



## Scope of Work

<b>Firm or Individual:</b>	Individual
<b>Program:</b>	Mercy Corps AgriFin: AgriFin Digital Farmer2
<b>Scope of Project:</b>	Knowledge Management and Strategic Learning Consultant
<b>Country:</b>	Global
<b>From:</b>	May 1 ,2023
<b>To:</b>	May 31,2024
<b>Task Manager:</b>	Mercy Corps AgriFin MERAL Director
<b>Technical Support:</b>	Program Director & Deputy Director

### Mercy Corps AgriFin Digital Farmer 2 Program

The challenges in agriculture in Africa, particularly for the smallholder farmers producing 80% of its' food for consumption, are complex, and no single solution exists to reverse age-old issues around markets, infrastructure, poverty and exclusion. Digital solutions can provide relatively low-cost solutions that reach scale quickly, open new markets, and surpass the traditional brick-and-mortar approach to customer acquisition and the distribution and sales of products and services. Over the past six years, AgriFin has worked both to build capacity of fintech and agtech innovators to scale and worked to broker partnerships for them onto larger digital platforms, typically hosted by banks, mobile network operators, large agricultural enterprises and government. Digital platforms are evolving as drivers for impact and viability in delivery of key services for agriculture and also for scale up of young, breakthrough technology providers. Digital platforms can host multiple service providers, working to offer "end to end" services to drive transformation in agricultural markets and impact for smallholders, while decreasing risks and increasing revenue models for fintechs, agtechs and other market actors.

Mercy Corps' AgriFin Digital Farmer( ADF II) program will work to reach five million smallholder farmers across Kenya, Tanzania, Ethiopia, and Nigeria - 40% of whom are women - living on less than \$2.00 per day, who will utilize DFS and/or DIS as a result of this project. In partnership with Bill and Melinda Gates and Bayer Foundations, ADF 2 seeks to support the expansion of digitally enabled services to 5 million smallholder farmers, delivered by growing ecosystems of diverse service providers and building farmer income, productivity and resilience across by 50% while reaching 40% women. ADF II will continue to target farmers who work across a wide variety of crop, livestock and fish value chains, most of whom have diversified production systems growing multiple crops for both home consumption and sale. The program is expected to have positive impacts for farmers and direct partners providing services to farmers and ecosystem actors adopting learnings from program activities. Results and learning from this body of work can be found on the [www.mercycorpsagrifin.org](http://www.mercycorpsagrifin.org) website.

### Purpose of Engagement

The purpose of this engagement is to engage a Knowledge Management and Strategic Learning Consultant to support the ADF2 in harnessing organizational knowledge and development of strategic learning outputs in support of achieving donor milestones, learning goals and a successful implementation of the AgriFin Annual Learning Event (ALE) set for October 2023 . Over the proposed consultancy, the consultant will engage deeply with the AgriFin technical team, MERAL team and related program consultants to ensure successful development of the AgriFin case learning grant milestones for the Gates Foundation and other donors.

### Scope of work

The consultant will engage with the AgriFin team across the following key activities:

1. Develop knowledge management (KM) plan, linking it with and updating the communication strategy, working closely with the communications officer, at program level and articulating the core components of a robust system.
2. Develop quality and targeted learning outputs that include two case studies documenting success stories and ancillary outputs such as blogs, social media, newsletters, events etc. as agreed with the MCA Program director and MERAL director and working in deep collaboration with the AgriFin technical and MERAL teams, partner organizations, as well as related consultants.
3. Work with AgriFin MERAL and communications team to ensure the two case studies are well formatted together with ancillary communications including blogs, social media, newsletters, events (internal and external) and by developing relevant dissemination strategy.
4. Incorporation of the case study learnings and related activities towards Annual Learning Event (ALE) in 2023 and finalization of the event proceedings report.
5. Support and coordinate with external partner engagement and representation, including other areas of programmatic support to facilitate achievement of set deliverables, as agreed with the MCA director or MCA MERAL director.

### Deliverables

The consultant will work to produce the following deliverables, in close collaboration with the AgriFin SMT:

1. Knowledge Management Plan with links to the communications strategy for the program and Sprout.
2. Two (2) case studies; well formatted and supported by ancillary communications including blogs, social media, newsletters, events (internal and external) and relevant dissemination activities.
3. ALE event proceedings report

### Required Qualifications

The individual consultant must demonstrate significant experience and expertise in:

1. Professional experience in KM, including researching, creating, implementing, and evaluating KM systems, tools, and plans.
2. Deep experience with implementation of strategic learning deliverables in agriculture, technology, gender, digital financial services and other relevant topics.
3. Demonstrated ability to develop high quality learning outputs for private and public sector audiences, aligned to AgriFin case study quality.
4. Demonstrated ability to work collaboratively across multidisciplinary and multicultural teams to develop learning outputs.
5. Demonstrated experience in channeling learning activities to social media and other scale channels.



6. Demonstrated ability to develop high quality written strategy, synthesis and recommendations on the related subjects.
7. The minimum educational qualification is a master's degree in a related subject.

#### **Ownership/Control of Work Product/Publication**

Matters relating to ownership and control of work product and publication of materials produced during course of this engagement are addressed in the main contract agreement entered into between Mercy Corps and the consultant.

#### **Task Manager/Reporting**

Task Manager is the MCA MERAL Director, Program Director, and Deputy Director. Program Director has final sign-off on deliverables and invoices.

#### **Payment and Schedule**

This consultancy is anticipated to begin in May 2023 and take approximately one year, ending May 2024. The consultant will submit an offer broken down per deliverable outlined in this SOW and provide the estimated deliverable based costing.

Regular invoicing will be made against contract agreed deliverables upon satisfactory delivery and acceptance of deliverables by the Task Manager.