

REQUEST FOR PROPOSAL

Consultancy to Conduct a Baseline Assessment of Small-Scale Aquaculture in Kenya and Tanzania

About Gatsby Africa

Gatsby Africa (GA) is a private philanthropic foundation with a long history of engaging in developing East African economies through working across government and private sector. We are committed to helping build stronger and more inclusive economies in East Africa through the transformation of sectors that have the potential for competitive, inclusive and resilient growth over the long term. We currently work in diverse high-potential sectors: Aquaculture, Commercial Forestry, Livestock, Textiles and Apparel. We believe that, if successfully transformed, these sectors can inspire a step change in the region's growth, generating hundreds of thousands of jobs and additional incomes.

Context

East Africa faces a growing nutritional deficit as population growth and rising incomes drive higher demand for affordable animal-sourced foods. Existing protein sources, particularly wild fisheries, are already at or beyond sustainable limits. Aquaculture offers a proven, efficient, and low-carbon way to fill this nutritional gap. The region is especially well positioned for aquaculture development: it is home to tilapia, one of the world's most farmed fish, with strong local market demand and established consumer preference.

Gatsby seeks to expand economic opportunities at scale for low-income populations – particularly small-scale pond fish farmers and value chain actors – while improving access to affordable, nutritious food. Gatsby believes that small-scale producers can participate competitively in the sector and sustainably increase their livelihoods in the long term.

Small-scale pond aquaculture, particularly tilapia and catfish farming, is practiced in Kenya and Tanzania. As Gatsby considers targeted interventions in this space, it seeks to establish a robust socioeconomic and production baseline. This assessment will generate critical, comprehensive data on the current landscape of small-scale pond producers and value chain participants. This will form part of our baseline that Gatsby will use to inform future intervention design and establish reference points for future impact measurement post-project.

Objectives

The objective of this consultancy is **to conduct a baseline study of small-scale land-based aquaculture in Kenya and Tanzania**, providing a reference point for evaluating the impact of Gatsby Africa's interventions.

Gatsby Africa has pre-defined the study design parameters, including purpose, geographic scope, target population, sampling frame, sample size, species focus, and design type (cross-sectional). These are set out in the Baseline Survey Protocol document accompanying this Request for Proposal. Consultants are expected to focus on *how* these questions will be answered and measured and the data required to do so, rather than redefining or redesigning the study design. **Consultants should design their proposal against the attached Baseline Survey Protocol.**

Scope of Work

The consultant's scope of work for this study will include translating the predefined Baseline Survey Protocol into coherent methodology including sampling plan and survey tool design, and fieldwork implementation. The scope of work includes, but not limited to, the following activities:

Literature Review

1. Conduct a desk-based review of the current landscape of land-based aquaculture in Kenya and Tanzania. This will include a review of relevant published academic and grey literature and existing datasets. The review will specifically obtain and assess existing farmer databases and sampling frames for their scope, quality, coverage, and suitability for fieldwork sampling. This process will identify key data gaps and duplication risks, and inform the design of subsequent fieldwork and sampling approaches.

Methodology Design

2. Gatsby Africa has identified core pre-defined questions. The consultant will be responsible for proposing robust and feasible methodologies to answer these questions in the context of small-scale land-based farming. Specifically, the consultant will:
 - a. Propose data collection and analytical methodologies to measure each pre-defined question, including assumptions, limitations, and the data required for each.
 - b. Assess the suitability of the question for baseline measurement and, where relevant, recommend refinements or additional complementary questions, with clear justification
 - c. Outline how gender-disaggregated data will be collected and analyzed across all relevant questions, providing gender-disaggregated results.
3. Fieldwork must use a digital, offline-capable CAPI platform. Consultants should name the platform they propose to use and confirm offline capability.

The proposed methodology should be practical in local contexts and proportionate to the purpose of establishing a baseline and feasible within the proposed timeline.

Data Requirements

4. The consultant will develop detailed data requirements list and acquisition plan aligned to the agreed questions and proposed methodologies. This should include, but not limited to:
 - a. a clear mapping of questions to required data variables and outcome indicators and proposed data sources (primary or secondary)
 - b. draft surveys, interview questions, and/or list of existing sources/database
 - c. brief analysis of data quality risks and any proposed mitigation measures

Please note with regards to sampling frames: The farmer lists for Kenya and Tanzania should be requested after contracting, not at bidding stage. Bidders should not contact list providers or attempt to obtain these lists independently.

Survey Design Plan

5. The consultant will consolidate outputs from Activities 1–4 into a survey design plan, clearly setting out the proposed methodologies, data requirements, and fieldwork plan for Gatsby Africa's review and approval prior to commencement of field activities.

Survey Implementation

6. Train enumerators, conduct field visits and surveys in Kenya and Tanzania. The field surveys should be conducted using a staged approach, where tools and surveys are piloted across 1 or 2 regions to gauge responses being collected, adjusted where necessary, before proceeding with a full roll out.

Analysis and Reporting

7. Synthesize results and analysis into a draft interim/provisional presentation that presents key results, analysis and baseline indicators. The consultant will present preliminary findings to Gatsby Africa.
8. Prepare final report incorporating Gatsby Africa's feedback and deliver a final presentation to Gatsby Africa staff.

Gatsby remains open to discussing the scope of work.

