

TERMS OF REFERENCE

Baseline Study of the Lasting Laos Project

June 2025

1. Introduction

Plan International Laos (Plan), in cooperation with project partners, the Ministry of Industry and Commerce (MoIC) and the Lao National Chamber of Commerce and Industry (LNCCI), is currently implementing the Lasting Laos Project (2025-2028), funded by the European Union (EU) under the SWITCH-Asia programme. The project is co-funded and coordinated by Plan International Germany.

Plan is currently seeking a company or consultant(s) to design and implement a baseline study that will assess the current situation at the beginning of the project “Lasting Laos – Supporting Young Entrepreneurs and Micro, Small, and Medium Enterprises in the Lao Tourism Value Chain to Adopt and Promote Sustainable Consumption and Production, Circular Economy and Decent Work Practices” (2025 – 2028). The main purpose of this baseline is to collect data for the project indicators to assess the current status (benchmark) as a reference point for future indicator assessment, providing the foundation for further monitoring and evaluation (M&E) for the project.

Working in over 50 developing countries globally, Plan International strives for a just world that advances children’s rights and equality for girls. Plan International has been working in Laos since 2007, and is delivering programs in 10 provinces in Laos, including Bokeo, Oudomxay, Luang Prabang, Vientiane and Salavan Provinces. We support children and youth to access their rights through our Public Health, Education, Livelihoods, Adolescent and Youth Economic Empowerment programmes. In all contexts, together with partners, we strive for lasting impact in norms, attitudes and behaviors, social and economic safety nets, and policy frameworks. Our work includes community-based action, partner strengthening, and policy advocacy, all focused on gender transformative programming. Visit www.plan-international.org and www.lastinglaos.com for more information.

2. Background

The overall objective of the Lasting Laos project is to contribute to Laos 9th Five-Year National Socio-Economic Development Plan, National Green Growth Strategy, Sustainable Consumption and Production (SCP) Roadmap and the EU’s New Green Deal by supporting Micro, Small and Medium Enterprises (MSMEs) and young entrepreneurs (YEs) in the Lao tourism value chain to adopt and promote SCP, circular economy and decent work practices. The project builds upon and scales-up key aspects of a previously EU funded project, SUSTOUR Laos project (2020-2024). Specific actions continued into the Lasting Laos project include: Lasting Laos sustainability certification programme; developing green products and services; tackling single-use plastic (SUP) waste; and access to finance for MSMEs and young entrepreneurs (YEs) in the tourism value chain.

Focusing upon key tourist destinations and urban centres with the highest concentration of MSMEs (Vientiane Capital, Luang Prabang Province, Vientiane Province), while expanding and scaling-up to one additional province (Champasak Province), the project contributes to the tourism value chain in its growth, ensuring MSMEs are sustainable, non-polluting and contributing to the sustainable livelihoods of Lao women, men and children. Plan and its partners will achieve this by promoting and standardizing sustainability certifications and bringing MSMEs in a variety of tourism related sectors into the green transition of the economy. The Lasting Laos certification provides tailored support for MSMEs, equipping them with the knowledge and skills to transform their businesses towards circular economy, decent work and SCP practices while creating spaces and opportunities for YEs to innovate in these areas. The project creates a foundation for replication and scale-up across other sectors of the Laos economy and ultimately aims to cultivate a movement for environmentally and socially conscious entrepreneurship and investment in the Lao tourism value chain.

The project has 2 specific objectives:

- **Specific Objective 1:** MSMEs throughout the Lao tourism supply chain adopt SCP, circular economy and decent work practices through the Lasting Laos sustainability certification programme supported by an enabling policy environment.
- **Specific Objective 2:** MSMEs and YEs are provided with technical support to access green financing instruments (GFIs) in order to produce and adopt and promote green products, services and solutions that demonstrate circular economy, low carbon and SCP practices for the Lao tourism value chain.

