

Research Methodology Note

Dana Labour Market Assessment

SYR2403b

Syria

December 2024
[Version number]

REACH Informing
more effective
humanitarian action

1. Executive Summary

Country of intervention	Syria			
Type of Emergency	<input type="checkbox"/>	Natural hazard	<input checked="" type="checkbox"/> Conflict	<input type="checkbox"/> Other (specify)
Type of Crisis	<input type="checkbox"/>	Sudden onset	<input type="checkbox"/> Slow onset	<input checked="" type="checkbox"/> Protracted
Mandating Body/ Agency	Swiss Agency for Development and Cooperation (SDC)			
IMPACT Project Code	16BIB			
Overall Research Timeframe (from research design to final outputs / M&E)	01/11/2024 to 31/03/2025 (5 months)			
Research Timeframe Add planned deadlines (for first cycle if more than 1) Drafting tips: When planning your research timeframe it is important to consider that unless previously agreed, HQ requires 5 workdays to provide first feedback on any type of output/product. This includes (preliminary) presentations, ToRs, datasets, and data analysis.	1. Pilot/ training: 12-13 January 2025		6. Preliminary presentation: 27 February 2025	
	2. Start collect data: 14 January 2025		7. Outputs sent for validation: 06 March 2025	
	3. Data collected: 22 January 2025		8. Outputs published: 20 March 2025	
	4. Data analysed: 20 February 2025		9. Final presentation: 27 March 2025	
	5. Data sent for validation: 20 February 2025			
Number of assessments	<input checked="" type="checkbox"/>	Single assessment (one cycle)		
	<input type="checkbox"/>	Multi assessment (more than one cycle)		
Humanitarian milestones Specify what will the assessment inform and when e.g. The shelter cluster will use this data to draft its Revised Flash Appeal;	Milestone		Deadline (can be tentative)	
	<input checked="" type="checkbox"/>	Donor plan/strategy	--/--/----	
	<input type="checkbox"/>	Inter-cluster plan/strategy	--/--/----	
	<input checked="" type="checkbox"/>	Cluster plan/strategy	N/A	
	<input type="checkbox"/>	NGO platform plan/strategy	--/--/----	
	<input type="checkbox"/>	Other (Specify):	--/--/----	
	Audience type		Dissemination	

Audience Type & Dissemination Specify who will the assessment inform and how you will disseminate to inform the audience	<input checked="" type="checkbox"/> Strategic <input checked="" type="checkbox"/> Programmatic <input checked="" type="checkbox"/> Operational <input type="checkbox"/> [Other, Specify]		<input checked="" type="checkbox"/> General Product Mailing (e.g. mail to NGO consortium; HCT participants; Donors) <input checked="" type="checkbox"/> Cluster Mailing (NWS ERL Cluster) <input checked="" type="checkbox"/> Presentation of findings (at NWS ERL Cluster meeting; Cluster meeting) <input checked="" type="checkbox"/> Website Dissemination (Relief Web & REACH Resource Centre) <input type="checkbox"/> [Other, Specify]
Stakeholder mapping Has a detailed stakeholder mapping been conducted during research design to identify all actors that could contribute to and/or benefit from the research?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/> No
General Objective	<p>This research aims to provide insights about the labour market situation on the ground in Dana City, Idleb Governorate, Northwest Syria to help humanitarian and development actors in designing sustainable and impactful livelihood interventions. It does so through:</p> <ol style="list-style-type: none"> 1. Conducting scoping interviews with sector experts from various governmental entities identifying Key Employment Sectors in Dana City, Idleb Governorate, with a potential for growth (already done). 2. Then, through individual interviews with Micro, Small, and Medium Enterprise (MSME) owners and managers, this research seeks to triangulate the scoping findings and provide more detailed insights about the labour markets in these sectors with a focus on women contribution to the labour force by including gender-related/specific research questions. <p>Additionally, this research aims to enable implementing partners to conduct similar assessments in other locations in Syria by providing the needed assessment tool and knowledge.</p>		
Specific Objective(s)	<ol style="list-style-type: none"> 1. Identify the Key Employment Sectors¹ in Dana City where employment opportunities are available and the potential to absorb jobseekers is high. 2. Understand the key characteristics of entrepreneurs in Dana City (including demographic characteristics, socioeconomic situation, education level, and previous experience) from a gender lens, factors that drive entrepreneurs to establish micro enterprises, the challenges business owners face when establishing and operating micro enterprises, and the marketing approaches micro enterprise utilize to expand their geographical reach. 3. Identify the different employment models in terms of duration and permanence, demand for skills, and challenges facing SMEs and its variation by sector. 		

