Terms of Reference
Improving Markets and New Opportunities for Smallholder Producers, Workers, and Agricultural SMEs
ACTION Project

Title: Consultant for Smallholder Producers, Workers, and Agricultural SME Development
Duty Station: Jakarta
Number of Position: 1 team
Project: ACTION
Report to: ACTION Project Manager
Duration: March 2021 - April 2022

1. BACKGROUND

Hivos is an International non-governmental organization based in the Netherlands guided by humanist values and seeks new solutions to persistent global issues. It aims at structural poverty alleviation with a strong focus on civil society building and sustainable economic development. Hivos works with local organizations to contribute to a free, fair and sustainable world.

In July 2020, Hivos received a grant agreement from the European Union for a project called ACTION – Active Citizens Building Solidarity and Resilience in Response to COVID-19. The project’s main objectives is to enhance poor and marginalised community resilience and solidarity in responding to the impacts of pandemics. The project is implemented by a consortium where Hivos as the coordinator to lead other members consisting of 5 national NGOs, namely: CISDI, KAPAL Perempuan, PAMFLET, PUPUK, and SAPDA.

This project targets marginalized and high-risk populations in rural and urban areas in two phases. Phase one focuses on activities response, such as health care, and water and sanitation systems. Phase two addresses the social and economic recovery. The project will be implemented in 5 provinces in Indonesia, which included Jakarta, South Sulawesi, Yogyakarta, West Nusa Tenggara, and West Java. The duration of ACTION is in 24 months.

The project will support essential health care, mental health services, water and sanitation systems, farming initiatives, employment and skills training, fundraising assistance, financial assistance assessment, as well as relevant public awareness campaigns. The project will also support the government at all levels to tackle the impacts of the pandemic and respond to emergency needs. Using a multi-sectoral approach, many parties will be involved, such as civil society, community organizations, government, and the private sector in fields ranging from health and social welfare, to governance, livelihoods, and food security. Amongst the beneficiaries are people with disability, the elderly, women, children, youth, marginalised groups, farmers, landless laborers, and micro and small-scale producers. The project aims to reach 15000 beneficiaries of rural and urban poor.

Assuming the improvement in COVID-19 response and sustainability of the Economic Recovery Program (PEN), the Coordinating Ministry of Economic Affairs projected Indonesia’s growth will rebound with 4.5%-5.5% growth in 2021 (Outlook Perekonomian Indonesia, November 2020). One of the supporting factors of this growth is the farming sector, which tends to have higher resilience
compared to other industry sectors in dealing with the pandemic. Using technology to widen market reach is a prospective opportunity as there is an occurring shift of lifestyle during the pandemic that grows towards online based activities. With SMEs dominating the economic structure, we are having a momentum for technology acceleration amid COVID-19 from production and marketing perspectives.

In implementing the project, the consortium will have various activities related to Outcome IV: Smallholder producers, workers, and agricultural SMEs with improved access to markets and new opportunities to sell their goods. The activities will be carried out during the project period, from February 2021 to July 2022 in the 4 project areas. A team of consultants will be required to conduct activities specifically related to the Outcome IV.

2. OBJECTIVE
The objectives of this assignment is:
- To connect small scale producers to new urban markets and food distribution centers
- Support and connect urban farming initiatives to marketing opportunities

The specific target of this assignment are:
- 400 of small scale producers and farmers with increased skills & knowledge of food production planning and market access
- 70% of small scale producers and farmers with new market linkages established
- 2000 of poor and marginalised community households from 40 villages with increased skills & knowledge of urban farming

3. SCOPE OF WORK
The consultant will be responsible for the following tasks:
- Conduct market assessment
- Provide Training of trainers to Field Facilitators in order for them to be able to deliver the training to the small-scale producers and farmers on food production planning and market access to improve efficiency of harvested goods supply chains
- Work with Field Facilitators to support small scale producers to access markets and new sources of income
- Together with Field Facilitators conduct coordination and dialogue with rural authorities
- Provide Training of Trainers to Field Facilitators in order for them to be able to deliver the training on urban farming to poor and marginalised community households.
- Support urban farming initiatives to access marketing opportunities

4. METHODOLOGY
An appropriate mix of qualitative and quantitative methods will be used to gather and analyze data/information, in order to diverse perspectives to the assessment, and to promote participation of different groups of stakeholders.

