

Scope of Work

Firm or Individual:	Firm
Program:	GIZ Digital Agriculture Africa (DAA) II Project
Scope of Project:	Development, dissemination and validation of organic fertilizers content
Country:	Kenya
From:	August 1, 2023
To:	Nov, 19 th 2023
Task Manager:	Agriculture Manager
Technical Support:	Senior Sprout Officer.

Program Context

Nearly one and a half billion poor people live on less than US\$1.25 a day. One billion of them live in rural areas where agriculture is their main source of livelihood¹. An estimated 70 million Smallholder Farmers (SHF) live in Sub Saharan Africa, over half of whom are women². Smallholders, who typically farm two hectares or less, provide over 80% of the food consumed in a large part of the developing world, contributing significantly to poverty reduction and food security³. However, ever increasing fragmentation of landholdings, especially in infrastructure, coupled with reduced investment support, growing competition for land and water, rising input prices and climate change threaten this contribution, leaving many smallholders increasingly vulnerable.

Given increasing world populations and demand for food, SHFs occupy an important segment of the global agricultural value chain⁴. Multinational buyers will increasingly rely on smallholders to secure their supply of commodities and to help satisfy consumer sustainability preferences⁵. At an estimated \$450 billion, the global demand for smallholder agricultural finance is large—and largely unmet. Credit provided by informal and formal financial institutions, as well as value chain actors, currently only meets an estimated USD 50 billion of the more than USD 200 billion need for smallholder finance in the regions of sub-Saharan Africa, Latin America, and South and Southeast Asia⁶. Impact driven smallholder agricultural lenders, such as Root Capital in Kenya and elsewhere, currently satisfy less than two percent of the demand.⁷ The volume and value of savings, lending and payment transaction SHFs in most African countries is not specifically measured.

Mobile phones are a powerful tool to access the electronic national retail payments system and enable vast numbers of clients to use a range of financial and informational services at lower cost. In agriculture, progressively more services are being delivered via mobile phone. Applications now deliver direct specific,

Transformational Potential of Agriculture

Agriculture has been found to play a powerful role in poverty reduction, especially when agricultural development has focused on small farms grow. It is estimated that a 1% increase in crop productivity reduces the number of poor people by 0.72% in Africa.

¹ IFAD, Smallholders, food security, and the environment, 2013

² IFAD, "Sub-Saharan Africa: The state of smallholders in agriculture", Schonberger and Delaney 2011.

³ Peck, Anderson, "Segmentation of Smallholder Households: Meeting the Range of Financial Needs in Agricultural Families", CGAP Focus Note #85, April 2013.

⁴ Dalberg, 2013

⁵ Dalberg, 2013

⁶ MasterCard Foundation, "Inflection Point: Unlocking growth in the era of farmer finance", April 2016

⁷ Dalberg, 2013



timely information on agricultural production methods to farmers through their mobile phones. Moving beyond in person communication, there are internet- and SMS-based services that allows farmers to access inputs; access price information on different crops and provides a platform for smallholders to collectively sell crops and buy inputs, thereby lowering costs and accessing new markets.

Empirical evidence shows that digital innovation can revolutionize the way smallholder farmers feed the world, that's why, based on years of learning and iterating, we built the AgriFin model to facilitate that process. Launched in 2012, AgriFin's primary target group is un-banked smallholder farmers living on less than USD 2 per day. Mobilizing a vast network of partners, AgriFin ensures that the needs of farmers inform the design of partner products and services. Our shared global context is challenging – climate variability and population growth present unprecedented challenges. Yet, our experience tells us that farmers are determined to beat the odds.

With access to the right tools, smallholder farmers can build the resilience they need against climate and emergency shocks, and continue to feed their communities. We know that government and private sector partners are best suited to deliver those tools, and that technology is a critical accelerator. Our aim is to connect smallholder farmers to products and services that increase their productivity and income by 50%, with a 40% target population of Women and Youth.

Program Overview: GIZ Digital Agriculture Africa (DAA)

Mercy Corps is a leading global organization powered by the belief that a better world is possible. In disaster, in hardship, in more than 40 countries around the world, we partner to put bold solutions into action — helping people triumph over adversity and build stronger communities from within.

Home to a population of 1.2 billion, African countries are now faced with the challenge of how to swiftly and effectively scale preventive approaches to reduce the immediate and unprecedented risk that COVID-19 poses to people's health and further the short and Long-term negative implications to existing markets, livelihoods and food systems. **Mercy Corps AgriFin (MCA) GIZ DAA** programming builds on six years of engagement with more than 150 private and public sector partners across Africa to design, test and scale digitally enabled products and services for African's smallholder farmers, who make up 60-70% of populations across Sub-Saharan Africa and produce nearly 80% of its food. Working across Kenya, Tanzania, Nigeria, Ethiopia, Zambia, Zimbabwe and Uganda, AgriFin and its partners reach more than 5.6 million smallholders registered for information and training, financial services, links to inputs, markets and precision agricultural services. AgriFin also reached more than 16 million farmers in 2020 with direct digital support information and citizen reporting services for COVID-19 and Desert Locust.