¹ [World Bank, July 2016, Sector Taxonomy and definitions.](#)



	<ol style="list-style-type: none"> 4. Determine what types of skills and vocational training programmes would be most impactful in support and advancement of economic participation of the labour force in the Key Employment Sectors by identifying existing gaps between the jobseekers' soft skills and sector-specific skills on one side, and the skills of demand by employers on the other side. 5. Understand the impacts, if any, of the national (in Syria) and regional (in Gaza and Lebanon) escalations on MEMEs in Dana City. 6. Provide the Northwest Early Recovery and Livelihoods (ERL) Cluster partners with a harmonized labour market assessment tool that they can deploy for joint coordinated assessments in other areas of operation and prior to beginning new programming. 7. Understand how the labour forces' skills, engagement in employment sectors, and challenges vary between different populations groups and genders in the assessed locations.
Research Questions	<p>There are two sets of research questions² depending on the enterprise size:</p> <p>Research Questions for Micro Enterprises:</p> <ul style="list-style-type: none"> • Research Question #1: What are the key characteristics of entrepreneurs in Dana City? And what factors drive entrepreneurs to establish micro enterprises? • Research Question #2: What challenges do business owners face when establishing and operating micro enterprises? Do female entrepreneurs face additional challenges? • Research Question #3: In what sectors and activities do micro enterprises operate in Dana City? And what marketing approaches the micro enterprise utilize to expand its geographical reach? • Research Question #4: Are micro enterprises in Dana City financially feasible? And what are their legal statuses? • Research Question #5: What do micro-enterprise entrepreneurs need in order to continue and improve in the mid-term future in terms of capacity building, financial, and in-kind support? <p>Research Questions for MSMEs:</p> <p>Research Question #6: What effects, if any, have the recent political changes in Syria and the regional conflict in Gaza and Lebanon had on MSMEs in terms of production, operation, costs, supply, demand, profits, and sustainability?</p> <p>Research Questions for Small and Medium Enterprises:</p> <ul style="list-style-type: none"> • Research Question #7: How does demand for labour vary across economic sectors in Dana, and which sectors appear to have the highest potential for absorbing new workers and/or for the creation / expansion of Small and Medium Enterprises (SMEs)? • Research Question #8: How does demand for labour in Dana vary across different types of employment, including permanent employees, temporary or seasonal employees, and casual or daily workers?

² The associated Data Analysis Plan includes the sub-research questions and survey questions.

	<ul style="list-style-type: none"> Research Question #9: What specific skills are employers in Dana looking for, including both soft skills and sector-specific skills, and how do they prioritize among these? Research Question #10: What are the key constraints that employers in particular sectors face when seeking to hire workers? 																				
Geographic Coverage	<p>According to the Early Recovery and Livelihoods (ERL) Cluster (4W data), Dana City has the highest number of Technical and Vocational Education and Training (TVET) interventions in Idleb Governorate and is the urban centre for surrounding districts. Therefore, it was chosen as the primary location for the Labour Market Assessment.</p> <p>Scoping interviews indicated that the major economic activities are present in three areas in Dana City³:</p> <ul style="list-style-type: none"> Dana Town (Population is 71,175): Dana Town is the major urban center of Dana City. Bab El Hawa Town (Population is 105,283): Bab El Hawa is the border crossing between Northeast Syria and Turkey. It also has an industrial zone of different types of manufacturing activities. Therefore, it is considered the industrial and trade hub of Idleb Governorate. Sarmada Town (Population is 145,616): Sarmada is the secondary urban centre of Dana City. The population density of Sarmada has on increasing due to internal displacement. 																				
Secondary data sources	<ul style="list-style-type: none"> REACH Northwest Syria, Dana City Labour Market Assessment - March 2022. REACH Northwest Syria, Cost of Business Assessment in Dana City, January 2023. REACH Daily wages and employment sectors in northwest Syria, February 2020. REACH Northeast Syria, Tabqa Labour Market Assessment, July 2024. REACH Northeast Syria, Raqqa Labour Market Assessment, July 2024. Economic Deprivation in Northwest Syria, May 2024. 																				
Population(s) <i>Select all that apply</i>	<table border="1"> <tr> <td><input type="checkbox"/></td><td>IDPs in camp</td> <td><input type="checkbox"/></td><td>IDPs in informal sites</td> </tr> <tr> <td><input type="checkbox"/></td><td>IDPs in host communities</td> <td><input type="checkbox"/></td><td>IDPs [Other, Specify]</td> </tr> <tr> <td><input type="checkbox"/></td><td>Refugees in camp</td> <td><input type="checkbox"/></td><td>Refugees in informal sites</td> </tr> <tr> <td><input type="checkbox"/></td><td>Refugees in host communities</td> <td><input type="checkbox"/></td><td>Refugees [Other, Specify]</td> </tr> <tr> <td><input type="checkbox"/></td><td>Host communities</td> <td><input checked="" type="checkbox"/></td><td>[Other, Specify]: Micro, Small, and Medium Enterprises</td> </tr> </table>	<input type="checkbox"/>	IDPs in camp	<input type="checkbox"/>	IDPs in informal sites	<input type="checkbox"/>	IDPs in host communities	<input type="checkbox"/>	IDPs [Other, Specify]	<input type="checkbox"/>	Refugees in camp	<input type="checkbox"/>	Refugees in informal sites	<input type="checkbox"/>	Refugees in host communities	<input type="checkbox"/>	Refugees [Other, Specify]	<input type="checkbox"/>	Host communities	<input checked="" type="checkbox"/>	[Other, Specify]: Micro, Small, and Medium Enterprises
<input type="checkbox"/>	IDPs in camp	<input type="checkbox"/>	IDPs in informal sites																		
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<input type="checkbox"/>	Refugees in host communities	<input type="checkbox"/>	Refugees [Other, Specify]																		
<input type="checkbox"/>	Host communities	<input checked="" type="checkbox"/>	[Other, Specify]: Micro, Small, and Medium Enterprises																		
Stratification <i>Select type(s) and enter number of strata</i>	<table border="1"> <tr> <td><input checked="" type="checkbox"/></td><td>Geographical #: 3 (Dana City; Bab El Hawa town; Sarmada town) Population size per strata is known? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</td> <td><input checked="" type="checkbox"/></td><td>Group #: 3 (Micro; Small; and Medium Enterprises). Population size per strata is known? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</td> <td><input checked="" type="checkbox"/></td><td>Sector #: 8 Commercial retail and trade. Services and maintenance.</td> </tr> </table>	<input checked="" type="checkbox"/>	Geographical #: 3 (Dana City; Bab El Hawa town; Sarmada town) Population size per strata is known? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/>	Group #: 3 (Micro; Small; and Medium Enterprises). Population size per strata is known? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/>	Sector #: 8 Commercial retail and trade. Services and maintenance.														
<input checked="" type="checkbox"/>	Geographical #: 3 (Dana City; Bab El Hawa town; Sarmada town) Population size per strata is known? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/>	Group #: 3 (Micro; Small; and Medium Enterprises). Population size per strata is known? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/>	Sector #: 8 Commercial retail and trade. Services and maintenance.																

