<u>**DRAFT TERMS OF REFERENCE**</u>

<u>**CONSULTANCY SERVICES – MARKETING AND PROMOTION, MONITORING AND EVALUATION AND DEVELOPMENT OF A MNANGEMENT AND OPERATIONAL PLAN – CARIBBEAN AGRICULTURE KNOWLEDGE PORTAL (CAKP)**</u>

1.   <u>BACKGROUND</u>

1.01   The use of digital technology in the dissemination of agricultural information can have a revolutionary impact on the Regions agricultural sector by enhancing agriculture human capital. This is particularly important since the Regions traditional extension service faces significant challenges as it transitions to become more effective and responsive to the needs of farmers and other value chain actors. Notably, the technology facilitates low-cost dissemination. When done in bulk, information can reach large numbers of actors. This is extremely effective since small farmers and other actors in rural areas of BMCs have access to smart devices, and the rate is increasing. Hence, the use of digital tools will reduce problems related to remoteness and gender disparity, improve access to services, improve decision-making and practices at the farm/SME level and assist with linking farmers to markets. This, in turn, could lead to greater food security, profitability and sustainability of the region's agricultural sector and rural livelihoods.

1.02   CDB will undertake a project to develop and pilot a Caribbean Agriculture Knowledge Portal (CAKP) and develop Agriculture Extension Aids for dissemination via CAKP. This consultancy includes marketing and promotion (M&P), and monitoring and evaluation (M&E) of CAKP to determine the platform's performance and the development of a management and operational plan to guide the operations of the CAKP post pilot phase.

2.   <u>OBJECTIVE</u>

2.01   The objective of the consultancy is to conduct M&P and M&E activities for CAKP during the pilot phase and development of a management and operational plan to guide the operations of CAKP post pilot.

3.   <u>SCOPE OF SERVICE</u>

3.01   To achieve the stated objective, this consultancy will focus on all activities required market and promote CAKP to ensure maximum visibility, reach and usage of the portal among regional agri-food value chain actors. This task will include all activities required to inform and expose all relevant stakeholders (public and private sector) to CAKP and effectively convey the intent, content, services and benefits of the portal. M&P should be executed in a phased approach so that adjustments can be made based on feedback from actors and stakeholders. In addition, all activities required to monitor CAKP during the pilot phase and an evaluation exercise to determine the portals performance and effectiveness in supporting the enhancement of regional agriculture human capital. Utilising data generated from the portal and various analytical tools, a thorough analysis will identify successes and gaps related to the portals designs (including functional and non-functional requirements), content utility (evaluation of AEAs) and user experience.

The consultancy will also include development of a management and operational plan to guide the operations of the CAKP post pilot. Specifically, the plan will include a model for the system's sustainability (including monetising some elements of the portal), a governance structure for the management and operation of the portal, protocols for content development, hosting and dissemination and key resource requirements. The consultancy should adhere to CDBs principles of mainstreaming and social inclusion.

3.02   The Consultant(s) shall be responsible for:

(a)   Development and implementation of a M&P workplan for CAKP. This will include all activities required to actively engage and galvanize support from regional stakeholders and actors – public and private sector, educational institutions, regional development partners etc.

(b)   Develop a strategy to collect relevant information and content from regional development partners (reports, publications, training material, Digital information products – videos, infographics, podcast etc. This activity also includes the identification of potential opportunities for expanded services and collaboration (including but not limited to link with other websites, apps etc.)

(c)   Development of a M&E workplan for CAKP. The plan will contain an implementation schedule and itemize the critical elements for determining the portal's performance and effectiveness.

(d)   Identification of analytical tools for the M&E framework.

(e)   Determine data requirements, collection methods and associated schedules for M&P and M&E activities.

(f)   Implement monitoring activities during the pilot phase of CAKP.

(g)   Conduct a thorough evaluation of CAKP following the pilot phase.

(h)   Utilizing data and information from the M&P and M&E exercise develop a management and operational plan for the sustainability of CAKP. This will include recommendation of the best institution (regional entity)/institutional framework for managing the portal post pilot phase, cost associated with maintenance and human resource requirements.

