1. Background

Heifer Project International (HPI) is a global development organization on a mission to end hunger and poverty in a sustainable way. Working with farmers and their communities to identify and invest in business opportunities that deliver living incomes, HPI creates solutions to local challenges designed to build inclusive, resilient economies. Since launching in 1944, HPI has assisted more than 39 million households globally, with millions more on a pathway to Sustainable Living Income. In Ethiopia, HPI started work in 2004, supporting women and youth engaged in the poultry and small ruminants value chains, using a market systems approach.

2. Identified Need

HPI seeks a qualified consultant with an expertise in private sector coordination, market systems development, as well as youth inclusion in Ethiopia. The consultant will work closely with internal staff as part of a proposal design team to support the design of a proposal aimed at improving resilience in the Highlands. As part of the design team, the consultant will advise on the activities related to market systems development, including commercialization, productivity, and adoption of improved technologies and practices, as well as on effective integration of youth and the private sector. The consultant will map constraints and incentives for government, the private sector, and other project stakeholders, and, where possible, facilitate introductions.

Some travel may be required to attend design workshops, however, most work will be completed remotely. The consultant shall provide regular updates and presentations to HPI to ensure that feedback is taken into account during project design.

3. Work Area a. Objectives

i. As part of the delivery of the Services and/or Goods, the consultant shall accomplish the following:

1. Review value chain analysis, including analysis conducted by HPI on livestock, horticulture, poultry, small ruminants and dairy value chains, as well as results from analysis conducted by other consortium partners;
2. Review existing studies around employment in Ethiopia, especially for youth and in agriculture;
3. Complete stakeholder mapping, as directed by HPI, with a specific focus on private sector companies and youth-focused civil society organizations which may be interested in collaborating;
4. Conduct market analysis/systems analysis, including the following:
   a. Map market system,
b. Identify short-, medium-, and long-term opportunities and interventions, including technical assistance requirements and potential technical assistance delivery mechanisms, and
c. Identify key constraints, bottlenecks, and gaps at each stage of identified value chain (inputs, production, intermediation, commercialization, retailing, etc.);
5. Identify specific business opportunities for potential project participants;
6. Outline requirements for private sector investment in processing, identification of interest from private sector in commercial investment;
7. Identify public and private sector “partners” that may align with the strategic design and introduce HPI staff to the potential “partners” facilitating a conversation on how the “partnership” is strategic;
8. Support HPI’s proposal design team in the following ways to inform design:
   a. The provision of data to support context analysis, problem tree, and stakeholder analysis;
   b. The design and revision of the Theory of Change and Results Framework;
   c. The definition of cross-cutting issues;
   d. The risk analysis; and
   e. As requested, contribute to the design of the monitoring, evaluation, and learning plan/approach by providing input and rationale for quantitative performance targets;
9. Read and provide comments to the proposal design team on drafts of the technical narrative; and
10. Participate in design meetings and discussions, both remotely, and as requested, in person.

b. Deliverables
i. As part of consultant’s delivery of the Services and/or Goods, consultant shall present:
   1. Written stakeholder mapping report;
   2. Written market systems analysis, including opportunities, potential interventions, technical assistance needs, delivery mechanisms, constraints, gaps, and bottlenecks;
   3. Written contextual analysis regarding youth and private sector engagement in targeted geographic areas of Ethiopia and challenges faced;
   4. A written list of potential public and private partners/stakeholders and how they might link into project design and results in a framework;
   5. Documented introductions made to public and private partners/donors; and
   6. Written comments on technical narrative drafts sent for consultant’s review within one (1) day following receipt from HPI.
c. Expected input from Heifer
   i. Heifer shall provide consultant with all relevant Heifer materials and data/information that are necessary to fulfill the purpose of this Addendum.

4. Level of Effort
   a. The expected level of effort for this Work Area shall be as follows: ten (10) days. The LOE may be non-consecutive. HPI may request additional LOE days be added if needed.

5. Minimum Requirements for Consultant
   a. Heifer is looking for a technical consultant who has substantial experience in market systems and value chain analysis, as well as specific knowledge and experience with youth inclusion in economic development projects and private sector engagement in Ethiopia. In addition, the consultant must have experience in technical project design and a proven track record of winning proposals for USAID awards.
   b. Consultant qualifications should include:
      i. A degree in a relevant field such as economics, development economics, socioeconomics, agricultural economics, or any other equivalent qualifications from a recognized university;
      ii. Proven professional experience of at least ten (10) years working in agricultural value chain focused development projects; including in the design and development of interventions;
      iii. Familiarity with the Ethiopian Highlands region, including key economic and social challenges faced;
      iv. Detailed knowledge of the institutional environment in Ethiopia, including a good understanding of the context faced by youth and the private sector engagement;
      v. Ability to use innovative and effective tools for stakeholder engagement in the collection of required information and feedback;
      vi. Strong presentation, communication, and facilitation skills;
      vii. Professional knowledge and experience in market systems;
      viii. Excellent analytical and writing skills;
      ix. Excellent written and verbal communication skills in English;
      x. Evidence of having undertaken similar assignments; and
      xi. Ability to work efficiently and deliver on committed outputs under the assignment within agreed timelines and deadlines.

6. Proposal Submission
   a. Submit proposal electronically to RFP@heifer.org by July 1, 2022.
   b. Subject line: Market Systems Development and Youth Inclusion in Ethiopian Highlands