³ The population data source is the Population Task Force (PTF) led by OCHA, updated in June 2024 (unpublished).

					Private Education. Private Health. Food production. Solar value chain. Construction and manufacturing. Agribusiness. Population size per strata is known? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Data collection tool(s)	<input checked="" type="checkbox"/>	Structured (Quantitative)		<input type="checkbox"/>	Semi-structured (Qualitative)
	Sampling method			Data collection method	
Structured data collection tool # 1 <i>Select sampling and data collection method and specify target # interviews</i>	<input checked="" type="checkbox"/> Purposive <input checked="" type="checkbox"/> Snowballing <input type="checkbox"/> [Other, Specify]			<input type="checkbox"/> Key informant interview (Target #):_____ <input type="checkbox"/> Group discussion (Target #):_____ <input type="checkbox"/> Household interview (Target #):_____ <input checked="" type="checkbox"/> Individual interview (Target #): 200. <input type="checkbox"/> Direct observations (Target #):_____ <input type="checkbox"/> [Other, Specify] (Target #):_____ 	
Target level of precision if probability sampling	__% level of confidence N/A			__+/- % margin of error N/A	
Disaggregation by gender and age <i>Are you planning to conduct sex/age disaggregated analysis?</i>	Gender			Age	
	<input checked="" type="checkbox"/>	Yes		<input type="checkbox"/>	Yes
	<input type="checkbox"/>	No		<input checked="" type="checkbox"/>	No
Data management platform(s)	<input checked="" type="checkbox"/>	IMPACT		<input type="checkbox"/>	UNHCR
	<input type="checkbox"/>	[Other, Specify]			
Expected output type(s)	<input checked="" type="checkbox"/>	Situation overview #: 1		<input type="checkbox"/>	Report #: __
	<input type="checkbox"/>	Presentation (Preliminary findings) #: __		<input checked="" type="checkbox"/>	Presentation (Final) #: 2
	<input checked="" type="checkbox"/>	Interactive dashboard #:1		<input type="checkbox"/>	Webmap #: __
	<input type="checkbox"/>	[Other, Specify] #: __			
Access	<input checked="" type="checkbox"/>	Public (available on REACH resource centre and other humanitarian platforms)			
	<input type="checkbox"/>	Restricted (bilateral dissemination only upon agreed dissemination list, no publication on REACH or other platforms)			
Visibility	REACH [By default unless specified otherwise]				
	Donor:				

Specify which logos should be on outputs	Coordination Framework:
	<p>Partners: Basmeh & Zeitooneh and the Early Recovery and Livelihood Cluster of Northwest Syria.</p>  <p>BASMEH & ZEITOONEH RELIEF & DEVELOPMENT</p> 

2. Rationale

2.1 Background

Thirteen years into the conflict in Syria, the crisis is complex and multi-dimensional, characterized by political instability, armed conflict, and economic deterioration, resulting in unstable markets and lack of access to livelihoods⁴.

According to the [REACH Humanitarian Situation Overviews \(HSOS\) Sectoral Dashboard](#), livelihoods has consistently been reported as one of the top priority needs among all population groups in Northern Syria. In order to provide support to conflict-affected populations in accessing livelihood opportunities, finding decent employment, and becoming economically resilient and self-reliant, a deep understanding of the MSMEs profile, Key Employment Sectors, skills of demand, and the challenges that face MSMEs is needed.