3.03   In addition the Consultant will be required to:

(a)   Review all relevant information related to the pilot phase of CAKP.

(b)   Hold consultations with stakeholders/beneficiaries of the portal to solicit feedback on user experience, utility of AEAs, services and possible upgrades for CAKP.

(c)   Hold consultations with the portal developers and content creators and solicit recommendations on the feedback from stakeholder consultations.

(d)   Hold consultations with the portal developers and content creators and solicit recommendations on the critical elements of the management and operational plan for CAKP.

(e)   Review global best practices and make recommendations for the management and operation of CAKP.

(f)   Review relevant intellectual property literature and make recommendations for the management and operation of CAKP.

(g)   Review regulations with regards to branding and make recommendations for the management and operation of CAKP.

4.   DELIVERABLES AND REPORTING REQUIREMENTS

4.01   The Consultant will be required to submit/deliver the following:

Reports/Deliverables	Timeframe
Inception Report - Work plan including M&P plan, M&E framework and schedule and draft outline for the management and operational plan for CAKP.	The report should be submitted within two (2) weeks of the commencement of the assignment.
Progress Report # 1 - Update on assignment including the activities commenced, progress to date and any challenges with project	This will be submitted 6 Months after commencement of the assignment.

implementation. The report should also include proposed solutions to challenges articulated and related timeframes.	
Progress Report # 2 - Update on assignment including stakeholder consultations (M&P and M&E update) and recommendations for improving CAKP pilot phase.	This will be submitted 12 months after commencement of the assignment.
Evaluation Report – Outlining successes and gaps and recommendations for the Management and operation of CAKP post pilot	This will be submitted 18 months after commencement of the assignment
Draft Management and Operational Plan – Including model for sustainability, protocols, and governance.	This will be submitted 18 months after commencement of the assignment
Final Management and Operational Plan – Updated following review.	This will be submitted 20 months after commencement of the assignment
Final Report – Report including outputs and lessons learned.	This will be submitted 20 months after commencement of the assignment

4.02   All reports and supporting documents should be produced in Microsoft Word and submitted electronically to CDB.

5.   IMPLEMENTATION ARRANGEMENTS

5.01   The consultant will work under the guidance of CDB and a Technical Working Group (TWG)

6.   DURATION, QUALIFICATIONS AND EXPERIENCE

6.01   It is expected that the assignment will require a maximum of 105 days over 20 months. The Consultancy Firm should have:

(a)   No less than five years' overall consulting experience, with specific experience in M&P, M&E and business management.
(b)   Successfully completed at least two similar assignments.
(c)   Key experts as outlined at 6.05.

6.02   Team members should have at least a degree in the related fields and five (5) years of relevant professional experience. The Team Leader should have at least five (5) years' experience leading teams involved in similar type interventions. Team members should have an understanding of and experience working in the agriculture sector in the Caribbean/Small Island Developing States. Team members should be cognisant of the gender-related dimensions of the sector and gender-related concerns/considerations in development.

6.03   More specific details as it relates to qualifications and experience are as follows:

(a)   Demonstrated qualification and experience in M&P. Success with virtual education platforms will be an asset.
(b)   Demonstrated qualification and experience in M&E, impact evaluation, social analysis, collection and analysis of sex- disaggregated data, and development of gender-responsive indicators.
(c)   Experience in providing technical leadership or support to the development of qualitative and quantitative data collection instruments.
(d)   Experience in designing, collecting, analyzing/interpreting and reporting data.
(e)   Experience in analyzing data using relevant tools and statistical software.
(f)   Demonstrated qualification and experience in the development of business management and operational plans. Experience with online based businesses would be an asset.

6.04   Other technical competencies include:

       (a)   Proficiency in report writing.
       (b)   Excellent analytical skills.
       (c)   Excellent oral and written skills.

6.05   Key Experts required:

       1.   Marketing and Promotion Expert.
       2.   Monitoring and Evaluation Expert.
       3.   Business Management and Planning Expert