Ultimately, the project seeks to address relevant needs and constraints of the following target groups and final beneficiaries:

| Target Group / Beneficiary | # | Description / Selection Criteria |
|---|--------------|---|
| MSMEs (50% are women-owned) | 200 | Micro, small and medium sized enterprises in the tourism value chain |
| YEs (ages 18-35) (50% are women) | 100 | Entrepreneurial young adults ages 18-35 innovating and producing green products / services. |
| GoL (MoIC) | N/A | Public sector responsible for governing related industries and MSMEs. |
| Financial service providers and investors | 10 | Local financial service providers including banks and MFIs. Local and regional investors. |
| Employees of MSMEs | 2000 | National staff in wage employment of target MSMEs. |
| Young Adults (ages 16-24) | 1000 | Youth ages 16-24 (high school, TVET, and university students) |
| Women | 50% of above | Female staff of MSMEs, YEs and youth. |

3. Objectives of the Evaluation

The objective of the baseline survey is to define or update baseline levels of the indicators (both quantitative and qualitative) identified in the project results framework in order for the project to be able to measure against in determining project outcomes. The company or consultant(s) will determine the current baseline values for indicators at the overall objective, outcome and output levels of the project (for more details see project log-frame in **Annex 1**). The baseline should identify and map the target groups, beneficiaries and other stakeholders that may be involved in the project (e.g., government actors, development agencies, civil society organizations, etc.). The baseline should provide analysis of the projects' M&E framework including any recommendations for adaptation or improvement. The company or consultant(s) will work closely with Plan project and programme staff to establish monitoring processes and tools that will be used throughout implementation of the project. The company or consultant(s) will be responsible for all data collection (both qualitative and quantitative).

4. Scope of the Evaluation

The baseline study will assess the above-mentioned objectives in the 4 target areas including 11 districts: Vientiane Capital (Chanthabury, Sissatanak, Sikhottabong, and Saysettha Districts) Vientiane Province (Vang Vieng District), Luang Prabang Province (Luang Prabang and Chompet Districts) and Champasak Province (Pakse, Meaung Champasak, Paksong and Khong Districts). The company or consultant(s) will work closely and be in regular communication with Plan Laos, Plan Germany and project partners (LNCCI, MoIC) throughout the duration of the evaluation. The company or consultant(s) is responsible to oversee data the collection (e.g., surveys, interviews, etc.), including providing their own enumerators and supervising the data collection process. The project team will provide feedback on the design, data collection tools, analysis and draft reports provided by the company or consultant(s).

The key tasks that the company or consultant(s) will be responsible for include:

- Literature/document review of relevant documents (e.g., project proposal, logframe), including similar studies conducted under the SUSTOUR Laos project (e.g., baseline study, final evaluation) and other relevant research/publications (e.g., government strategies);
- Develop and test the baseline survey methodology, including the data collection methods, tools and sampling;
- Work closely with Plan to develop methods and tools for M&E to be used during project implementation (e.g., Kobo Toolbox, Open Data Kit, Power BI, DevResults, etc.);
- Identify and map the stakeholders and beneficiaries involved in the project (with input from Plan);
- Design interview questionnaires and surveys for key target groups/beneficiaries;
- Outline the baseline study design in a succinct inception report;
- Data collection, including travel to and within the 4 project target areas;
- Review and analyze data, including statistical analysis of survey results;
- Consolidate, clean and deliver all baseline study data in a specific format (e.g. Excel, SPSS);
- Draft the baseline report, including analysis of the project log-frame and results framework, the situation of target groups, beneficiaries and other stakeholders;
- Facilitate workshops to present the data collection methods, key findings of the baseline and recommendations for future M&E to the project team and partners;
- Finalize and translate the baseline report based on feedback from Plan and project partners.

5. Methodology

The company or consultant(s) will develop a detailed methodology for data collection, data management and analysis in their proposal. This methodology should be in direct response to the project indicators included in **Annex 1**. This methodology will be described in greater detail in the inception report which is to be provided by the company or consultant(s) once the study is underway. Any method proposed must be in-line with Plan's standards, namely that it is ethical and considers the needs and wellbeing of any respondents involved. The methodology proposed by the consultant should build upon the suggested methods summarized below.