Dana City is an urban centre for Northwest Syria and surrounding communities, including Bab El Hawa (which is a border crossing between Northwest Syria and Turkey, and has an industrial zone) and Sarmada (an industrial and trade urban area). In March 2022, REACH published a [Labour Market Assessment of Dana City](#) (data collection occurred during the first three weeks of December 2021). The assessment identified the gaps in employment opportunities between the supply (jobseekers) and demand (employers) by highlighting the barriers faced by jobseekers in accessing employment, and the challenges faced by employers in hiring skilled labour.

Livelihoods programming is a core pillar of the NWS ERL Cluster's work, and they want to expand their evidence base. According to the NWS ERL Cluster's records, more Technical and Vocational Education and Training (TVET) programming is done in Dana City than in any other location in Idleb Governorate. However, there is a lack of systematic, publicly available, and up-to-date information on employment status, core and growing sectors in Dana, and labour market supply and demands.

2.2 Intended impact

⁴ [REACH Economic Deprivation in Northwest Syria, April 2024](#).

The intended impacts of this research are:

- To enhance implementing partners' understanding of the opportunities for growth in the Key Employment Sectors in and around Dana City, highlighting the different gender-related factors that affect female micro enterprises' owners and women's economic participation in the labour force.
- To provide partners with a template that they can use to conduct similar labour market research and inform programming in other contexts. Through this, REACH seeks to strengthen the evidence base for livelihoods-related programming, enabling partners to conduct more targeted, relevant, evidence-based livelihood interventions, to provide jobseekers with the skills and assets/resources to secure sustainable income-generating opportunities and to help MSMEs overcome the challenges they face when searching for qualified jobseekers. Consequently, the overall intended impact of the Dana Labour Market Assessment is to enhance the resilience of people in Dana City through informing livelihoods programming.

3. Methodology

1. Methodology overview

First, REACH conducted secondary data analysis and literature review to identify key information gaps and synthesize the most notable research on the current state of the labour market in Dana City. Then, REACH conducted semi-structured scoping interviews with implementing partners in Dana City, to determine the geographical scope, the relevant sectors, and the appropriate distribution of interviews between sectors and enterprise sizes. Following this, REACH will utilize two structured tools: one for micro enterprises, and one for small and medium enterprises. The following paragraphs explain this in greater detail.

In order to use the available human and financial resources effectively, the Labour Market Assessment is set to focus only on the Key Employment Sectors that have a high potential for growth. Therefore, following the secondary data review, REACH partnered with the Northwest Syria Early Recovery and Livelihoods (ERL) Cluster to help facilitate a set of scoping interviews with sector experts based on the ERL Cluster's network of partners in Dana City. As part of this scoping, the Assessment Specialist responsible for the research design conducted six interviews with representatives of local and international NGOs who carry/carried out livelihood activities in Dana City, including cash for work, TVET, and startup/scaleup grants.

The scoping interviews identified prominent and emerging economic sectors with high or growing demand for labour to prioritize, and the estimated presence of MSMEs in each sector. These interviews occurred during the first two weeks of November 2024. Respondents explained that the labour market in Dana City and surrounding urban areas is dominated by the presence of micro and small enterprises, a large portion of which are home-based businesses run by women. Therefore, and in order to ensure the assessment's findings and insights are gender sensitive, REACH decided to have an even gender balance between interviews with male and female MSMEs representatives and to partner with Basmeh & Zeitooneh, a local non-governmental organization that has a long experience in women's empowerment and engagement in the labour market across Idlib governorate. The Gender Officer at Basmeh & Zeitooneh organization contributed to the design of the Data Analysis Plan data collection tool by drafting relevant gender questions and indicators.

Data collection in Dana City is set to take place between the 14th and the 22nd of January 2025. The Training on data collection tools is set on 12 and 13 January, one day for the micro enterprises tool and the other on the SMEs tool. 15 Male and female REACH enumerators will conduct structured Individual Interviews with MSMEs representatives in Dana City using purposive and snowball sampling techniques. A respondents contact information form was deployed to gather the name, gender, location, mobile number, type of business, and sector of MSMEs. The interviewed sector experts disseminated the form with their organization's beneficiaries and professional network in order for REACH enumerators to

have a dataset of male and female respondents in Dana City. Enumerators will also be instructed to apply a snowball approach focusing on the sectors that had been identified as having greatest potential for growth.

All data will be collected in-person by REACH enumerators through Open Data Kit (ODK) and will be uploaded to the IMPACT Kobo server. The data will be analysed using thematic content analysis and the findings will be consolidated into enterprise size and gender groups detailing the key findings per sector.

Key Definitions

Key Employment Sector⁵ or key sectors of the economy represent areas of the economy in which groups of businesses share the same or related business activity, product, or service. These sectors represent a large grouping of companies with similar business activities and provide livelihood opportunities for the workforce. These sectors may include agriculture, manufacturing, construction, finance and related services, retail and commerce, etc.

