



Scope of Work

Firm or Individual:	To be identified
Program:	To be identified
Scope of Work:	Agronomic Content Developer
Country:	Ethiopia, Kenya, Nigeria, Uganda, Tanzania
From:	01 September 2022
To:	31 August 2024
Task Manager:	D-CSA Program Director and Sprout Lead

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 in order 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 livelihood¹. An estimated 70 million Small Holder 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, 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

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



finance in the regions of sub-Saharan Africa, Latin America, and South and Southeast Asia⁶. Impact driven smallholder agricultural lenders, 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, 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.⁸

We believe that digital innovation can revolutionize the way smallholders 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.

Purpose of Engagement

Mercy Corps AgriFin (MCAF), has partnered with KALRO to provide a content marketplace/exchange for expert content developers to offer high quality digital-ready, farmer-friendly content by content distribution and farmer facing partners at scale. The goal is to enable partners to cost effectively, acquire and use this content to build productivity, earned income and resilience of farmers at scale.

The consultant will be expected to edit and adapt from expert partners (KALRO, WFP, AGRA, CABI, ATA, etc.) and modify the content into SMS, WhatsApp, IVR, audio/video scripts so they are simple, clear, and compelling for farmers. In some instances, the consultant will work with external experts to translate and update the content so it can be leveraged in other markets. The content that will be incorporated into the Platform includes but is not limited to Agriculture Value Chains, Climate Smart Agriculture, Financial

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

⁷ Dalberg, 2013

⁸ Peck, Anderson, "Segmentation of Smallholder Households: Meeting the Range of Financial Needs in Agricultural Families", CGAP Focus Note #85, April 2013.



Literacy, and other high priority content in Ethiopia, Kenya, Nigeria, Tanzania, Uganda, and other emerging markets.

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More specifically, as part of this engagement we would like the selected Agronomic Content Developer to work on the following priority activities:

Deliverables

The consultant will provide the following deliverables, with specific timelines to be agreed in the approved consultant work plan:

1. Adapted and edited agronomic content and information adapted in SMS, IVR, WhatsApp for Business, audio/video scripts, etc. in digital formats for various Mercy Corps AgriFin (MCAF) partners.
2. Upload and tag properly documented agronomic content and information into the Platform.
3. Publish content on the platform for others in English and local languages to add value to the Platform.
4. Establish and manage partner relationships, project and work plans for partner go-to-market strategies.
5. Weekly check-ins minutes with the Task Managers and the D-CSA Program Director and Sprout Lead
6. Monthly report updating the Project status, potential risks, and any other updates from partnership implementation in the month.

Required Qualifications

1. A bachelor's degree in Agriculture, Environmental Sciences, or related field.
2. Minimum three years working for governmental organizations, non-governmental organizations, or a reputable international or national organization preferred.
3. Previous experience in the field of agricultural research and development.
4. Experience adapting agriculture content to more farmer friendly terminology.
5. Previous experience developing climate smart and environmentally friendly content.
6. Previous experience working with a similar platform or tool, and/or farmer facing organizations.
7. Able to work remotely.

Project Learning Agenda

The following Key ADF II Learning Agenda questions will be addressed:



1. What financial and value-added products and services do SHFs, including women and youth, value most and why?
2. How does bundling of products and services impact uptake and usage of digital financial services?
3. What capacity building tools have the highest impact on SHFs willingness and ability to use digital financial services?
4. How and to what extent have ADF II partners been successful to achieve scale and commercial sustainability?
5. What are the main drivers of success and failure of different partnerships and bundled approaches?

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 between Mercy Corps and the Consultant for performance of services.

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 performance of services for AgriFin Digital Farmer II.

Task Manager/Coordination/Reporting

The Task Manager for this engagement is the Mercy Corps AgriFin's Program Deputy Director with oversight from Mercy Corps AgriFin's Program Director. The consultant will direct all communications to the Task Manager. All invoices will be received by Task Manager, with final approvals by the program Director.