



Project/Activity Name:	CATALYTIC IMPACT FOR DAIRY SECTOR GROWTH
Agresso Work Order:	KE0367HIKE00
Country:	KENYA

REQUEST FOR PROPOSAL - 20240507KE

KNOWLEDGE MANAGEMENT CONSULTANT

CATALYTIC IMPACT FOR DAIRY SECTOR GROWTH PROJECT
(Funded by IRISH AID)

RFP Release Date:	10 th May 2024
Proposal Submission Deadline:	23 rd May 2024
Question/ Inquiry Submission Deadline:	17 th May 2024
Electronic submission to the attention of:	Procurement Kenya
Electronic submission:	procurement-ke@heifer.org
Contact information for inquiries about this RFP:	procurement-ke@heifer.org
Performance Period:	June – July 2024

1. BACKGROUND

Since 1944, Heifer International has worked with more than 43 million people around the world to end hunger and poverty in a sustainable way. Working with rural communities in 19 countries in Africa, Asia, and the Americas, including the United States, Heifer International supports farmers and local food producers to strengthen local economies and build secure livelihoods that provide a living income.

Heifer started work in Kenya in 1981. Since then, Heifer Kenya has supported more than 682,000 families working in the dairy, meat, poultry, and horticulture value chains. Heifer Kenya is working with farmers to increase production and productivity by strengthening extension services and farmers' cooperatives where they gain vital skills that enable them to scale and sustain their businesses. Heifer Kenya implements its projects through 1) Community development and 2) enterprise development approaches. Each of the projects focuses on three priority directions, namely, strengthening, and diversifying the resource base, strengthening country program efficiency, and increasing outreach and impacts through the utilization of innovative value chain systems.

2. PROJECT OVERVIEW

The Catalytic Impact for Dairy Sector Growth Project (2019 – 2022) was established in collaboration between Irish Aid, Heifer International-Kenya, respective county governments, and 10 Producer Organizations (POs). The primary goal was to enhance the institutional capacity of POs, enabling them to efficiently utilize and repay catalytic investments, ultimately increasing the profitability of their dairy. The project targeted to reach 25,000 households in five (5) counties across Kenya namely; Embu, Meru, Nandi, Uasin Gishu, and Elgeyo Marakwet counties. The project was launched in 2019 and targeted 25,000 households.

The overall goal of the project was to contribute to sustainable and inclusive growth of the farmer-owned dairy agribusiness through impact investment.

The objectives of the project were.

- To strengthen the institutional capacities of cooperatives to sustainably manage catalytic impact investments.
- To improve the competitiveness of 10 cooperatives through market and business development, financial and technical capacity investment for impact
- To stimulate the growth of women and youth-owned enterprises for improved household livelihoods
- To enhance the adoption and use of Catalytic Impact Investment at the organizational and county level to spur sustainable private-public partnerships.

The insights gained from the key learning phases, I and II, underscored the importance of deepening the impact within the 10 POs. This recognition led to the initiation of a twelve-month bridge phase from January 2023 to July 2024. The bridge phase aims to enhance the catalytic investment impact by 1) strengthening the institutional capacity of POs for efficient investment utilization and repayment and 2) minimizing operational inefficiencies.

3. OBJECTIVE OF CONSULTANCY

Heifer Kenya is looking to hire a knowledge management consultant or firm to conduct an extensive knowledge management on the Catalytic Impact for Dairy Sector growth project. The main aim of this exercise is to gather and organize the lessons and insights derived from both the intended and achieved outcomes. The resulting knowledge products will serve as essential resources for sharing knowledge with a wide range of stakeholders, such as officials from the National and County Governments, policymakers, participants from the private sector, donors, development partners, financial institutions, and Farmer Producer Organizations (FPOs).

The main goal of this consultancy is to create and compile knowledge products to facilitate learning, information exchange, and communication from the project. In particular, the consultancy will :

1. Systematically collect, analyze, and document important insights, effective approaches, challenges, and achievements derived from project execution.
2. Condense project learnings into knowledge-based materials such as reports, briefs, case studies, all tailored to different target audiences.
3. Develop and implement a comprehensive plan for communication and dissemination, to effectively share project learnings and knowledge materials with relevant stakeholders.
4. Facilitate a learning event for project stakeholders and present lessons during the final dissemination event.