Quantitative Methods

Surveys, including (but not limited to):

- A survey of Lao MSMEs in tourism-related sectors, including owners, operators, and staff, representing a variety of businesses (i.e., hospitality, travel services, transportation, food & beverage, handicraft/souvenir, retail, cultural/historical) in all target areas;
- A survey of youth entrepreneurs involved in the tourism value chain;
- A survey of young adults, focusing on high school and college students.

Desktop Research, including (but not limited to):

- Relevant government publications (e.g. Statistical Report on Tourism, Destination Management Plans, National Tourism Strategy, 9th Five-Year National Socio-Economic Development Plan, etc.);
- Other relevant publications/sources (e.g. National Green Growth Strategy, SCP roadmap, etc.);
- Relevant local, regional and international financing programmes, particularly green financing instruments, available to Lao MSMEs and YEs.

Qualitative Methods

Interviews with stakeholders and beneficiaries, including (but not limited to):

- Relevant Lao government ministries and departments (e.g. Ministry and Departments of Industry and Commerce, Ministry and Departments of Culture and Tourism);
- Local partners and tourism associations (e.g. LNCCI and its provincial chambers, hotel and restaurant associations, travel agent associations, handicraft associations, etc.);
- MSMEs in the tourism supply chain representing a variety of businesses (e.g. hotels, travel agents, tour operators, handicraft, cultural excursions, food & beverage, transportation);
- Financial service providers and local/regional investors, including development banks;
- Development agencies, non-governmental organizations and civil society organizations involved in relevant initiatives.

Desktop Research, using similar sources listed in the quantitative section above but used for qualitative context.

6. Ethics and Child Protection

Plan International is committed to ensuring that the rights of those participating in data collection or analysis are respected and protected, in accordance with Framework for Ethical MERL, our Global Policy on Safeguarding Children and Young People and our Global Policy on Preventing Sexual Harassment, Exploitation and Abuse. All applicants should include details in their proposal on how they will ensure ethics and child protection in the data collection process. Specifically, the company or consultant(s) shall explain how appropriate, safe, non-discriminatory participation of all stakeholders will be ensured and how special attention will be paid to the needs of children and other vulnerable groups. They shall also explain how confidentiality and anonymity of participants will be guaranteed.

The data collection process must consider gender and disability inclusion, child protection, safeguarding and ethical standards in their data collection plans. This includes informed consent, length of surveys, questions and survey methods taking a 'do no harm' approach, capturing the voices of the most marginalized, not raising expectation during the survey, gender and inclusion considerations for interviewer/interviewee.

7. Deliverables

The key deliverables expected from the company or consultant(s) during the baseline study are outlined below:

1. An inception report based on literature review, including (but not limited to):
 - The baseline methodology, tools, and data collection plan, including the design of all surveys and interview questionnaires*;
 - Methods for data analysis/data analysis plan
 - Justification of the methods and techniques to be used (including relevant underlying values and assumptions/theories) with a justification of the selections made;
 - Explanation of how gender and disability inclusion, child protection, safeguarding and ethical standards will be followed during the data collection;
 - Stakeholder and beneficiary mapping (input will be provided by the project);
2. Test the data collection tools and make any necessary changes;
3. Facilitate a half-day workshop with Plan, MoIC and LNCCI to review and discuss the inception report, data collection methods, sampling, etc.;
4. Implement all data collection, including any surveys, interviews and focus group discussions (including travel to target areas);
5. Draft the baseline report (20 pages maximum, excluding annexes) including (but not limited to):
 - Executive summary;