The demographic disaggregated data of all research including sex, age, residency, economic status, disability status, etc.
It is important in gathering data that there are opportunities for marginalised groups (women, girls, people with disabilities, etc.) to provide feedback in a safe space.

Note: Given the COVID-19 situation, all tasks are expected to be done and delivered online with limitation of conducting workshops/FGDs in compliance with government regulation. At the same time, the timeline should allow for flexibility (and patience), keeping in-check the availability, situation, and sensitivities of the participants.

Key Tasks and Deliverables
The assessment will consist with four key phases namely a) Inception, b) Conduct Market Assessment, c) Training for small-scale producers and farmers on food production planning and market access, d) Support small scale producers to access markets and new sources of income, e) Dialogue activities with rural authorities, f) Conduct training on urban farming, g) Support urban farming initiatives to access marketing opportunities, h) Final Report

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<tr>
<th>Phases of Assignment</th>
<th>Key Tasks</th>
<th>Deliverables</th>
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| Inception            | • The assigned institution or a team of consultants will have a kick off meeting together with the ACTION Program team to understand the project and to collect required documents such as project proposal, results framework, etc.  
• The draft inception report should include a detailed methodology including tools, assessment framework along with tools to be used to gather data/information, quality assurance mechanism of data/information collection, roles and responsibility of team members, key milestones and detailed work plan.  
• The assigned institution or a team of consultants may be asked to make an oral presentation of the draft inception report. | • Draft soft copy of the inception report including assessment tools, analytical framework, and workplan  
• Soft copy of the final inception report including final assessment tools, methodology, analytical framework, and workplan (Eng) |
| Conduct Market Assessment | • Conduct 5 days FGDs (including workshop) in 5 ACTION targeted areas: The meeting will involve representatives from farmers’ groups, buyers, food entrepreneurs, communal kitchens, and agricultural SMEs. Online meetings are preferable and shall there be an offline meeting to be conducted, meeting participants will be limited to max. 15 people.  
• 1-day FGD to identify stakeholders and their specific roles | • FGD reports from 5 target areas  
• Assessment report covering:  
  • Detailed information on the key stakeholders that will be involved in the project,  
  • The extent of |
<table>
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<tr>
<th>Training for small-scale producers and farmers</th>
<th>Developing module on:</th>
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<tbody>
<tr>
<td></td>
<td>Food production planning and market access,</td>
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<tr>
<td></td>
<td>○ Which food crops to grow, sustainable food production, accurately measuring production costs, harvested</td>
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| • 1-day FGD to identify Covid-19 Impact on the market |
| • 1-day FGD to explore resource needs and constraints |
| • 2-days workshop on exploring new and existing marketing opportunities for small scale producers |

| • Validation FGD: the preliminary results of the assessment to be shared for validation with the ACTION project team and key stakeholders after completion of data/information analysis by the consultant team. |
| • Draft assessment report: This report will be shared after incorporating feedback which is received during the presentation. |
| • After receiving the draft assessment report, ACTION Program team will provide feedback to the consultant team |
| • Final assessment report: The final report may be prepared after a few iterations of the report if the quality standards are not met within the first round. The final report format to be agreed during the pre-assessment phase and included into the pre-assessment report. The final report should include the completed analytical framework of assessment. Review and revision process from the draft report stage to the final report should not exceed 2 weeks. The soft copy of the completed database should be handed over to the ACTION Program team with the final report. |
| • Finalization of Assessment Report |
| • Dissemination of assessment report. |