4. SCOPE OF WORK

The scope of the assignment will encompass the following key aspects:

1. Review project documentation to summarize objectives and interventions for Producer Organizations (POs).
2. Develop methodology for gathering and showcasing case studies of positive impacts on the dairy sector and local communities' food systems.
3. Distill key lessons from project implementation, including successes, challenges, and strategies.
4. Analyze existing policies related to the dairy sector and identify gaps or areas for improvement.
5. Develop evidence-based policy recommendations to enhance the enabling environment for sustainable growth in the dairy sector.
6. Develop concise, informative, and easily digestible knowledge briefs (reports, case studies, infographics, presentations) for effective communication.
7. Create a detailed communication and dissemination plan targeting specific audiences and using appropriate channels.
8. Facilitate a learning event for project stakeholders and present lessons during the final dissemination event.

5. EXPECTED DELIVERABLES

1. **Comprehensive learning report:** This report will provide a comprehensive overview of the project, including objectives, interventions, challenges, successes, and

outcomes. It will serve as a resource for understanding the impact of the project on producer organizations and on the local food systems.

2. **Learning brief with case studies:** This document will present at least three case studies showcasing positive impacts on the dairy sector and local communities' food systems. It will highlight the challenges faced, lessons learned, and the overall impact of the project.
3. **Policy brief:** The policy brief will be a concise and well-structured document summarizing key findings on policy gaps and opportunities, policy recommendations, and supporting evidence derived from the project. It will target policymakers, government officials, and other stakeholders in the dairy sector, providing evidence-based policy recommendations to enhance sustainable growth in the sector.
4. **Dissemination plan:** This plan will outline the strategies and channels for disseminating the knowledge materials generated from the project. It will identify the target audiences, such as policymakers, researchers, and practitioners, and detail how the materials will be shared to maximize their reach and impact.
5. **National dissemination event:** The project team will facilitate a national dissemination event to share the project's lessons and outcomes with a wider audience. During this event, the key findings, case studies, policy recommendations, and Impact stories will be presented to stakeholders in the dairy sector, fostering further learning and collaboration.

6. PROPOSED DELIVERABLE SCHEDULE

This assignment is expected to be undertaken as per the delivery schedule below.

No.	Deliverable Task	Responsible	Due Date
1.	Contracting and award of assignment	Procurement	6 th June 2024
2.	Inception Meeting/Desktop Review of Project Documents	Consultant	10 th June 2024
3.	Field visits for learning and documentation	Consultant	12 th - 28 th June 2024
4.	Submission of comprehensive learning report	Consultant	5 th July 2024
5.	Learning and validation workshop	Consultant and HIK team	8 th -12 th July 2024
6.	Incorporation of stakeholder's input into the final learning report and submission of all final products.	Consultant	26 th July 2024

7. TEAM SKILLS AND EXPERIENCE REQUIRED

- Proven skills (written and oral) on research, knowledge management or communication
- At least 5 years of relevant experience in Research/Communications/Knowledge Management with demonstrated experience in undertaking similar assignment.



- Demonstrated experience and ability to generate high-quality written learning briefs, Impact stories and/or case studies
- Experience in the Agriculture sector, catalytic and/or innovative financing work,
- Demonstrated ability to deliver on a tight timelines and within the stipulated period.
- Demonstrated experience in the development of policy briefs is a plus.

8. RESOURCES AND ACCESS

The consultant shall have access to project-related data, reports, and documentation as required for the consultancy. However, the consultant shall not disclose, share, or use this information for any purposes beyond the scope of this project without prior written consent from Heifer Kenya.

9. REPORTING AND COMMUNICATION:

The consultant will report to the Project Manager and collaborate closely with the communication and M&E managers throughout the entire duration of the engagement.

10. EVALUATION CRITERIA

The selection committee will evaluate all proposals based on the following criteria. Firms are encouraged to provide detailed and specific responses in alignment with these criteria.

Proposal Evaluation Focus	Percentage
Completeness of proposal according to the RFP (general information, activity plan, budget, team expertise)	15%
Comprehension and relevance of the proposed technical approach and methodology	30%
Proposed team: expertise and competencies to address project components	25%
Demonstrated capability and experience to implement/manage the assignment	30%
Total	100%

11. THE APPLICATION REQUIREMENTS

Only legally registered consultancy firms and/or individuals are **ELIGIBLE** to apply and should submit the following documents upon application:

- a) Letter of expression of interest and demonstration of capability including (Name of organization/company, contact details – the name of the contact person, physical address, phone number, and email address)
- b) A technical proposal detailing your understanding and how you propose to undertake the assignment, and a work plan with a general information approach as below.
 - i. Capability Statement including; Organization overview highlighting related assignments completed with client name, contact person, and mobile number.
 - ii. The past experience showing, assignments undertaken in the past 3 years related to the assignment.