- Updated results framework with final results of all indicators;
 - Analysis of baseline data, including charts, tables and graphs;
 - Analysis of results against evaluation methodology;
 - Completed consent forms (including for children and their caregivers and adults);
 - Cleaned data (including data files (e.g. Excel, SPSS), transcripts of qualitative data, syntax/ code books etc.);
 - Final sampling methodology (including unit of sampling and sampling frame) and size;
 - Methods and tools for M&E to be used throughout project implementation;
 - Final data collection tools.
6. Develop a brief PowerPoint presentation (approx. 10-15 slides) that summarizes the key findings of the baseline;
 7. Present the key findings in a half-day workshop with Plan, MoIC and LNCCI;
 8. Deliver the final report based on feedback from Plan (due within 1 week upon receiving feedback from Plan).*

**These deliverables must also be submitted in Lao language (all surveys and interview questionnaires as well as the final version of the baseline report).*

8. Timeframe

The consultancy shall take place for a period of **35 working days** between July 14th – October 31st, 2025.

| Tasks | Estimated Days |
|---|-----------------------|
| Review project documents and conduct desk research. | 2 |
| Draft the inception report (incl. development of data collection methodology, analysis plan, tools (surveys, questionnaires, etc.)). Surveys and questionnaires must also be submitted in Lao language. | 4 |
| Test the data collection tools and make any corrective changes. | 1 |
| Facilitate the inception report presentation and consultation workshop with Plan and LNCCI (incl. preparation). | 1 |
| Implement data collection (incl. desktop studies, interviews and surveys) in Vientiane Capital and Vientiane, Luang Prabang and Champasak Provinces (incl. travel days). | 15 |
| Draft the baseline study report. | 8 |
| Facilitate the baseline study presentation workshop with Plan, LNCCI and ECEAT (incl. preparation). | 1 |
| Finalize and translate the report based on feedback from Plan (2 versions submitted in Lao and English language). | 3 |
| Total Number of Estimated Working Days: | 35 |

Note: Additional days can be added only if deemed necessary by the project.

9. Qualifications of the Company or Consultant(s)

- At least a Master's degree in international development, tourism development or related field;
- At least 5 years' experience in project design, monitoring and evaluation;
- Demonstrated experience in conducting external evaluations of development projects (previous experience in evaluating EU-funded grant projects is an advantage);

- Previous work experience related to tourism development, SCP, circular economy, private sector development, and/or green financing;
- Knowledge and expertise in participatory, qualitative and quantitative data collection methodology, tools and analysis;
- High level of research and analytical skills;
- Proven experience in implementing and supervising data collection;
- Previous work experience in Laos or another South-East Asian country is a significant advantage;
- Excellent spoken and written English. Lao written and spoken language skills are an advantage;
- The company or consultant(s) must be legally permitted to operate in Lao PDR. It is the responsibility of the company and consultant(s) to ensure that any non-Lao personnel have valid working visas and permits.

Child Protection: *Plan does not tolerate child abuse. All Plan staff and consultants are selected and employed in line with the conditions of Plan's Child Protection Policy. These include appropriate reference and background checks.*

10. Application Process

Plan invites interested applicants to submit a detailed proposal with the following components:

1. A technical proposal, including a proposed methodology and approach for the consultancy, including an indicative work plan and timeframe (maximum of 2 pages);
2. A financial proposal, including an indicative budget with a daily rate including any travel costs (the budget must also be inclusive of any taxes including VAT);
3. The consultant(s) CV (*If a consulting firm or company, a company profile with: a company name, registered office address, physical address, telephone numbers, date of registration, registration number, copy of registration certificate, names of directors/proprietors and name of contact person*).

Please send your application to Laos.procurement@plan-international.org, and copy to Somkhith.Vilasak@plan-international.org with subject: **Baseline Study of the Lasting Laos Project**.

The application deadline is, August 05, 2025 (5 PM, Vientiane local time). **(5 PM, Vientiane local time)**. For any technical inquiries please contact connor.bedard@plan-international.org.

We strongly encourage equally qualified female candidates to apply!

All applications received after the time of the deadline will not be accepted without exception and only shortlisted applicants will be contacted. Shortlisted applicants may be requested to participate in an in-person or online interview process.

