



Scope of Work

Firm or Individual:	Individual
Program:	Mercy Corps AgriFin: AgriFin Digital Farmer
Scope of Project:	Gender Advisor to Support Implementation of Gender Tools & Approaches
Country:	Kenya
From:	July 20 2021
To:	August 30 2021
Task Manager:	Leesa Shrader, Mercy Corps AgriFin Program Director
Technical Support:	Dolapo Olusakamon, Nigeria country Sieka Gatabaki, Deputy Director Collins Marita, MEL Director Elena Holtkotte, Strategic Learning Lead

Mercy Corps AgriFin: Gender Strategy and Toolkit Rollout

The challenges in agriculture in Africa, particularly for the smallholder farmers producing 80% of it's' 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.

A key focal area for the program has been making technology work for women smallholders, with program targets from 40-50% outreach to women across program innovation, which has been the most difficult of all program milestones to meet. Over 2020-21, AgriFin has conducted impact studies across a range of partners to find out what works for women, resulting in significant evidence and lessons learned that have guided the development of the AgriFin Gender Strategy and also the development of the AgriFin Gender Transformational Toolkit, which is a compendium of 17 tools to support farmer-facing organizations in leveraging digital services to reach women for active use and impact. Results and learning from this body of work can be found on the www.mercycorpsagrifin.org website.

Purpose of Engagement

The purpose of this engagement is to bring a gender expert, ideally with strong background in digital services, financial inclusion and agriculture, to work side-by-side with the AgriFin program team to support the active implementation of the new gender strategy, updated engagement development processes and Gender Transformative Toolkit, helping the program to mainstream a deeper gender approach into all our work with partners and around learning and impact.

Scope of work



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

1. Review relevant gender strategy, engagement process, learning outputs, evidence base the Gender Transformative Toolkit developed over the past six months to gain a deep understanding of AgriFin's updated tools, approaches and learning to inform the consultancy, which may include discussion sessions with members of the team and key stakeholders (i.e. CGAP, Dalberg, etc.);
2. Work with the AgriFin Technical Team members, as directed by the Deputy Director, to collaborate into new partner engagement design and implementation, to build capacity and support a deeper gender approach, as well as active deployment of AgriFin gender strategies, processes and tools;
3. Work with the AgriFin MERL Team members, in coordination with the MERL Director, to refine and implement gender-led MERL plans for engagements and to review implementation planning of those MERL plans;
4. Work with the AgriFin Senior Management Team (SMT) to consider future partnerships and collaborators for the program as it evolves in the next four years, to include gender-lens investors, products, technologies, value chains, etc.;
5. Make formal recommendations to the program about possible improvements to the current body of processes, strategies, tools, approaches and learning outputs that can improve the program's overall gender performance and objective to be transformative for women SHF.

Deliverables

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

1. Approved workplan to engage with AgriFin Teams according to existing work stream timelines, based on agreed priorities with SMT;
2. Any and all work product related to advisory into specific partner engagements and MERL work;
3. Draft report on findings, learnings and recommendations for implementation of the AgriFin gender strategy and rollout of the Gender Transformative Toolkit;
4. Final report on findings, learnings and recommendations next AgriFin phase of development (narrative report or PPT, as agreed with SMT).

Required Qualifications

The individual consultant must have a Minimum of a Bachelor's degree in gender studies, international development or related fields and demonstrate significant experience and expertise in:

1. Deep experience with implementation of gender intentional and gender transformative approaches in agriculture;
2. Deep experience with use of digitally-enabled tools and services with women, including both financial services and non-financial services;
3. Understanding of monitoring, evaluation and learning approaches to gender inclusivity;



4. Deep experience in gender-based approaches that demonstrate impact in bringing technology-enabled learning approaches to women smallholders;
5. Deep understanding of women smallholder farmers in the digital context in Africa and ideally India;
6. Demonstrated ability to work in a mentor/advisor capacity across multidisciplinary and multicultural teams to build capacity around application of gender transformative approaches;
7. Demonstrated ability to develop high quality written strategy, synthesis and recommendations on the related subjects;
8. Minimum educational qualification is a bachelor'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 Leesa Shrader, Program Director, in collaboration with Sieka Gatabaki, (Deputy Director) Collins Marita (MERL Director), Elena Holtkotte (Strategic Learning Lead) and Dolapo Olusanmokun (Nigeria Program Lead). Program Director has final sign-off on deliverables and invoices.

Payment and Schedule

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