- iii. The capacity and portfolio of key staff, their experience and skills in relevance to the role they will play in the assignment, as well as detailed profile of the lead consultant, including his/her qualifications, experience, and expertise relevant to the assignment.
- iv. A clear and comprehensive work plan (draft), outlining the major activities and schedule.
- v. Financial proposal—Applicants should submit a detailed budget in Excel format in **KES & USD**
- vi. The bidding consultancy firm **MUST** attach the following documents below together with their bid or proposal to Heifer International:
 - Certificate of Incorporation or Business Registration Certificate.
 - Audited financial statements for the last three years.
 - Valid CR12 Certificate.
 - KRA online PIN Certificate.
 - Valid Tax Compliance Certificate.
 - Trade reference and clientele list including their respective contacts.

Failure to submit any of the required documents may result in the disqualification of the application.

12. APPLICATION PROCEDURE

Proposals will be accepted preferably in soft copy through email and mentioning the subject line; “**Knowledge Management Consultant**” to **procurement-ke@heifer.org** on or before **Thursday 23rd May 2024**.

13. LATE SUBMISSIONS AND MODIFICATIONS

Proposals received after the submission deadline will not be considered. Applicants are responsible for ensuring their proposals are submitted according to the instructions stated herein. Heifer retains the right to terminate this RFP or modify the requirements upon notification to the Applicants.

14. VALIDITY OF PROPOSALS

Proposals submitted shall remain open for acceptance for Twenty-One (21) days from the last date specified for receipt of the proposal. This includes, but is not limited to pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process is contractually binding.

15. LIMITATIONS

This Request for Proposal does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or to contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received as a result of the RFP.



16. INTELLECTUAL PROPERTY

Section 1. Ownership Generally. Subject to Section 2 below, any intellectual property (including but not limited to copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and/or Goods (collectively, the "Work Product") shall be the exclusive property of HPI. Upon request, the Contractor shall sign all documents and take all actions necessary to confirm or perfect HPI's exclusive ownership of the Work Product.

Section 2. Prior-Owned Intellectual Property. Any intellectual property owned by a Party before the Effective Date ("Prior-Owned IP") shall remain that Party's sole and exclusive property. With regard to any of Contractor's Prior-Owned IP included in the Work Product, Contractor shall retain ownership, and hereby grants HPI a permanent, non-exclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.

Section 3. Work Made for Hire. To the extent copyright laws apply to the Work Product, the Parties agree that (a) HPI specially ordered or commissioned the Work Product, (b) the Work Product is a "work made for hire" under United States copyright laws, and (c) HPI shall be deemed the author thereof and shall own all right, title, and interest therein. To the extent such rights, in whole or in part, do not vest in HPI as a "work made for hire", Contractor hereby irrevocably grants, assigns, and transfers to HPI, exclusively and in perpetuity, all of the Contractor's rights of any kind or nature, now known or hereafter devised, in, too, and in connection with the Work Product, and HPI shall solely and exclusively own any rights therein, and in the elements thereof, including but not limited to any allied, ancillary, subsidiary, incidental, and adaptation rights. The contractor hereby waives all rights known as "moral rights", and any similar rights, which Contractor may have in connection with the Work Product. The description of Services and/or Goods provided in this Agreement shall in no way limit the way HPI may use the Work Product.

17. DIVERSITY AND INCLUSION

Heifer International values diversity, equity, inclusion and belonging ("DEIB"), and believe that effectively accessing and managing diverse talent leads to improved outcomes. HPI takes a broad view of diversity, and inclusive of varied backgrounds including, but not limited to, age, experience, race, ethnicity, sexual orientation, gender, gender identity, disability status, national origin, and culture. HPI expect third-party providers to respect and reflect HPI's value of DEIB. HPI's ongoing monitoring of third-party service providers incorporates an assessment of vendors' commitment to, adherence with, and track record of accessing and retaining diverse and inclusive workforces.