Annex 1: Log-frame

| <i>Results</i> | <i>Results chain</i> | <i>Indicator</i> | <i>Baseline (value & reference year)</i> | <i>Target (value & reference year)</i> | <i>Current value* (reference year) (* to be included in interim and final reports)</i> | <i>Sources of data</i> | <i>Assumptions</i> |
|-----------------------------------|---|---|--|--|--|---|-----------------------|
| <i>Impact (Overall objective)</i> | To contribute to Laos 9th Five-Year National Socio-Economic Development Plan, National Green Growth Strategy, Sustainable Consumption and Production (SCP) Roadmap and the EU's New Green Deal by supporting Micro, Small and Medium Enterprises (MSMEs) and young entrepreneurs (YEs) in the Lao tourism value chain to adopt and promote SCP, circular economy and decent work practices. | Impact indicator 1: Number of Micro, Small and Medium Enterprises (MSMEs) applying Sustainable Consumption and Production practices with EU support | <i>To be determined at baseline study</i> | <i>200 MSMEs (50% are female-owned) (2028)</i> | <i>n/a</i> | <i>The Lasting Laos online database; baseline and endline studies; project records.</i> | <i>Not applicable</i> |
| | | Impact indicator 2: Number of Young Entrepreneurs applying Sustainable Consumption and Production practices with EU support | <i>To be determined at baseline study</i> | <i>100 YEs (2028) (50% are female)</i> | <i>n/a</i> | <i>Baseline and endline studies; project records.</i> | |
| | | Impact indicator 3: Lao National Green Growth Strategy Indicator “3.2 Cleanliness and Environmental Friendliness” | <i>53.05 (2018) (value will be updated in 2025)</i> | <i>57.40 (2028)</i> | <i>n/a</i> | <i>Lao green growth strategy till 2030; baseline and endline studies.</i> | |

| Results | Results chain | Indicator | Baseline (value & reference year) | Target (value & reference year) | Current value* (reference year) (* to be included in interim and final reports) | Sources of data | Assumptions |
|--|---|---|---|---|--|---|---|
| Outcome (s) (Specific objectives) | Outcome 1: Micro, Small and Medium Enterprises (MSMEs) throughout the Lao tourism supply chain adopt SCP, circular economy and decent work practices through the Lasting Laos sustainability certification programme supported by an enabling policy environment. | 1.1 – Number of additional MSMEs registered in the Lasting Laos certification programme | 1.1 – 281 MSMEs (30% are female owned) (2024) | 1.1 – 200 MSMEs (50% female-owned) (2028) (2028) | n/a | 1.1 – the Lasting Laos online database | Sufficient number of MSMEs including women-owned MSMEs; MSMEs remain economically viable. |
| | | 1.2 – Number of MSMEs that are Lasting Laos certified (i.e. compliant with all mandatory sustainability criteria) | 1.2 – 39 MSMEs (26 are female owned) (2024) | 1.2 – 75 MSMEs (at least 50% are female-owned) (2028) | n/a | 1.2 – the Lasting Laos online database | MSMEs are able to comply with the sustainability criteria and complete the certification process. |
| | | 1.3 – Number of green jobs supported/sustained by the EU | 1.3 – 1020 green jobs (54% female) (2024) | 1.3 – 2000 green jobs (50% female) (2028) | n/a | 1.3 – baseline and endline surveys | Jobs with certified MSMEs meet the definition of green jobs; assuming an average of 10 employees per MSMEs eligible for Lasting Laos and 30 employees for Travelife businesses. |
| | | 1.4 – % of targeted employers that provide decent, youth and gender-responsive workplaces | 1.4 – 20% of targeted MSMEs (58 certified MSMEs vs. target of 291 under SUSTOUR) (2024) | 1.4 – 35% of targeted employers (2028) | n/a | 1.4 – Lasting Laos database: baseline and endline surveys | MSMEs are able to comply with the sustainability criteria and complete the certification process. |

