Request for Expression of Interest (RFEOI)

MERCY CORPS

RFEOI Name: Impact Pillar: Agbase Digital Agriculture Solution Tracker	Ref No: MCA/REOI/001/2024
Location: (Nairobi, Kenya)	Correspondence Language(s): English

Brief Summary Description of Project:

The AgBase Platform aims to bring transparency into the market by enabling "one-stop-shop" access to AgTech-specific data, research, intelligence and resources, including event listings and impact frameworks. This Request for Expression of Interest aims to engage reputable research and consultancy firm(s) to support the impact pillar of the AgBase project by providing:

- Recommendations on the metrics to be included under innovator impact market profiles (now and in mid / long term)
- Recommendations on the incentives for self-reporting, verification and adoption of impact profiles
- Recommendations on a lean approach data collection for impact and market data
- Identification and recommendation of existing consolidated market data that is publicly available
- Framing on how to integrate the impact pillar with the Agbase results framework and learning agenda to understand and measure progress towards the theory of market development outcomes.

Available from: 3rd April, 2024	RFEOI Package Pickup Location: www.mercycorpsafa.org ; or Interested bidders can submit a request for the RFEOI documents to this email address agrifinprocurement@mercycorps.org
Deadline for Offer Submission: 24th April, 2024 5 pm EAT	Submit your EOI to: tendersmca@mercycorps.org quoting the RFEOI Reference Number "**MCA/REOI/001/2024** " and Name "Impact Pillar: Agbase Digital Agriculture Solution Tracker" in the subject line

Mercy Corps reserves the right to accept or reject any late offers

Questions and Answers (Q&A)	
If any, Submit Questions in writing to: agrifinprocurement@mercycorps.org	
Last Day for Questions: 11th April, 2024	Questions will be answered by: 16th April, 2024
Questions will be answered through: www.mercycorpsafa.org or agrifinprocurement@mercycorps.org	

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TERMS OF REFERENCE

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, multilateral 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

Smallholder farmers are the backbone of food systems in SSA, but increasingly under pressure. In Africa, there are an estimated 33 million smallholder farms, and the farmers that live on them contribute up to 70% of the food supply. These smallholder farmers and their outputs are increasingly threatened by climate change, insecurity of agriculture inputs, and weak supply chains. Digital AgTech solutions have the potential to reduce pressures and improve the livelihoods of smallholder farmers. Funders, innovators, and ecosystem actors are investing, building, and enabling technological solutions in SSA that are addressing these challenges for smallholder farmers. However, these solutions have yet to reach their full potential in smallholder farmer-anchored markets. The majority of solutions suffer from a lack of funding, access to know-how and intelligence on what has worked (and not worked) in other regions and connection with other innovators in the region. Investing in digital AgTech solutions can also contribute to a more inclusive and gender balanced AgTech ecosystem. The agriculture sector in SSA relies heavily on female participation since the majority of smallholder farmers and contributors to food supply in SSA are female. Furthermore, many AgTech founders are female and therefore, there is a strong case that increasing access to investment for digital AgTechs can support female-led AgTech solutions and also contribute to the resilience and livelihoods of female-led agribusinesses and farmers.

Investment in AgTechs in SSA reached $636 million in 2022 - the highest year on record. However, this still only represented 2% of total global AgTech investment. The program will provide a range of enabling ecosystem services in the areas of data, research, engagement, impact measurement, and coordination. AgBase envisions a robust, dynamic and transparent AgTech ecosystem where stakeholders are able to connect, interact and collaborate effectively to exchange ideas, fund, design and scale solutions for the benefit of small-scale producers and agri-SMEs in sub-Saharan Africa and broader Global South regions. The primary focus for the AgBase program is in sub-Saharan Africa. However, both user research and the end state analysis demonstrate that expanding baseline data collection and coordination activities to other Global South regions.

The AgBase value proposition anchors on the core **Data and Intelligence Platform,** aiming to bring transparency into the market by enabling "one-stop-shop" access to AgTech-specific data, research, intelligence and resources, including event listings and impact frameworks.

The following are the objectives of the Agbase impact pillar:

Engage key stakeholders and standardize metrics for impact innovator and market level profiles and dashboards:

- Identify target audience for impact innovator and market level profiles
- Engage target audience around key metrics and agree on a standardized metrics and definitions, ideally aligned with existing frameworks
- Define metrics to be included under innovator impact profiles and market-level dashboards (now and in mid / long term)

Identify and aggregate existing innovator and market level data for profiles and dashboards

- Map existing relevant data sources for Agbase innovator impact profiles and market-level dashboards (now and in mid / long term)
- Design process for integrating impact datasets into impact profiles and market-level dashboards

Design, test and scale approach to data collection for new innovator and market level data

- Design lean-data MVP to collect additional solution level impact data and testing for key Agtechs
- Identify opportunities for scaling up MVP to more Agtechs including process for verifying the quality of data

Mobilize funders, data partners and innovators to drive adoption of impact innovator and market level profiles

- Identify priority Agtech funders / support organizations, data partners and innovators to develop impact metrics "narrative"
- Share impact insights through presentations, articles, reports and state of sector reports to engage target audience to upload data.
- Gather feedback and iterate impact profile and incentives

Purpose of the RFEOI

This Request for Expression of Interest seeks information from qualified and reputable research and consultancy firms to support the AgBase impact pillar. This expression of interest is a preliminary to an RFP, and information gathered will be used to qualify potential firms and refine the RFP.

The EOI is expected to gather the following information from potential firms:

- Recommendations on the metrics to be included under innovator impact market profiles (now and in mid / long term)
- Recommendations on the incentives for self-reporting, verification and adoption of impact profiles
- Recommendations on a lean approach data collection for impact and market data
- Identification and recommendation of existing consolidated market data that is publicly available
- Framing on how to integrate the impact pillar with the Agbase results framework and learning agenda to understand and measure progress towards the theory of market development outcomes.

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- ***RFEOI Submittals***

Please include the following documents and or information in response to the EOI and for purposes of qualification for the Request for Proposal::

- ❏ A company profile, 2 page max, highlighting your experience, size, history and any relevant certifications or accreditations.
- ❏ Product/service description: Details about the products/services you offer relevant to the RFEOI. This includes your experience and capabilities and your unique selling points.
- ❏ Timeline and Delivery Information: Information about the delivery and implementation of the services, including lead times and relevant milestones.
- ❏ References and case studies: Previous client references, testimonials, or case studies that demonstrate your experience, expertise, and successful outcomes related to similar projects or initiatives.
- ❏ Technical specifications: A description of the technical specifications or requirements that potential firms should meet to be considered for the project during tendering later on.
- ❏ Quality Assurance and Compliance: Information about quality assurance processes, certifications, compliance with industry standards and regulations and any relevant quality control measures.
- • Your Brief proposed approach and methodology to achieving the objectives outlined above, assuming you are the selected firm to do the actual work.
- ❏ Pricing information: pricing ranges, pricing models, or any relevant factors that may affect pricing in the execution of the project. You may include an estimated total budget cost for executing the actual project as per the above outlined objectives and considering your proposed methodology and approach.