



Scope of Work

Individual:	To be identified
Program:	Mercy Corps AgriFin
Scope of Work:	Learning and technical writing consultant
Country:	Kenya
From:	July 2025
To:	November 2025
Task Manager:	Mercy Corps AGRIFIN Strategic Learning Director
Technical Support:	Mercy Corps AGRIFIN MERAL Manager and Senior Communication Officer

Mercy Corps Background

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. Now, and for the future. As a global organization with programs in over 40 countries, we focus much of our advocacy on influencing governments, multi-lateral institutions as well as foundations and the private sector to improve relevant policies, practices and decisions to better help vulnerable communities lift themselves out of poverty.

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 livelihoodⁱ. An estimated 70 million Small Holder Farmers (SHF) live in Sub-Saharan Africa, over half of whom are womenⁱⁱ.

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 securityⁱⁱⁱ. However, 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 chain^{iv}. Multinational buyers will increasingly rely on smallholders to secure their supply of commodities and to help satisfy consumer sustainability preferences^v.

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 Asia^{vi}. Impact driven smallholder agricultural lenders, currently satisfy less than two percent of the demand.^{vii} 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, timely information on agricultural production methods to farmers through their mobile phones. Moving beyond one-to-one 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.^{viii}

We believe 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. We aim 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.

Purpose of Engagement

AgriFin requires support from an experienced learning and technical writing consultant to finalize the 9th Annual Learning Event agenda to be held in October 2025 and the development of the ALE reporting.

Scope of Work

The Scope of Work sets out the specific support activities for Mercy Corps AgriFin the 9th Annual Learning Event (ALE):

- Support the development and finalization of the 9th Annual Learning Event agenda in close coordination with the AgriFin team.
- Be a rapporteur during the ALE and support the development of ALE report, including session summaries, key insights, working papers aligned with the event theme and objectives and recommendations for considerations during other learning events.
- Engage with technical team members and key stakeholders to ensure event content and outputs reflect program priorities and learning goals.
- Support in designing and development AgriFin Learning Event theme and sessions, associated working papers, engagement with learning partners and communities of practice, working across program team, partners, and required consultants.
- Engage in mini events before the ALE and event coordination for AgriFin public presentations by the technical team.

Deliverables & Deliverable Schedule

Deliverable #	Deliverable Description	Deliverable Estimated Completion Date
1	Finalized ALE Agenda and session briefs where applicable	10 th October 2025
2	ALE conference proceedings report indicating key highlights, session summaries and key take aways, recommendations	10 th November 2025

Required Qualifications

1. Significant experience (at least 5 years) in leading learning activities including executing learning events, facilitation, monitoring and evaluation, knowledge management, strategy development, and execution of work with different partners in a development context.
2. Knowledge of the main donors and their reporting requirements; short-term and developmental donors and foundations a plus;
3. Capacity to write and review complex technical and donor reports;
4. Motivation to work within the development sector and to link it to other initiatives (research, external communication, outreach, etc.);
5. Applied research or technical development experience, involvement in the development of guidance and support tools and methodologies.
6. Ability to present clear ideas and arguments, providing distance support, training, and influence;
7. Proactive, Flexible, adaptable, dynamic, and enthusiastic; interested in working with other sectors related to the scope and AgriFin program work.

Project Learning Agenda

The consultant will support AgriFin programs and their associated learning agendas.

Ownership/Control of Work Product/Publication

Matters relating to ownership and control of work products and publication of materials produced during the course of this engagement are addressed in the main contract agreement entered into between Mercy Corps and the Consultant for the performance of services for the AgriFin program.

Authorship and Acknowledgement



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

Task Manager/Coordination/Reporting

The task Manager is the Mercy Corps Agrifin Strategic Learning Director and has final sign-off on deliverables and invoices.

Payment Terms and Schedule

The engagement will take place over an estimated period of 30 days, spread cross 4 months and the payment will be made upon the receipt of each deliverable.

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

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

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

^{iv} Dalberg, 2013

^v Dalberg, 2013

^{vi} MasterCard Foundation, "Inflection Point: Unlocking growth in the era of farmer finance", April 2016

^{vii} Dalberg, 2013

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