

TERMS OF REFERENCE(ToR)

DEVELOPMENT OF AN ADVOCACY STRATEGY ON AGROECOLOGY

Pan African Farmers Organization (PAFO)

August 2024



1. Background

Agro ecology has been recognized as a potential solution to the current challenges of agriculture production by offering multiple economic, social, and environmental benefits. Agroecological initiatives aim at proposing alternative paradigms to industrial agriculture based on the encouragement of local use of innovations and resources by smallholder farmers.

The promotion of agro ecology has always been the result of the interactions between NGOs and farmers' knowledge through the intermediation of their farmers' organizations (FOs). The implication of FOs in the development and spread of agro ecology is due to the central place they have in the organization of developing countries' agriculture in general and the withdrawal of the direct government intervention in agriculture development activities after the implementation of the structural adjustment reforms (between the 1980s and 1990s) promoted by the World Bank.

The Pan African Farmers Organization (PAFO), <https://pafo-africa.org/> is recognized as the highest representative body of African farmers involved in crop, livestock, and fishery. The overarching objective of PAFO is: to effectively engage members in advocacy with policy-makers, and technical and financial partners and promote their participation in the formulation and implementation of the development policies and programs that affect agriculture and rural development in Africa. In that regard PAFO would like to develop an advocacy strategy on agro ecology that will help PAFO to carry out its mission of advocacy especially on agro ecology.

2. Objectives of the Consultancy

The objective of this consultancy is to Develop an advocacy strategy which will guide and inform effective policy and advocacy engagements targeted at influencing government policies, laws and regulations as well as best practices for the advancement of agro ecology in Africa. The strategy should provide a framework for strengthening the project's advocacy interventions. In addition, the strategy is also intended to guide and promote creative and strategic alliances, collaborations and partnerships for effective engagement and dialogue with policy and decision makers in both continental and International.

3. Scope of the assignment

The successful candidate will be required to carry out the following activities:

- i. Share an advocacy template that will guide advocacy strategy development for validation with the Project Management Team.
- ii. Review project documents such as the agro ecology study reports, capacity needs assessment and current advocacy initiatives in agro ecology, to identify gaps, potential priorities and areas of focus.
- iii. Carry out consultations with key project partners and stakeholders to identify advocacy capacity gaps as well as priority areas for advocacy
- iv. Carry-out consultations with some of current advocacy networks to identify areas for potential collaborations

- v. Develop and share a draft advocacy strategy, outlining clear objectives, targets, activities, partners, deliverables and indicators, as well as a detailed implementation plan customized by value chain for specific issues
- vi. Facilitate validation and consultative meetings with the Project Management Team and project stakeholders during which, the consultant shall present the findings of the assignment for validation
- vii. Finalizing the Advocacy strategy and action plan after feedback from the PMT and stakeholders.
- viii. Prepare a budget that might be required in the implementation of the strategy.

4. Key Deliverables

The consultant will work closely with PAFO Secretariat to ensure completion of agreed deliverables. All deliverables will be submitted on dates and formats mutually agreed upon in the contract and inception meeting. All draft and final documents will be submitted as soft copies and will remain a property of PAFO. The following are the key deliverables:

a. Inception report: Building on the initial proposal submitted, the successful consultant should prepare an inception report within 7 days of contract award and present to the Project Management Team. The inception report should cover the methodologies, work plan and template that will guide advocacy strategy development.

b. Draft Advocacy Strategy Document: The consultant is expected to conduct a comprehensive desk review to gather data which is available. This must utilize reliable sources and be referenced to academic standards. In addition, the consultant will be required to carry out consultations with industry players perhaps through key informant interviews or other relevant approaches to verify literature and obtain other baseline information that may not necessarily have been documented.

c. Action Plan: The consultant is expected to prepare a proposed action plan.

d. Presentation of the findings: The consultant is expected to organize and facilitate a virtual validation workshop in which the draft advocacy strategy document and action plans are presented first to the PMT, stakeholders and industry players. Afterwards, the consultant should produce a workshop report and proceed to finalize the advocacy strategy and action plan.

e. Final advocacy strategy document: The consultant is expected to incorporate feedback and prepare a final advocacy strategy and action plan with aspects under the scope incorporated.

6. Delivery Schedule.

Deliverable	Submission Timelines	Payment Schedule
Inception report, advocacy strategy template and data collection tools	7 days	30%
Presentation of draft strategy, facilitation of validation workshop, production of validation workshop report and Submission of final Advocacy Strategy document and Action Plan.	23 days	70%

7. Duration of Assignment

The assignment will be carried out and completed within 30 working days from the date the award contract is signed by both parties.

8. Project Management Team (PMT) to monitor Consultant

PAFO secretariat will appoint an oversight committee comprised of PMT members that will work with the Consultant. PAFO secretariat will facilitate the interaction and exchange of information between the Consultant and PAFO members and partners. All relevant Project documentation will be made available to the Consultant. An inception meeting will be held between the PAFO secretariat and the consultant to discuss the assignment and agree on the plan of action. The Inception Report, Draft Advocacy Strategy Document, Validation workshop report, Final Advocacy Strategy Document, Action Plan, Presentation and Final Report will be submitted to the PAFO secretariat in electronic format.

9. Ownership

This project is funded by EU through Agricord and therefore PAFO shall be the owner of the consultancy output. The Consultant will have no right of claim to the assignment or its outputs once completed. Any reports / research outputs /process documents produced as a part of this assignment shall be deemed to be in the property of PAFO. The consultant will not have any claims and will not use or reproduce the contents of the above documents without the written permission of PAFO.

10. Qualification and Experience

The consultant should have the following minimum qualifications to spearhead this initiative:

- To be African citizen, residing in Africa is a plus
- Relevant academic background (post graduate qualification as a minimum) in Agriculture Economics, Agribusiness Development, Development studies, policy and advocacy in agro ecology related issues.

- Demonstrated experience (at least 5 years) in carrying out similar assignments in relation to agro ecology policy lobbying and advocacy; planning and strategy development for agro ecology advocacy engagements, for Farmers organizations is a plus
- Strong analytical, facilitation and communication skills.
- Good understanding of critical issues and challenges in agriculture in Africa in particular agro ecology
- Good understanding of international processes for advocacy for agriculture sector development in Africa
- Excellent writing and presentation skills
- Being bilingual (English and French) is a plus
- Ability to work efficiently and deliver on committed outputs under the assignment within the agreed timeline and budget.

11. Application process

Consultant(s) or consulting firm(s) who meet the qualifications above should submit an expression of interest, which should include the following:

- A technical proposal (max 3 pages) highlighting how the consultant intends to carry out the assignment as detailed above
- A financial proposal indicating all fees and associated costs in executing the assignment. VAT should also be included
- CV of consultant(s) who will work on the assignment
- At least contacts of three referees who can vouch for the quality of your work. No hard copy submission will be accepted. All the completed application must be sent by email in one document, PDF format to: ceo@pafo-africa.org and cc program@pafo-africa.org, finance@pafo-africa.org , assistant@pafo-africa.org and info@pafo-africa.org before the **30 of September 2024** at 1700hrs with heading DEVELOPMENT OF ADVOCACY STRATEGY.

Note: Only shortlisted candidates will be contacted. For any queries or questions, reach out to the above emails

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