

Scope of Work

Firm or Individual:	Firm
Program:	Mercy Corps AgriFin: Agbase Digital Agriculture Solution Tracker
Scope of Project:	Provision of project management, editorial and technical writing services
Country:	Regional
From:	15th September 2024
To:	30th November 2024
Task Manager:	Technical Director Strategic Learning
Technical Support:	Monitoring, Evaluation, Research, Accountability and Learning Officer - AgBase

AgBase Program Overview

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 can 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.

Purpose of Engagement

AgBase is seeking to engage a skilled and experienced vendor to provide project management, editorial and technical writing to assist with the production of two reports, as well as on-going marketing and communications. This initiative is part of AgBase's broader strategy to distill key market trends, gaps and opportunities and go deeper into the technicalities of the AgTech ecosystem, including guidance on the connection and complementarity of Fin/ClimateTech solutions and diving into focus areas, such as gender. This research and intelligence can be catalytic in pushing the sector's understanding of the market and the competitive landscape forward, as well as in identifying, describing and disseminating best practices

for building and scaling business models, providing stakeholders proof points for where and how to invest and shaping a global agenda for the sector.

Scope of Work

The vendor will provide AgBase program with the following services:

Project Management

- **Project Planning and Coordination:**
 - Develop and maintain a detailed project plan, including timelines, milestones, and deliverables for the production of the two reports and ongoing marketing and communications.
 - Coordinate with AgBase’s internal teams and other vendors to ensure alignment and timely execution of project tasks.
 - Organize regular project status meetings, prepare agendas, and document minutes, action items, and decisions.

Editorial Services

- **Content Development and Editing:**
 - Work closely with subject matter experts and AgBase’s internal team to develop, refine, and edit content for the two reports.
 - Ensure content is clear, concise, accurate, and aligns with AgBase’s strategic goals and messaging.
 - Review and edit content for grammar, style, tone, and consistency.
- **Quality Assurance:**
 - Conduct thorough proofreading for the reports and related content to eliminate errors and inconsistencies.
 - Ensure all content adheres to AgBase’s brand guidelines and quality standards.
 - Manage the revision process, incorporating feedback from stakeholders and making necessary adjustments.

Technical Writing

- **Report Design**
 - Coordination with the AgBase internal team on report design and key messages.
 - Make recommendations to the AgBase team on how to best structure the report to make it compelling and engaging.
- **Report Writing:**
 - Draft reports that distill complex technical information into accessible, engaging, and informative content.
 - Develop executive summaries, introductions, and conclusions that effectively communicate the key findings and recommendations of the reports.

Marketing and Communications

- **Content Strategy and Development:**
 - Develop a content strategy for ongoing marketing and communications that aligns with AgBase’s objectives.
 - Coordinate with the AgBase team to create compelling marketing collateral, including articles, social media content, newsletters, and press releases, to promote the findings of the reports and ongoing initiatives.
 - Review infographics and other multimedia content developed by the internal AgBase team to ensure they align with key messaging and branding.
- **Stakeholder Engagement:**
 - Assist in the development of communication materials for engaging with stakeholders, including investors, industry partners, and media.
 - Support AgBase’s participation in industry events, webinars, and conferences through the preparation of presentation materials and talking points.
- **Digital Presence:**
 - Collaborate with AgBase’s digital team to enhance the online presence of the reports and related content.
 - Optimize content for SEO and online discoverability to reach a broader audience.

Deliverable #	Deliverable Description	Estimated Due Date
(1)	Industry report <ul style="list-style-type: none"> ● A report exploring the state of the agtech ecosystem, covering areas such as: <ul style="list-style-type: none"> ○ Top funded sub-sectors ○ An overview of the support landscape ○ A breakdown by geography ○ Key trends 	October 11, 2024
(2)	Thematic Report <ul style="list-style-type: none"> ● A report delving into a key thematic sub-area of agtech, such as Fin/Climate, gender, or otherwise agreed. 	November 15, 2024
(3)	Coordination of content for Ongoing Communications <ul style="list-style-type: none"> ● A plan outlining content strategy, key messages, target audiences, and channels for dissemination. ● Organisation of regular content pieces for blogs, social media, newsletters, and press releases. ● Marketing collateral for stakeholder engagement and event participation. ● Webinar coordination and support. 	November 20, 2024

Qualification, Evaluation and Selection criteria

Documents supporting the Eligibility Criteria:

- Certificate of registration/incorporation
- Tax registration and Compliance Certificate.

Documents to conduct the Technical and financial Evaluation

1. A technical proposal describing your understanding of the assignment. Your technical proposal should particularly highlight and **provide evidence** where applicable of:
 - *Proven experience in project management, editorial services, and technical writing, particularly in the AgTech, FinTech, or ClimateTech sectors. (share references of previous similar assignments)*
 - *Strong research and analytical skills, with the ability to translate complex technical information into clear and engaging content. (share profiles of technical team to be involved in the assignment)*
 - *Demonstrated experience in developing comprehensive reports, white papers, or similar publications. (Share previous sample works)*
 - *Excellent communication skills and ability to work collaboratively with diverse teams and stakeholders.*
 - *Experience in creating content for marketing and communications, including digital platforms. (share sample works)*
2. A financial Proposal detailing the different mix of personnel and labor days to be involved for each deliverable.

Project Learning Agenda

The following are key learning Agenda questions that will be explored:

1. Are AgTech/ClimateTech/FinTech solutions growing, maturing, and successfully scaling with solutions that work (commercially and in terms of impact)? To what extent are business model insights and exemplars driving refinements by innovators?
2. Are more and more diverse funders entering the market?
3. Are increases in funding of the right type and combination to support the growth needs of innovators? Where are the gaps?
4. To what extent is AgBase data, intelligence and engagement driving new interest from funders?
5. To what extent are the right combinations of actors (across geographies, actor types, themes etc) connected and actively networking?
6. How is the SSA AgTech ecosystem narrative changing?
7. How are divides between AgTech, ClimateTech and FinTech being understood? What convergence is emerging between
8. To what extent is gender being mainstreamed in AgTech? In what ways and where are the opportunities to promote this agenda more?
9. To what extent are funders and enabling actors using regional and country level comparisons to guide their investment interest?

10. Is there any evidence of collaboration between donors and other ecosystem actors to help build enabling ecosystem conditions based on connections or intelligence created through the AgBase program?
11. Are innovators expanding offerings across regional or country borders on the basis of any intelligence or connections facilitated through the AgBase program?

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 partnership are addressed in the main contract agreement entered between Mercy Corps and the firm.

Authorship and Acknowledgement

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

Task Manager/Coordination/Reporting

The Task Manager for this engagement is MERAL Director. The firm will direct all communications to designated program point person and the task manager will ensure full coordination and timely fulfillment and delivery of the deliverables.

Submission Requirements

Please submit your response to agrifinprocurement@mercycorps.org with the title "**Agbase project management, editorial and technical writing services**" on or before **9th September, 2024 at 5 pm EAT.** "