Labour force: The labour force comprises all persons of working age who furnish the supply of labour for the production of goods and services during a specified time-reference period. It refers to the sum of all persons of working age who are employed (already working) and those who are unemployed (but seeking employment)⁶.

Micro, Small and Medium Enterprises (MSMEs): The International Financial Corporation (IFC) categorizes MSMEs based on three attributes: the number of employees, total assets, and annual sales. The limited data on enterprises and the lack of a central repository of registered business makes it challenging to estimate the total assets and annual sales. Hence for this assessment, only the number of employees will be used to define MSMEs. The employee thresholds have been revised down from international standards to better account for the Syrian context.

Categorization	Number of employees
Micro Enterprise	1-3 employees
Small Enterprise	4-10 employees
Medium Enterprise	11-50 employees
Large Enterprise (not covered in the assessment)	More than 50

Sector specific skills: Sector specific skills are technical, job-specific abilities and special attributes that are needed for performing an occupation in practice. Learners often acquire these as a result of their participation in post-basic education, including through highly specialized professional training or extra-school courses. These skills could relate to a specific job, task, or academic discipline (e.g. teacher, geographer, medical doctor or journalist).

Vocational skills: The knowledge, practical competencies, know-how, and attitudes necessary to perform certain trades or occupations in the labour market which relate to fulfilling the requirements of daily basic needs of maintaining habitation. These include carpentry, plumbing, electrical and wireworks, tin-smithing, etc.⁷

Permanent employee: someone who is expected to work for the business on a regular basis without a specific end date in mind. This includes full-time and part-time workers.

⁵ World Bank, July 2016, [Sector Taxonomy and definitions](#).

⁶ International Labour Organization (ILO), Work Statistics – 19th ICLS (work database), [Employment and labour force indicators](#).

⁷ International Labour Organization (1986), Vocational Training: [Glossary of Selected Terms](#).

Temporary or seasonal employee: someone who works for the business during a specific window of time, usually between one to six months. This includes full-time and part-time workers.

Casual or daily worker: someone who is hired for a short time period, usually between one day or up to one month. Need for daily workers may be regular or irregular.

Population of interest

The population of interest is the Micro, Small, and Medium Enterprises (MSMEs) in the Key Employment Sectors identified as being core sectors and/or growth sectors in Dana City, Sarmada, and Bab El Hawa areas.

The **Key Employment Sectors in Dana City identified during the scoping interviews are:**

- **Commercial retail and trade:** Due to the stable security situation in Dana City and geographical proximity to Türkiye, several investors have been moving their investments from other cities in Syria to Dana, making it a commercial and trade hub for northwest.
- **Services and maintenance:** Bab El Hawa has an industrial zone for different types and sizes of industries, in addition to being a land crossing to Türkiye.
- **Private Education:** Due to the internal displacement from other cities in Syria to Dana, the population density increased dramatically. The public education sector has been unable to accommodate the influx of new students, creating an opportunity for the private sector to establish new schools.
- **Private Health:** As with the education sector, and due to insufficient funding, the public health sector has been unable to accommodate the large influx of Internally Displaced Persons, creating a need for privately-owned medical centres, clinics, pharmacies, and laboratories.
- **Food production:** With several raw ingredients imported Türkiye through Bab El Hawa crossing, food production is among the most active sectors in Dana City, with a high presence for micro and small enterprises.
- **Solar Value Chain:** Between 2014 and 2019, people in Idlib Governorate relied on solar panels as a main source for electricity. In 2020, a Turkish electricity company started supplying Northwest Syria with electricity. Yet, inhabitants of Dana city and surrounding areas rely on solar panels as secondary source of electricity⁸.
- **Construction and manufacturing:** Following a rapid increase in population due to displacement into and around Dana City, inhabitants' need for shelter made the construction and manufacturing sector among the most active economic sectors in Dana City.
- **Agribusiness:** Agribusiness has historically been and still is a key employment sector considering that most of Dana City's lands are agrarian. However, it has shrunk significantly due to multiple factors, including encroachment of urban areas and camps onto agricultural lands, the high cost of agricultural inputs, and climate change impacts

2. Secondary data review

The main secondary literature sources identified for this assessment are:

- [REACH Northwest Syria, Dana City Labour Market Assessment - March 2022.](#)
- [REACH Northwest Syria, Cost of Business Assessment in Dana City, January 2023.](#)
- [REACH Daily wages and employment sectors in northwest Syria, February 2020.](#)
- [REACH Northeast Syria, Tabqa Labour Market Assessment, July 2024.](#)
- [REACH Northeast Syria, Raqqqa Labour Market Assessment, July 2024.](#)
- [Economic Deprivation in Northwest Syria, May 2024.](#)

⁸ [Humanitarian Situation Overview of Syria \(HSOS\) in Northwest Syria, October 2024, Data of emergency Shelter and NFI](#)

The secondary data is used to understand the historical market situation based on the Dana City Labour Market Assessment (March 2022) and Dana City Cost of Business Assessment (January 2023), and the general economic and livelihoods situation in Northwest Syria. The former provide information that, while outdated, feeds into the research design, while the Labour Market Assessments in Northeast help in understanding the different characteristics of small and medium enterprises in general.