| Results | Results chain | Indicator | Baseline (value & reference year) | Target (value & reference year) | Current value* (reference year) (* to be included in interim and final reports) | Sources of data | Assumptions |
|----------------|---|--|---|--|--|--|--|
| | | 1.5 – % of women in management and leadership positions of target MSMEs | 1.5 – to be determined at baseline study | 1.5 – 30% (2028) | n/a | 1.5 – baseline and endline surveys; records of Lasting Laos audits | Women are provided with opportunities to take leadership and management positions in target MSMEs. |
| | Outcome 2: MSMEs and young entrepreneurs (YEs) are provided with technical support to access green financing instruments (GFIs) in order to produce and adopt and promote green products, services and solutions that demonstrate circular economy, low carbon and SCP practices for the Lao tourism value chain. | 2.1 – Number of MSMEs and YEs which are provided with technical support to access GFIs | 2.1 – 116 MSMEs and 0 YEs (provided with access to finance training under SUSTOUR) (2024) | 2.1 – 100 MSMEs and 100 YEs (2028) (50% are women) | n/a | 2.1 – attendance records from trainings; logbooks of project staff | MSMEs and YEs will be able to complete the 5-day training course; MSMEs and YEs are interested in obtaining green financing. |
| | | 2.2 – Number of beneficiaries with access to financial services with EU support: (a) firms and (b) people | 2.2 – 4 MSMEs and 0 YEs (successfully accessed funding following training under SUSTOUR) (2024) | 2.2 – 50 MSMEs and 50 YEs (50% are female) (2028) | n/a | 2.2 – records of successful applications / proposals for GFIs. | MSMEs and YEs will submit applications/ proposal for GFIs; associated orgs. (i.e., for the challenge fund) and FSPs will provide MSMEs and YEs with green financing. |
| | | 2.3 – Amount of green financing provided to MSMEs and young entrepreneurs from associated organisations and FSPs | 2.3 – 0 (2024) | 2.3 – 1,000,000 Euros (2028) | n/a | 2.3 – records from Associates and other FSPs | The GoL will allow GFIs for target groups; there is sufficient external funding for the challenge fund; FSPs |

| Results | Results chain | Indicator | Baseline (value & reference year) | Target (value & reference year) | Current value* (reference year) (* to be included in interim and final reports) | Sources of data | Assumptions |
|----------------|---|---|---|--|--|--|---|
| | | | | | | | will develop GFIs for target groups. |
| | | 2.4 – Number of green products, services and solutions developed, implemented and/or promoted for the Lao tourism value chain | 2.4 – 9 green products, services and solutions (under SUSTOUR project) (2024) | 2.4 – 50 green products, services and solutions (2028) | n/a | 2.4 – logbook of project staff, reports from service provider(s) | 50% of YEs and MSMEs supported with GFIs and technical assistance will develop a green product, service or solution. |
| Outputs | Output 1.1 related to Outcome 1: Lao MSMEs are engaged and supported to achieve the Lasting Laos sustainability certification. | 1.1.1 Indicator 1 to Output 1.1: Number of additional MSMEs which are engaged to register for the Lasting Laos certification | 1.1.1 – 460 MSMEs (engaged under SUSTOUR) (2024) | 1.1.1 – 300 MSMEs (2028) | n/a | 1.1.1 – attendance records from engagement events | MSMEs are interested to participate in related activities; business can be reached/engaged by LNCCI. |
| | | 1.1.2 Indicator 2 to Output 1.1: Number of MSMEs that receive an audit from LNCCI | 1.1.2 – 59 MSMEs (2024) | 1.1.2 – 100 MSMEs (2028) | n/a | 1.1.2 – logbooks of project staff, Lasting Laos online database | MSMEs will progress to the audit stage and be willing to have an external audit of their business. |
| | Output 1.2 related to Outcome 1: The Lasting Laos certification standards and processes are strengthened, aligned with relevant international standards and | 1.2.1. Indicator 1 to Output 1.2: Number of criteria strengthened or added to the Lasting Laos certification | 1.2.1 – 177 criteria in total (for all 4 sectors) (2024) | 1.2.1 – 40 criteria are added or strengthened (10 per sector) (2028) | n/a | 1.2.1 – project records and documents; Lasting Laos website | Existing criteria can be improved; additional criteria is necessary for certain aspects (e.g. SUP); stakeholders will |

