

REQUEST FOR EXPRESSION OF INTEREST (EOI) TO UNDERTAKE A STUDY ON DIGITAL MARKETING

Introduction:

The Alliance for Food Sovereignty in Africa (AFSA) is a network of networks – a broad alliance comprising of diverse civil society actors representing smallholder farmers, pastoralists, indigenous peoples, faith-based institutions, and environmentalists. Its members are active in 50 African countries.

During the final day of the 3rd biennial food systems conference 2020, AFSA members identified markets as an alternative pathway to pursue agroecology. As a network of networks, AFSA is tasked to play an overarching role by coordinating, connecting, and joining the diverse networks within the agroecology space to advance this agenda. Among others, future research efforts need to explore the reasons behind the lack of recognition for African markets, how to improve value addition and food traceability, as well as investigate systems for certifying the quality of products available in territorial markets.

Premised on the above, AFSA is scheduled to commission a study on Digital Marketing to increase access to agroecologically produced food in Africa for better health and quality of life.

Request for Proposals:

AFSA requests sealed proposals/bids for conducting a study on African digital marketing.

In response to this request, the bidder must submit by email:

1. A letter (1page) from a representative of the firm/individual expressing interest.
2. Short reflection (1-2 pages) on an understanding of the TORs, proposed methodology, timeline, and budget.
3. General profile and background of the firm/individual and CVs / capacity statement.

Tendering procedure

Eligible consultants are invited to submit technical and financial proposals to undertake this work. Technical and financial tender documents should be sent by email to afsa@afsafrica.org by 5:00 pm East Africa Time on 25th /03 /2022.) The email should indicate '**Digital Marketing Study Proposal**' in the subject line.

Applicants will be advised of the results of the tender process within 7 days of the application deadline.

Ps: For detailed TORs, please refer to the statement below.

TERMS OF REFERENCE (TORS)

TO

UNDERTAKE A STUDY ON THE ROLE OF DIGITAL MARKETING IN THE TRANSITION TO AGROECOLOGY

1.0 Background

Digitization is a reality that has and will continue to permeate many of the most vital aspects of human life. The food system is no exception. Recent years have seen a rapid proliferation of tech incubators and start-up acceleration programs across the continent that specifically target the food system.

AFSA members in the 3rd biennial food systems conference held in October 2022 themed *“Shaping the Future of Africa Food Markets in Africa: What kind of markets do we need for the transition to agroecology?”* resolved to focus on the future of African markets as central components for the transition to agroecology.

Premised on the above, AFSA is scheduled to commission a study on Digital Marketing; opportunities and challenges for agroecological entrepreneurs”

2.0 Specific Objectives.

1. To examine the current state of play in digital marketing for agriculture in Africa including emerging technologies, approaches, and actors.
2. Explore the role of digital marketing in the agroecological marketplace across Africa including challenges and opportunities for agroecological entrepreneurs.
3. To generate concrete proposals, approaches, and recommendations of the use of digital marketing to enhance the transition to agroecology.

3.0 Proposed Research Question

- What are the existing digital and emerging marketing initiatives in Africa supporting agriculture and agroecological marketing in particular?
- What implications (positive and negative) of digital marketing in Africa?
- Which model of digital marketing (digital and emerging) can be used for agroecological enterprises?
- Who are the actors in this space?
- What is the broad policy direction on digital marketing?

- Where are the opportunities and challenges for agroecological entrepreneurs in Africa?
- What are the gender dynamics?

4.0 Anticipated digital marketing topics:

- Payment systems
- Logistics: Middlemen, transport, and cold chain
- Sales: Market discovery, buyer/seller matching, online marketplaces
- Price transparency & market information
- Advertising
- AE value-adding/differentiation: Certification and traceability
- Learning & extension support for marketing

5.0 Geographic Scope

The study will be undertaken in the African continent. The researcher will undertake a literature scan of the available data on the digitalization of markets and agroecology in Africa. A deep study inform of case studies will be undertaken in five purposefully selected African countries to give a clear perspective of the research; these include (South Africa, Kenya, Burkina Faso, Senegal, and Zimbabwe).

The above countries were proposed taking into consideration the level of technical advancement, geographical balance, and linguistic spread.

6.0 Methodology

The consultant will propose an appropriate methodological approach to undertake this assignment, including sampling procedure and size, list of countries, individuals, and stakeholders to be interviewed. A detailed methodological note should be provided before undertaking the study.

7.0 Key Deliverables

- Interview notes
- Contact list and names of respondents
- List of studied countries
- Inception report
- Final report of not more than 20 pages
- 1-page press release
- Make an 8 – 10 PowerPoint summary
- Provide a list of reference materials with sources

- Research team offers 1-hour session at an upcoming conference
- 2-4 pager policy brief

8.0 Qualification and experience

Competent firms/individuals with demonstrated experience in undertaking similar work at the country or regional level, investigative research, writing, and publication are encouraged to apply. Experience in digital work and markets is of added advantage.

9.0 Time frame and reference documents

The assignment is for a period of 35 workdays and in any case, the consultant shall not exceed 5th May 2022 to complete the assignment

10.0 Reference documents available

- The AFSA October 2020 biennial conference Report
- AFSA Strategic Plan
- Territorial markets research report and policy brief

11.0 The consultant shall:

Submit an Expression of interest (EOI) with:

1. A letter (1-2 pages) expressing interest and understanding of TORs.
2. A short reflection (1-2 pages) on the proposed methodology, timeline, and budget, and
3. A general profile of the firm/individual and CV.

by 25th March 2022 detailing a satisfactory understanding of the TORs, methodology of execution, the time frame of completion, and budget for undertaking the work. Submit by email to afsa@afsafrika.org by 5:00 pm (East Africa Time) on (25th /03 /2022.) The email should indicate ‘**Digital Marketing Study Proposal**’ in the subject line.

Please direct any questions to **Charles Mulozi Olweny**, (charles.olweny@afsafrika.org) and **Bridget Mugambe** (bridget.mugambe@afsafrika.org).