Primary Data Collection

Primary data collection in Dana City will consist of around 200 Individual Interviews conducted by REACH enumerators with male and female MSMEs representatives (mainly the enterprise owner/founder or manager). These 200 interviews will be divided across the estimated presence of MSMEs identified during the scoping interviews as explained in the below table.

The structured individual interviews will collect information that addresses the research questions, in order to gain understanding of the labour market. Enumerators will be trained to conduct a pre-interview screening to ensure that the enterprise that they are about to interview is part of one of the selected sectors). They will aim to interview MSMEs across the eight Key Employment Sectors identified during the scoping exercise.

The following table explains the sampling disaggregation per research objectives, and the suggested number of Individual Interviews planned to take place the MEMEs per size.

Research Objectives	Data Collection Method/ Activity	Total Number of Interviews	Disaggregation Type (if any)	Nature of findings (Representative/ Indicative)
Understand the key characteristics of entrepreneurs in Dana City, factors that drive entrepreneurs to establish micro enterprises, the challenges micro enterprises owners face when establishing and operating micro enterprises, and the marketing approaches micro enterprise utilize to expand their geographical reach.	Individual Interviews with Micro enterprises representatives	85 with micro enterprises	Enterprise size (micro), sector, and gender	Indicative
Identify the different employment models in terms of duration and permanence, demand for skills, and challenges facing SMEs and its variation by sector.	Individual Interviews with small and medium enterprises representatives	85 with small enterprises 30 with medium enterprises	Enterprise size (small/medium), sector, and gender	Indicative
Identify gaps between the soft skills and sector-specific skills of jobseekers and the skills of demand by employers in the Key Employment Sectors.	Individual Interviews with MSMEs	200 overall	Enterprise size (micro, small/medium), sector, and gender	Indicative

Determine what types of skills and vocational training programmes would be most helpful in support and advancement of economic participation of the labour force in the Key Employment Sectors.	Individual Interviews with MSMEs	200 overall	Enterprise size (micro, small/medium), sector, and gender	Indicative
Provide the Northwest Early Recovery and Livelihoods (ERL) Cluster partners with a harmonized labour market assessment tool that they can deploy for joint coordinated assessments in other areas of operation and prior to beginning new programming.	N/A	N/A	N/A	N/A

Data Processing & Analysis

Structured Individual Interviews with representatives of MSMEs:

All data will be collected by REACH enumerators through Open Data Kit (ODK) and will be uploaded to the REACH KoBo server.

- The Assessment Specialist will translate the data collection tool to Arabic in order to facilitate the data collection.
- The Assessment Specialist will deliver training to the 15 enumerators who will carry out the data collection in the field.
- The Assessment Specialist will oversee the raw data collection progress on daily basis and follow up with the enumerators to account for any duplicates or issues, and to address any inquiries.

This will be done in accordance with the Data Analysis Plan prepared by the Assessment Specialist during the research design phase, which will outline relevant indicators and survey questions linked to the core research questions outlined in this ToR. During the data analysis stage, the data will be disaggregated by enterprise size, sector, and gender.

Understanding the challenges of women's participation in the labour force across the Key Employment Sectors will help implementing partners in designing gender-sensitive interventions and approaches to cope with the challenges that obstruct women's inclusion in the labour market.

All data collection and analysis activities for this assessment will be conducted in accordance with IMPACT's minimum standards requirements and checklist for structured data processing and analysis. Every effort will be taken to protect the anonymity of participants involved in the assessment by removing all Personally Identifiable Information (PII) from the data. All analysis will be reviewed by the Research Department at IMPACT HQ before the output production.

3. Limitations

Due to micro and small enterprises mostly being home-based businesses and not officially registered with the relevant governmental entities, such as the Chamber of Commerce, there is no official record of the number of enterprises and size of each per sector. Therefore, a combination of purposive and snowball sampling approach is used to approach male and female MSMEs representatives.

The purposive sampling is through a respondent contact information form that collects the contact information of male and female MSMEs representatives across the Key Employment Sectors in Dana City. The collected contact information is

used to plan enumerators' data collection efforts. Then, a snowball sampling is applied to continue data collection until all sectors are covered equally. 15 REACH enumerators are set to collect the data from the field.

The limitations are:

1. The purposive sampling relies on the professional network of NGOs having previous and ongoing livelihood activities in Dana City. The contacts might be beneficiaries of specific sectors and activities only, such as women who received training on tailoring and were granted a tailoring machine, depending on the organization's programme. Therefore, there is a risk of not covering all the activities included in each Key Employment Sector. Additionally, micro enterprises that have received support will likely be overrepresented.
2. The snowball sampling relies on the professional network of interviewees from the purposive sampling. There is a possibility that enumerators will be referred to businesses that are similar to the ones they interviewed, thus skewing the findings, and/or that enumerators will not identify enough enterprises within each sector.
3. Another major risk when interviewing small and medium enterprises is that the questionnaire is designed to be asked to the founder / manager of the enterprise, not staff members, and therefore the success of the assessment relies on the willingness and availability of the founder / manager to participate. If they are unavailable and a regular staff member participates instead, the answers will be limited to the knowledge of the answering staff member. Therefore, enumerators are instructed to have interviews with the owner or manager only.
4. All the findings presented are based on self-reporting. Due to inherent biases in self-reporting, there may be underreporting or overreporting of certain indicators, especially sensitive indicators, such as those relating to the reporting of financial trends and registration with relevant governmental entities.