| Results | Results chain | Indicator | Baseline (value & reference year) | Target (value & reference year) | Current value* (reference year) (* to be included in interim and final reports) | Sources of data | Assumptions |
|----------------|---|--|--|--|--|--|--|
| | government policies (including European Union (EU) policies) and expanded to additional sectors. | | | | | | participate in this process |
| | | 1.2.2 Indicator 2 to Output 1.2: Number of sectors included in the Lasting Laos certification programme | 1.2.2 – 4 sectors (2024) | 1.2.2 – 5 sectors (2028) | n/a | 1.2.2 – project records and documents; Lasting Laos website | Stakeholders (e.g. MSMEs, sector associations, GoL) will actively participate in this process. |
| | | 1.2.3 Indicator 3 to Output 1.2: Number of LNCCI and private sector association who have received training to implement the Lasting Laos certification | 1.2.3 – 20 representatives of LNCCI and private sector associations (2024) | 1.2.2 – 30 representatives of LNCCI and private sector associations (2028) | n/a | 1.2.2 – training attendance records and completion certificates | Staff of LNCCI and relevant sector associations (e.g. restaurant, handicraft) require training to improve capacity. |
| | Output 1.3 related to Outcome 1: The Lasting Laos certification standards and processes are integrated into relevant government policy. | 1.3.1 Indicator 2 to Output 1.3: Number of proposals made GoL to either change existing or develop new policies and regulations | 1.3.1 – 4 (2024) | 1.3.1 – 12 (2028) | n/a | 1.3.1 – meeting minutes from consultation meetings; documents submitted to GoL | Public and private stakeholders will participate in the consultation process; GoL will allow for proposals to change existing or develop new policies. |
| | Output 1 related to Outcome 2: Lao MSMEs and YEs are provided with technical support to access GFIs from | 2.1.1 Indicator 2 to Output 2.1: Number of FSPs which are provided with technical support to develop GFIs | 2.1.1 – 0 (2024) | 2.1.1 – 10 (2028) | n/a | 2.1.1 – records from Associates | The GoL will allow for the Action to implement a challenge fund/small grants programme; |

| Results | Results chain | Indicator | Baseline (value & reference year) | Target (value & reference year) | Current value* (reference year) (* to be included in interim and final reports) | Sources of data | Assumptions |
|----------------|--|--|--|---|--|---|---|
| | associated organisations and FSPs. | | | | | and other FSPs | FSPs will develop GFIs for target groups. |
| | | 2.1.2 Indicator 2 to Output 2.1: Number of FSPs that develop a GFI | 2.1.2 – 0 (2024) | 2.1.2 – 5 FSPs (2028) | n/a | 2.1.2 – records from Associates and other FSPs | The GoL will allow for GFIs; FSPs will have access to sufficient funds to develop GFIs for target groups. |
| | Output 2.2 related to Outcome 2: MSMEs and YEs are supported technically to innovate, develop and implement green products, services and solutions. | 2.2.1 Indicator 1 to Output 2.2 related to Outcome 2: Number of additional MSMEs that are supported with technical assistance to reduce their resource use and implement green solutions | 2.2.1 – 60 MSMEs (under SUSTOUR project) (2024) | 2.2.1 – 80 MSMEs (2028) | n/a | 2.2.1 – project records of selected pilot MSMEs | MSMEs will actively work towards reducing their resource use and implement green solutions; baseline value is the number of Lasting Laos and Travelife certified MSMEs. |
| | | 2.2.2 Indicator 2 to Output 2.2 related to Outcome 2: average % reduction in the resource use of target MSMEs: (a) SUP waste; (b) water use; (c) electricity use. | 2.2.2 – TBD following resource baseline assessments of each MSME | 2.2.2 – (a) 20% reduction in SUP waste; (b) 20% reduction in water use; (c) 10% reduction in electricity use. | n/a | 2.2.2 resource baseline and endline evaluation records and analysis from service provider | MSMEs will actively work towards reducing their resource use and implement green solutions; there is reliable data of the resource use of each MSME. |

