

Language Proficiency: Excellent written and spoken proficiency in both English and Amharic.

Ethical Standards: Must adhere to SNV policies, principles, and core values, including a commitment to ethical standards and a code of conduct.

7. Submission of Proposals

The proposal will be submitted in two separates, clearly marked categories:

Technical Proposal

- **Cover Letter (One-pager highlighting capability & experience):**
 - Express clear interest in undertaking the LIWAY Labour market and digital job matching services assessment.
 - Briefly summarize the consultant's/firm's/group's capacity and capability to deliver this specific assignment, emphasizing alignment with economic empowerment and job creation for vulnerable women and youth in Ethiopia through market systems development.
 - Provide evidence of performing similar assignments within the last five years, specifically highlighting experience in:
 - Market Systems Development (MSD), particularly within the Ethiopian employment sector.
 - Youth and women economic empowerment and skills development.
 - Digital economy and Ethiopian labour infrastructure.
 - Assessments or research on MSD programming.
 - Qualitative research.
- **Technical Proposal (Detailed):**

- **Understanding of the Assignment:** Demonstrate a clear and thorough understanding of the Ethiopian labour sector, access to skills and employment and the role of digital job matching platforms in youth employment.
- **Proposed Approach/Methodology:**
 - Detail the mixed methods approach to be employed, specifically addressing how the desk review (relevant documents, reports, systems strategy, etc.) and field research (interviews, FGDs with beneficiaries, government, IPs and other private sector actors (digital job matching service providers, job seekers, government stakeholders, TVETs, and employers) will be conducted.
 - Explain the approach to synthesizing findings and developing actionable recommendations.
- **Work Plan:**
 - Present a clear, detailed, and logical work plan, aligning with the "Duration of the Assignment".
 - Allocate specific timelines for each phase: Data Collection (desk review, field research, interviews), Data Analysis, Report Preparation (draft, final), Validation steps, and Final Report submission.
 - Include a detailed team allocation for each task and estimated man-days per team member for each component of the assignment.
- **Applicant's Own Ideas/Recommendations:** Include any innovative ideas or additional recommendations that could enhance the delivery digital job matching service but not limited to the explicit ToR requirements.
- **Updated CVs:**
 - Provide updated CVs for the lead consultant and all proposed professional team members.
 - Each CV must clearly demonstrate:
 - **Demonstrated Experience:** Proven track record and substantial experience aligned with the "Qualification of the Consultant" criteria, specifically highlighting:
 - Market Systems Development (MSD) expertise.
 - Monitoring and result measurement for MSD programming
 - Youth and women economic empowerment and employment
 - Mixed-methods research design and implementation.
 - Awareness of MSD based intervention assessment methods.
 - Experience in the Ethiopian context (labour market and ecosystem, digital economy, TVET- industry linkage, and policy environment).
 - Evidence of work done (e.g., recommendations from previous engagements, reports contributed to).
 - **Language Proficiency:** Confirmation of excellent written and spoken proficiency in both English and Amharic.
 - **Ethical Standards:** Commitment to SNV policies, principles, and core values.
 - **Financial Proposal (in Euro/Birr).**
- **Breakdown of Relevant Cost Elements:**

- o Provide a clear, itemized breakdown of all anticipated costs.
- o For each cost element, include:
 - Description (e.g., Professional Fees, Daily Subsistence Allowance, Travel Costs, Communication Costs, Report Production).
 - Unit (e.g., day, trip, unit).
 - Number of Units (e.g., total man-days, number of trips).
 - Unit Cost (e.g., daily rate, cost per trip).
 - Total Cost for each item.
- o **Personnel Costs / Professional Fees:**
 - Indicate the daily rate for each professional team member.
 - Specify the number of days each team member will be engaged for the assignment.
- o **Daily Subsistence Allowance (DSA):**
 - Include detailed costs for DSA, covering accommodation, food, and other daily living expenses for field research in Addis Ababa and potential expansion regions.
- o **Travel Costs:**
 - Itemize travel expenses, including domestic travel within Ethiopia for field research.
- o **Communication and Other Costs:**
 - Include costs for communication (e.g., mobile, internet for data collection/reporting) and any other miscellaneous expenses necessary for the assignment's completion.

Submission Guideline and Application submission date:

Interested and qualified applicants who meet the qualification stated above, should submit their proposals as indicated below.

Title of the specific assignment, “**Labour System Impact Assessment on JobTech Ecosystem Interventions: A Study on Systemic Change and Youth Employment Outcomes,**” should be mentioned in the envelop/email subject. SNV will not be responsible for proposals submitted without indicating title of the assignment on the envelope or subject of the email.

Both the **Technical** and **Financial** proposals should be submitted in a **separate email** to ettenders@snv.org, or a separate envelope for those who are submitting in person. Failure to comply with this requirement will result in automatic rejection of the bid.

SNV will not be responsible for proposals submitted without indicating the title of the assignment (“**Labour System Impact Assessment on JobTech Ecosystem Interventions: A Study on Systemic Change and Youth Employment Outcomes**”) on the subject of the email/envelop.

Proposals must be received by SNV Addis Ababa office to the address below no later than **October 28, 2025, 17:00 (5:00PM)** close of business.

All submissions should be sent to: Via email to ettenders@snv.org or must be submitted in person.

All physical submissions should be sent to: SNV Ethiopia, Mexico Sar Bet Road Next to African Union P.O. Box 40675, Addis Ababa | Ethiopia Fax + 251 (0) 11 616 6252 Tele + 251 (0) 11 616 6232 or via [<ettenders@snv.org>](mailto:ettenders@snv.org).