4. Key ethical considerations and related risks

The proposed research design meets / does not meet the following criteria:

<i>The proposed research design...</i>	<i>Yes/ No</i>	<i>Details if no (including mitigation)</i>
... Has been coordinated with relevant stakeholders to avoid unnecessary duplication of data collection efforts?	Yes	
... Respects respondents, their rights and dignity (<i>specifically by: seeking informed consent, designing length of survey/ discussion while being considerate of participants' time, ensuring accurate reporting of information provided</i>)?	Yes	
... Does not expose data collectors to any risks as a direct result of participation in data collection?	Yes	
... Does not expose respondents / their communities to any risks as a direct result of participation in data collection?	Yes	
... Does not involve collecting information on specific topics which may be stressful and/ or re-traumatising for research participants (both respondents and data collectors)?	Yes	
... Does not involve data collection with minors i.e. anyone less than 18 years old?	Yes	

... Does not involve data collection with other vulnerable groups e.g. persons with disabilities, victims/ survivors of protection incidents, etc.?	Yes	
... Follows IMPACT SOPs for management of personally identifiable information ?	Yes	

5. Roles and responsibilities

Task Description	Responsible	Accountable	Consulted	Informed
Research design	Assessment Specialist	Resilience and Early Recovery Research Manager	BwZ Research Manager, IMPACT HQ Research Design and data Unit (RDDU), Northwest Syria Early Recovery and Livelihoods (ERL) Cluster	REACH Syria Deputy Country Representative
Supervising data collection	Field Manager Assessment Specialist	Assessment Specialist	BwZ Research Manager	REACH Syria Deputy Country Representative Northwest Syria Early Recovery and Livelihoods (ERL) Cluster
Data processing (checking, cleaning)	Assessment Specialist	Assessment Specialist	Research Manager, IMPACT HQ Research Design and data Unit (RDDU)	REACH Syria Deputy Country Representative Northwest Syria Early Recovery and Livelihoods (ERL) Cluster
Data analysis	Assessment Specialist	Assessment Specialist	BwZ Research Manager IMPACT HQ Research	REACH Syria Deputy Country Representative Northwest Syria Early Recovery

			Design and data Unit (RDDU)	and Livelihoods (ERL) Cluster
Output production	Assessment Specialist	Research Manager	IMPACT HQ Research Design and data Unit (RDDU)	REACH Syria Deputy Country Representative
Dissemination	Assessment Specialist	Research Manager	BwZ REACH Syria Country Representative Northwest Syria Early Recovery and Livelihoods (ERL) Cluster IMPACT HQ Research Design and data Unit (RDDU) IMPACT HQ Reporting Unit	REACH Syria Deputy Country Representative
Monitoring & Evaluation	Assessment Specialist	Research Manager	REACH Program Development Reporting Unit	REACH Syria Deputy Country Representative
Lessons learned	Assessment Specialist	Research Manager	BwZ Research Manager Northwest Syria Early Recovery and Livelihoods (ERL) Cluster IMPACT HQ Research Department	REACH Syria Country Representative

Responsible: the person(s) who executes the task

Accountable: the person who validates the completion of the task and is accountable of the final output or milestone

Consulted: the person(s) who must be consulted when the task is implemented

Informed: the person(s) who need to be informed when the task is completed

6. Data Analysis Plan

The Data Analysis Plan is in the associated spreadsheet.