Input Required from Consultants

During the project, for each of the items below, consultants should explain their proposed approach to:

1. **Sampling frame:** The farmer lists are the starting point for sampling but may contain coverage gaps, dead records, and biases. Consultants should describe how they will assess list quality in practice and how they will sense-check coverage in the field.
2. **Measurement of recall-prone variables:** The instrument relies in places on farmer recall (in areas such as feed quantities and costs, harvest volumes, stocking numbers, household income). Consultants should identify the variables they consider most at risk of recall error in this population and propose specific techniques to reduce that error (e.g. calendars, reference periods, anchoring).
3. **Enumerator approach to identifying the primary pond manager(s):** The protocol defines the primary pond manager and provides probe questions. Consultants should describe how enumerators will be trained to apply these probes when nominal authority and day-to-day management may not coincide.

4. **Pilot for data collection:** Consultants should propose pilot scale, location, structure, and the feedback loop from pilot into instrument revision before main fieldwork begins.
5. **Quality assurance:** Consultants should describe their approach to assuring data quality during fieldwork, including how problems will be detected in real time and what action will be taken when they are identified.
6. **Survey length and analysis plan:** Consultants should propose a target interview length and explain how they have arrived at it, including any implications for instrument design. Consultants should also propose a high-level analysis plan, including how they will handle the analytical classification of farms by commercial orientation and the treatment of missing or refused responses.
7. **Data protection:** Include a brief description of how the consultant will ensure prior informed consent and confidentiality of respondents in line with applicable data protection regulations in Kenya and Tanzania.

Outputs and Deliverables

The consultant is expected to deliver the following:

1. Survey Design Plan

A short document that captures the sampling frame and replacement rules, sampling design, survey tools, CAPI script and validation rules, enumerator team, and fieldwork plan. To be submitted at least three weeks before fieldwork is due to start.

2. Translated Instruments

Translation of the instrument and accompanying materials into all languages required for the fieldwork. The enumerator language coverage should align with the final county and district list selected, including any languages beyond Swahili required for specific areas. Consultants should describe their approach to quality-assuring the translation, particularly for technical aquaculture vocabulary.

3. Data Delivery

Cleaned, labelled datasets at three milestones (**10%, 50% and 100%**) during fieldwork. Each delivery to be reviewed by Gatsby (or a statistical adviser acting on Gatsby's behalf) for consistency and quality before fieldwork continues. GPS coordinates for every interviewed farm must be captured at the point of interview and included in the dataset.

4. Field Decision Log

A written record of all design and field decisions made during the assignment: for example, how unexpected situations were handled, what was changed and why, and what data was cleaned or removed and on what basis. Sufficient detail that a different team could replicate the design at endline.

5. Interim / Provisional Presentation

Consultant presents preliminary findings to Gatsby for discussion, to provide an early view of the baseline and allow Gatsby Africa to review preliminary data and insights, ensuring the consultancy is capturing the right information for the final assessment. Final report incorporates feedback from this meeting.

6. Final Report

Final report presenting a comprehensive baseline of small-scale aquaculture in Kenya and Tanzania providing clear, quantitative and qualitative results and interpretation, including maps, tables, and figures illustrating key findings. This includes country-disaggregated baseline reports; clean, fully labelled dataset with codebook (CSV preferred); field decision log; all translated instruments and analysis scripts with version history; raw qualitative materials where applicable; and working files sufficient for the endline team to replicate the design and analysis.

Eligibility Criteria

Proposals are invited from experts who have:

- Demonstrated experience in conducting rural household surveys, studies or similar research diagnostics (on agrifood systems, livelihoods, income, employment, nutrition) in Kenya and Tanzania, with at least one comparable agricultural or aquaculture survey in the last three years. Aquaculture experience is preferred.
- Demonstrated firm-level experience of running CAPI fieldwork at comparable scale.

- Strong experience in designing and implementing monitoring and evaluation activities, such as quantitative field research and survey design, and translating findings into clear insights to support program tracking.

Please note on regulatory approvals: Bidders must demonstrate working knowledge of all research authorizations required to conduct this survey legally in Kenya and Tanzania, including national research permits, institutional ethics review, sub-national approvals, and any institutional affiliation requirements. Proposals must set out for each country: the specific approvals the bidder will obtain, the responsible body, time and cost included in the workplan, and any country-specific risks that may affect the schedule.

Timelines

The assignment is expected to run for a period of 4-6 months.

Expected Response

In responding to this request for proposal, your response **MUST** cover the following areas:

- i. A **technical proposal** of not more than 8 pages that portrays a clear understanding of the scope and summarized implementation approach to achieving the assignment's overall objective.
- ii. A **financial proposal** for the assignment broken down into specific cost components. At this point the rates will be treated as non-binding. Please note:
 - a. The dominant cost driver should be a per-completed-interview rate, shown separately by country.
 - b. Costs should be staged separately: primarily the inception; pilot-data collection; analysis and reporting phases.
 - c. Proposals should price for 7 Kenyan counties and 3 Tanzanian districts. Costs should also include the marginal unit cost for adding or removing a Kenyan county or a Tanzanian district.
- iii. Details of **team composition**, CVs of each team member to be involved in undertaking the assignment (as well as their potential role in this assignment) and meet the set minimum requirements as outlined under the eligibility criteria above. Primarily this should include:
 - a. Named Project Coordinator to oversee the assignment end-to-end.
 - b. Named statistician or sampling and analysis lead
 - c. Named data manager or CAPI specialist.
- iv. Reference letters from previous clients, citing examples of work done.

Proposals should be received by end of day on **Monday 22nd June 2026**. Kindly send your proposals (or any inquiries or clarifications) by email to rfq@gatsbyafrica.org.uk