[Sprout](#), The Open Content Agriculture Platform, a project of Mercy Corps Agrifin (MCAF), aims to provide a content marketplace/exchange for expert content developers to offer high quality digital-ready, farmer-friendly content that can be used free of charge by content distribution partners. The goal of Sprout is to enable MCAF partners to cost effectively, acquire and use this content is to build productivity, earned income and resilience of farmers at scale.

Purpose of Engagement

This GIZ Digital Agriculture Africa (DAA) II program aims to promote zero contact and prevent the spread of COVID-19 by utilizing technology to expand access to food, improve distribution of agriculture outputs



by consumers through support farmers utilize updated agriculture extension information to bolster production, cultivation, marketing, and distribution of food in a number of geographies.

The objective of this engagement is to contract a firm engaged in manufacture and distribution of organic fertilizers to small holder farmers to support in development, dissemination and validation of organic fertilizers content. The firm will utilize and adapt a wide range of Sprout Platform DCA content, their experience on organic fertilizers and disseminate to their respective pool of farmers via digital means to amplify Sprout’s reach, provide feedback and learnings to the Sprout team on farmers' perception and understanding of organic fertilizers and its impact on farmers. The project aims to reach 5000 farmers with content on organic fertilizers. A phone survey will be conducted with select farmers reached with content to assess validity and impact of the content in their production activities

Scope of work

The contractor will engage with the Sprout Team to:

1. Identify farmer focus groups to target for best results for Sprout.
2. Share existing information on organic fertilizers use to improve farm productivity
3. Work with the Sprout team to curate available information on organic fertilizers application for improved soil fertility
4. Make recommendations on their farmer outreach channels
5. Disseminate content via multi channels to reach their current farmer as well as other farmers from other farmer facing organizations.
6. Conduct a farmer survey to gather farmers feedback on content relevance.
7. Provide regular reports on feedback and learnings on farmers’ perceptions to the Sprout team.

Deliverables

The contractor will work to produce the following deliverables, in close collaboration with the Sprout team:

1. Develop an engagement work plan in partnership with Sprout
2. Provide existing data on the organic fertilizers application for improved soil fertility
3. Work in partnership with Sprout to curate the content in digital ready format esp SMS
4. Disseminate the content to their existing farmers
5. Conduct a survey including focused group discussions and phone surveys to gather farmer feedback on content usability
6. Provide project report on documentation, dissemination and farmer feedback on organic fertilizers content

Deliverables & Deliverable Schedule

Deliverable #	Deliverable Description	Deliverable Estimated Completion Date
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1	<ul style="list-style-type: none">● An inception report clearly indicating how the firm plans to execute the activities and complete each of the deliverables 1-7 above, complete with final approved work plan and schedule ,sample existing organic fertilizers data	August 15, 2023
2	<ul style="list-style-type: none">● A final report. It should include the sms scripts of the curated content, the demographics of farmers reached, the survey results on farmer feedback on organic fertilizers content.	November 10, 2023

The firm will also submit regular invoices, as agreed tied to completion of deliverables.

Required Qualifications

Qualifications

- › The firm must have active smallholder farmer-facing communication channels
- › The firm must be providing small holder farmers with organic fertilizers
- › The firm must be actively working with over 5000 smallholder farmers in Africa.
- › The firm should have a proven record of working with smallholder farmers and disseminating farmer-focused content.
- › The firm should have a deep understanding on climate smart agriculture practices.

Required Knowledge, Skills, and Abilities

The firm must have:

- › Proficiency in using Adobe Creative Suite/Creative Cloud in a PC environment, including InDesign, Photoshop, Illustrator, Adobe Presenter, and Acrobat Professional.
- › Organic fertilizers market skills
- › Proficiency in social marketing management.
- › Ability to create series of storytelling material through videography, print and social media platforms, specifically for smallholder farmers in Africa.
- › Strong proofreading and editing skills.
- › Ability to work as part of a multidisciplinary team with a strong sense of teamwork.
- › Ability to meet tight deadlines and work extended hours as required.
- › Excellent communication skills.
- › Ability to plan and execute digital creative projects on time and on budget.
- › Demonstrated proficiency in planning, generating and editing original video/photography content for digital communications channels.
- › Strong editing skills with an eye for detail.
- › Creativity and resourcefulness.

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 will be addressed in the contract



Authorship and Acknowledgement

Matters relating to authorship and acknowledgment of any materials produced by the contractor during the course of this engagement are addressed in the main contract agreement entered into between Mercy Corps and the Contractor for performance of services for AgriFin programming.

Task Manager/Reporting

Task Manager is Agriculture Manager and Sprout Platform Lead with assistance from the Sprout Senior Officer.

Payment and Schedule

Payment will be made upon regular invoicing against satisfactory delivery and acceptance of services rendered as a result of this consultancy.

All the Interested bidders should send their applications to:
agrifinprocurement@mercycorps.org by the close of business on the 27th of July 2023.