

## Scope of Work

<b>Firm or Individual:</b>	<b>Firm</b>
<b>Program:</b>	Mercy Corps AgriFin: Agbase Digital Agriculture Solution Tracker
<b>Scope of Project:</b>	<b>Provision of digital design services</b>
<b>Country:</b>	Regional
<b>From:</b>	<b>15 September 2024</b>
<b>To:</b>	<b>31 November 2024</b>
<b>Task Manager:</b>	Technical Director Strategic Learning
<b>Technical Support:</b>	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 digital design services to two reports being developed in autumn 2024. 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 support the AgBase program under the following distinct areas:

### Report(s) Design:

- **Visual Concept Development:**
  - Develop and present a design concept for the two reports that aligns with AgBase's brand guidelines and strategic objectives. Emphasis should be given to an interactive digital concept that can be hosted online using tools like HTML 5 or Adobe Spark. See here for example: <https://partechpartners.com/africa-reports/2023-africa-tech-venture-capital-report>  
[https://express.adobe.com/page/RUvD86tkQUmmX/?utm\\_source=Staff&utm\\_medium=social+media&utm\\_campaign=Impact+Report](https://express.adobe.com/page/RUvD86tkQUmmX/?utm_source=Staff&utm_medium=social+media&utm_campaign=Impact+Report)  
<https://www.fdiintelligence.com/content/rankings-and-awards/african-tech-ecosystems-of-the-future-the-dawn-of-a-new-era-79638>
  - Use data visualization techniques to present key findings and trends effectively.
- **Layout Design**
  - Design the layout for the reports, ensuring a logical flow of content that enhances readability and engagement.
  - Create one interactive and one static version for both reports to ensure they are accessible to all readers.
  - Include sections for executive summaries, introductions, detailed analysis, conclusions, and appendices.
  - Design elements should include infographics, charts, tables, and other visual aids to support the narrative and align the AgBase platform visualisations.
- **Graphics and Illustrations:**
  - Create custom graphics, icons, and illustrations that visually communicate the report's data and content.
  - Design visually appealing cover pages, headers, and footers that align with the overall theme of the reports.
  - Ensure all graphics, images, and illustrations are high-resolution and suitable for both digital and print formats.
- **Data Visualization:**
  - Develop and design interactive data visualizations that accurately represent key data points and trends discussed in the reports.
  - Create dynamic and static version of the graphics and visualisation.
  - Use a variety of visualization techniques such as bar charts, pie charts, line graphs, and heat maps to effectively communicate complex data.
  - Ensure visualizations are accessible and easy to interpret, even for non-technical audiences.
  - Create animated charts to embed in videos
- **Review and Revision:**
  - Collaborate with AgBase's content and editorial teams to review drafts and incorporate feedback.

- Make revisions and adjustments as necessary to meet AgBase’s quality standards and ensure the reports are visually compelling.

**Ongoing Marketing and Communications Design**

- **Digital Content Design:**
  - Design digital content for ongoing marketing and communications, including social media graphics, email newsletters, and website assets.
  - Develop visual assets that can be used across multiple platforms, ensuring consistency in branding and messaging.
- **Presentation Design:**
  - Design PowerPoint or other presentation templates that AgBase can use for webinars, conferences, and stakeholder meetings.
  - Include visual elements that align with the report design and can be used to effectively communicate key points.
- **Event and Promotional Materials:**
  - Design promotional materials for events, including banners, flyers, and posters.
  - Ensure that all materials are visually consistent with AgBase’s brand and the design of the reports.

**Branding and Style Guide**

- 1. Brand Consistency:**
  - Ensure all design work is consistent with AgBase’s branding guidelines.
  - Develop a visual style guide that outlines the use of colors, fonts, imagery, and other design elements.
- 2. Template Creation:**
  - Develop templates for reports, presentations, and digital content to ensure consistency in future communications.
  - Provide AgBase with editable templates that can be easily updated for new content.

<b>Deliverable #</b>	<b>Deliverable Description</b>	<b>Estimated Due Date</b>
(1)	Industry report design	October 9, 2024
(2)	Thematic report design	November 15, 2024
(3)	Marketing and Communications Materials	November 20, 2024
(4)	Visual Style Guide	November 20, 2024

## Qualification, Evaluation and Selection

### 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 relevant evidence where applicable of:

- Proven experience in digital design, particularly in creating reports, infographics, and marketing materials for the AgTech, FinTech, or ClimateTech sectors, specifically with HTML 5 or Adobe Spark. (share previous work samples)
- A strong portfolio demonstrating the ability to create visually compelling and informative designs.(share previous similar work references)
- Expertise in data visualization techniques and the ability to present complex information clearly and engagingly.(share profiles of technical team to be engaged in this assignment)
- Familiarity with the AgTech ecosystem, including key market trends and issues such as gender inclusion, is a bonus.
- Excellent collaboration and communication skills, with the ability to work closely with AgBase’s teams to align design work with strategic goals.

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](mailto:agrifinprocurement@mercycorps.org) with the title "Agbase digital design services" on or before **9th September, 2024 at 5 pm EAT.** "