| Results | Results chain | Indicator | Baseline (value & reference year) | Target (value & reference year) | Current value* (reference year) (* to be included in interim and final reports) | Sources of data | Assumptions |
|----------------|--|---|--|---|--|---|---|
| | | 2.2.3 Indicator 3 to Output 2.2 related to Outcome 2: Number of young entrepreneurs supported to develop green products, services and solutions | 2.2.3 – 0 (2024) | 2.2.3 – 50 YEs (2028). | n/a | 2.2.2 – project records, records of service provider(s) | YEs will be motivated to develop green products, service and solutions for the tourism value chain. |
| | | 2.2.4 Indicator 4 to Output 2.2 related to Outcome 2: Young people, especially young women, remain in wage employment or self-employed | 2.2.4 – to be determined at baseline | 2.2.4 – 2000 employees of MSMEs and 100 YEs (50% female) (2028) | n/a | 2.2.4 – baseline and endline surveys; Lasting Laos database. | Target MSMEs are able to provide wage employment for young people and women; YEs are self-employed |
| | Output 2.3 related to Outcome 3: Successful business cases are disseminated for replication and proposed to private and public investors for scaling-up. | 2.3.1 Indicator 1 to Output 2.3 related to Outcome 2: Number of MSMEs and YEs that are supported to make proposals/pitches to investors | 2.3.1 – 0 MSMEs (2024) | 2.3.1 – 10 MSMEs and YEs (50% are women) (2028) | n/a | 2.3.1 – project records, minutes of minutes | 10% of MSMEs and YEs will develop products, services and solutions suitable for investment pitches/proposals. |
| | | 2.3.2 Indicator 2 to Output 2.3 related to Outcome 2: Number of investors that receive pitches/proposals from target MSMEs and YEs. | 2.3.2 – 0 (2024) | 2.3.2 – 5 investors (2028) | n/a | 2.3.2 – records of pitches/ proposals from MSMEs and YEs, minutes of meetings | Investors are willing to consider pitches/ proposals from targets MSMEs and YEs. |
| | | | | | | | |

| <i>Results</i> | <i>Results chain</i> | <i>Indicator</i> | <i>Baseline (value & reference year)</i> | <i>Target (value & reference year)</i> | <i>Current value* (reference year) (* to be included in interim and final reports)</i> | <i>Sources of data</i> | <i>Assumptions</i> |
|----------------|----------------------|---|--|--|--|---|--|
| | | 2.3.3 Indicator 3 to Output 2.3 related to Outcome 2: Number of MSMEs and YEs that receive additional investments | 2.3.3 – 0 (2024) | 2.3.3 – 5 MSMEs and YEs (2028) | n/a | 2.3.3 – project records, investment portfolios of investors | Investors are willing to invest in target MSMEs and YEs; 50% of proposals/pitches are successful. |
| | | 2.3.4 Indicator 4 to Output 2.3 related to Outcome 2 – Amount of additional investment in target MSMEs and YEs from other investors | 2.3.4 – 0 (2024) | 2.3.4 – 500,000 Euro (2028) | n/a | 2.3.4 – project records, investment portfolios of investors | Investors are willing to invest in target MSMEs and YEs; 5 MSMEs/YEs receive 100,000 euro in additional investment on average. |
| | | 2.3.5 Indicator 5 to Output 2. related to Outcome 2: Number of young adults reached to promote and inspire entrepreneurialism and careers in tourism related sectors. | 2.3.5 – 0 (2024) | 2.3.5 – 1000 young adults (2028) | n/a | 2.3.5 – attendance records of events (e.g. at schools, job fairs) | Target MSMEs and YEs will participate in relevant activities (e.g. presentations at schools); YAs will join these activities. |