| • Electronic copy of draft report. Reporting format will be agreed during inception |
| • Preliminary Presentation of finding for validation |
| • Draft soft copy of the final assessment report including data sets |
| • Soft copy of the final assessment report including datasets (bilingual) |
| • Presentation of final assessment report (Eng) |

| • Module development: |
| • Module draft |
| • Draft Training presentation |
| • Final Module (bilingual) |
| • Final training presentation |
| Support small scale producers to access markets and new sources of income | goods supply chains, improving logistics efficiency, cashless payments, accessing finance, how to penetrate new markets, and accessing online platforms (such as Sayur Box, Tani Hub).  
- Conduct training on Food Production Planning and market access for Hivos Field Facilitators to increase their capacity and preparation in delivering training to target beneficiaries. The training shall be conducted via an online platform. The estimated length of training is 1-2 days.  
- Conduct monthly coaching for Field Facilitator. Coaching shall be conducted through online platform and will cover progress and target on training for small scale producers | (bilingual)  
- TOR for TOT  
- Draft TOR for activities that will be conducted by FO (finalization by Hivos team)  
TOT report document that covers:  
- Pre and post test  
- Field Facilitator capacity assessment  
- Work Plan and milestones set up from each participant  
Coaching report:  
- Summary of monthly reports from each Field Facilitators (to be submitted to Hivos Project Manager within 5 working days following the coaching date)  
- Online Log Update on activities progress (to use online GSheet to ensure all progress can be monitored by Hivos team) |
| Developing module on:  
- Food Processing, Branding and Packaging  
  - Consultations with local government, private sector and farmers’ associations, buyers and online platforms  
  - Strengthen connections between small scale producers and new sources of income for their businesses, local food entrepreneurs, local markets, and online marketing channels (including local WhatsApp groups and larger professional | Module development:  
- Module draft  
- Draft Training presentation  
- Final Module (bilingual)  
- Final training presentation (bilingual)  
- TOR for TOT  
- Draft TOR for activities that will be conducted by FO (finalization by Hivos team)  
TOT report document that covers: |
| Dialogue activities with rural authorities | • Developing module on:  
| | • Support  
| | ○ Create dialogue plan to advise governments to include food resilience planning in village budget planning  
| | • Conduct training on communication with rural authorities for Hivos Field Facilitators. The training shall be conducted via an online platform. The estimated length of training for each subject 1-2 days  
| | • Monthly coaching for Field Facilitators to monitor progress and target on dialogue and discussion activities with rural authorities  
| Module development:  
| | • Module draft  
| | • Draft Training presentation  
| | • Final Module (bilingual)  
| | • Final training presentation (bilingual)  
| | • TOR for TOT  
| | • Draft TOR for activities that will be conducted by FO (finalization by Hivos team)  
| | TOT report document that covers:  
| | • Pre and post test Field Facilitator capacity assessment  
| | • Work Plan and milestones set up from each participants  
| | Coaching report:  
| | • Summary of monthly reports from each Field Facilitators  
| | • Online Log Update on activities progress  
| Conduct training on urban farming | • Developing module on  
| | Module development:  
| | • Module draft  
| | outfits like Sayur Box and Tani Hub).  
| | • Conduct training for Hivos Field Facilitators to increase their capacity and preparation in delivering training on Food processing branding, and packaging to target beneficiaries. The training shall be conducted in 1-2 days via an online platform.  
| | • Conduct online monthly coaching for Field Facilitator that cover Progress and target on Food Processing Workshop and Branding and Packaging Demo for small scale producers  
| | Pre and post test Field Facilitator capacity assessment  
| | Work Plan and milestones set up from each participants  
| | Coaching report:  
| | • Summary of monthly reports from each Field Facilitators  
| | • Online Log Update on activities progress
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<td>- Establishment demo plot for interactive training and teaching, and will serve as a best practice example that can be visited by project participants.</td>
<td>- Connect farmers to source of financing</td>
<td>- Module draft</td>
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<td>- Urban farming • how to produce their own food in areas where land supply is restricted, using environmentally friendly and recycled equipment. • agronomy training, covering preparation of seedlings, application of fertiliser and pesticides, irrigation and harvesting. • contributing to waste reduction.</td>
<td>- Facilitate connections with food distribution centres, community kitchens and food stalls providing for the emergency food needs of poor and marginalised communities (under Output 2.2)</td>
<td>- Draft Training presentation</td>
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<tr>
<td>- Conduct 2-4 days online training for Hivos Field Facilitators • to establish demo plots • TOT to conduct urban farming training</td>
<td>- Linked to local food entrepreneur SMEs in the project areas, which can also improve the efficiency of supply chains into the future.</td>
<td>- Final Module (bilingual)</td>
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<td>- Conduct online monthly coaching for field facilitator to monitor • the progress of Demo plot establishment • progress and target of urban farming training</td>
<td>- Post-Pandemic Event Organizing</td>
<td>- Final training presentation (bilingual)</td>
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5. IMPLEMENTATION METHOD
Workshops and FGDs will use a participatory approach. Workshops, FGD, and meetings will be delivered in Bahasa Indonesia. Due to COVID-19 situation, we strongly suggested meetings, development of the assessment report, and finalization of documents to be conducted virtually. Offline meetings are strictly limited to max. 10 participants.