7. Data Management Plan

Administrative Data			
Research Cycle name	Dana Labour Market Assessment		
Project Code	16 BIB		
Donor	Swiss Agency for Development and Cooperation (SDC)		
Project partners	Basmeh & Zeitooneh and the Early Recovery and Livelihood Cluster of Northwest Syria.		
Research Contacts	Murad Najim, Assessment Specialist, murad.najim@reach-initiative.org Daniel Davies, Research Manager, daniel.davies@impact-initiatives.org		
Data Management Plan Version	Date: __/__/____	Version: __	
Related Policies	All data is uploaded and stored on a REACH-owned KoBo server, to which only REACH focal points will have access in order to download, clean, and analyse data.		
Documentation and Metadata			
What documentation and metadata will accompany the data? <i>Select all that apply</i>	<input checked="" type="checkbox"/>	Data analysis plan	<input checked="" type="checkbox"/> Data Cleaning Log, including: <input type="checkbox"/> Deletion Log <input type="checkbox"/> Value Change Log
	<input type="checkbox"/>	Code book	<input type="checkbox"/> Data Dictionary
	<input type="checkbox"/>	Metadata based on HDX Standards	<input type="checkbox"/> [Other, Specify]
Ethics and Legal Compliance			
Which ethical and legal measures will be taken?	<input checked="" type="checkbox"/>	Consent of participants to participate	<input type="checkbox"/> Consent of participants to share personal information with other agencies
	<input type="checkbox"/>	No collection of personally identifiable data will take place	<input checked="" type="checkbox"/> Gender, child protection and other protection issues are taken into account
	<input checked="" type="checkbox"/>	All participants reached age of majority	<input checked="" type="checkbox"/> [Other, specify]: All information collected from participants will be confidential and anonymised – personal identifiers such as names and phone numbers will be removed from the final datasets
Who will own the copyright and Intellectual Property Rights for the data that is collected?	[Specify]		
Storage and Backup			
Where will data be stored and backed up during the research?	<input checked="" type="checkbox"/>	IMPACT/REACH Kobo Server	<input type="checkbox"/> Other Kobo Server: <i>[specify]</i>
	<input type="checkbox"/>	IMPACT Global Physical / Cloud Server	<input type="checkbox"/> Country/Internal Server
	<input type="checkbox"/>	On devices held by REACH staff	<input type="checkbox"/> Physical location <i>[specify]</i>
	<input type="checkbox"/>	[Other, Specify]	
Which data access and	<input checked="" type="checkbox"/>	Password protection on	<input checked="" type="checkbox"/> Data access is limited to REACH

security measures have been taken?		devices/servers		staff]	
	<input checked="" type="checkbox"/>	Form and data encryption on data collection server	<input type="checkbox"/>	Partners signed an MoU if accessing raw data	
	<input type="checkbox"/>	[Other, Specify]			
Kobo Access Rights					
Account Name(s)	Person(s)		Type of Kobo access		
Murad_najim (murad.najim@reach-initiative.org)	Murad Najim, Assessment Specialist		<input checked="" type="checkbox"/> View <input type="checkbox"/> Submit Data <input type="checkbox"/> Edit <input checked="" type="checkbox"/> Download Data		
enumsyr_nws	Northwest Syria Enumerators Team.		<input checked="" type="checkbox"/> View <input checked="" type="checkbox"/> Submit Data <input type="checkbox"/> Edit <input type="checkbox"/> Download Data		
Mmahmoud (mahmoud.mahmoud@reach-initiative.org)	REACH Syria IT Team		<input checked="" type="checkbox"/> View <input type="checkbox"/> Submit Data <input checked="" type="checkbox"/> Edit <input checked="" type="checkbox"/> Download Data		
Raw Data Access Rights					
Raw Data Access	Reason		Person		
Access	For deploying and editing the form (if needed)		REACH Syria IT Team		
Accountable	Accountable		Northwest Syria Enumerators Team. Murad Najim, Assessment Specialist		
Access	For data cleaning and analysis		Murad Najim, Assessment Specialist		
Preservation					
Where will data be stored for long-term preservation?	<input type="checkbox"/>	IMPACT / REACH Global Cloud / Physical Server	<input type="checkbox"/>	OCHA HDX	
	<input checked="" type="checkbox"/>	REACH Country Server	<input type="checkbox"/>	[Other, Specify]	
Data Sharing					
Will the data be shared publicly?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No, only with mandating agency / body			
Will all data be shared?	<input type="checkbox"/> Yes	<input type="checkbox"/> No, only anonymized/ cleaned/ consolidated <i>[delete what does not apply]</i> data will be shared			
	<input checked="" type="checkbox"/>	No. If requested, only anonymized/ cleaned/ consolidated data will be shared with the mandating agency			
Where will you share the data?	<input type="checkbox"/>	REACH Resource Centre	<input type="checkbox"/>	OCHA HDX	
	<input type="checkbox"/>	Humanitarian Response	<input type="checkbox"/>	[Other, Specify]	
Data protection risk assessment					
Have you completed the Indicators Risk Assessment table below?	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	No, no information that potentially allows identification of individuals is to be collected.	
	[Please complete the first 4 columns in the Indicators Risk Assessment table below]				
Risk indicator (including direct	Type of identification risk	Disclosure implications	Benefits	Class	Required mitigation

and indirect identifiers)					
Name, gender, or mobile number of the enterprise interviewed is revealed	Identification of the business interviewed	Loss of privacy	Check credibility of the KI and the overall perceptions provided by them	B1	Personal data and name of the enterprise to be permanently deleted directly after verification/cleaning
GPS coordinates	Identification of location of respondents	Loss of privacy	Check for unintended overlap in an area during data collection; Potential follow-up for cleaning purposes	B1	GPS coordinates to be permanently deleted after data verification/cleaning

Responsibilities	
Data collection	Murad Najim, Assessment Specialist, murad.najim@reach-initiative.org
Data cleaning	Murad Najim, Assessment Specialist, murad.najim@reach-initiative.org
Data analysis	Murad Najim, Assessment Specialist, murad.najim@reach-initiative.org
Data sharing/uploading	Murad Najim, Assessment Specialist, murad.najim@reach-initiative.org