6. PERIOD OF WORK
The period of assignment of this contract is based on a contract from 15 March 2021 - 14 April 2022.

7. BUDGET
The maximum budget for this activity is IDR 341,312,000 including consultant’s fee, transportation, meals, accommodation, and tax.
8. REQUIREMENTS
- Minimum of 7 years of professional experience in conducting participatory community research
- Advance knowledge and skill on Smallholder Producers, Workers, and Agricultural SME development and capacity building
- Experience in market assessment, module development, conducting online training and events will be an added advantage
- Proven experience with logical frameworks and other strategic planning (including quantitative, qualitative and participatory).
  - Good program design skills, including capacity to prepare logical, coherent and consistent documents.
  - Capacity to work in a multi-disciplinary team, including coordinating technical input into a framework.
  - Ability to work rapidly, both in person and remotely, with team members in various locations.

9. CONTRACT AWARD CRITERIA

The overall proposal will be selected based on scoring criteria below:

<table>
<thead>
<tr>
<th>Technical Criteria</th>
<th>Technical Sub-Criteria</th>
<th>Maximum Points</th>
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<tr>
<td>Technical Approach (max 5 pages)</td>
<td>- Adherence to TOR’s specifications and related requirement; a clear understanding of required deliverables</td>
<td>40</td>
</tr>
<tr>
<td>Personnel (max 2 pages)</td>
<td>- Description of qualifications and unique skillset the consultant/team</td>
<td>15</td>
</tr>
<tr>
<td>- Provide a maximum of three-page CV of the candidate</td>
<td></td>
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<tr>
<td>Financial proposal (max 2 pages)</td>
<td>- Description on detail budget required to complete the assignment. The budget should be divided into professional fee and reimbursable cost (communication, meals, travel, accommodation, etc.)</td>
<td>30</td>
</tr>
<tr>
<td>- Competitive fee rates and expenses and demonstration of value for money</td>
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<tr>
<td>Institutional Capacity and Past Performance (max 3 pages)</td>
<td>- Description of consultant experience and previous examples related to the task</td>
<td>15</td>
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<tr>
<td>Total: max 12 pages</td>
<td>(Minimum score for technical compliance: 70)</td>
<td>100 total</td>
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10. APPLICATION SUBMISSION
Interested candidates should submit the Expression of Interest and CV to hr.sea@hivos.org and cc to: Ms Catharina Utami cutami@hivos.org and Ms Annissa Maulani amaulani@hivos.org by 21 March 2021 with email subject “ACTION Financial Assessment Consultant”. Applications without any proposal will be excluded from the selection process.