

Annex A

Terms of Reference

Union and Cooperatives Management Digital Solution

Background

The International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization for trade-related technical cooperation in developing countries. The Green and Inclusive Value Chains (GIVC) section is responsible for developing and disseminating sector-level expertise for sustainable market-driven solutions in ITC, including the Alliances for Action (A4A) methodology. A4A is a participatory partnership model that engages smallholder farmers and Micro, Small and Medium Enterprises (MSMEs) in order to manage risk and facilitate networks that provide the required technical expertise and capacity building.

Netherlands Trust Fund V

The Netherlands Trust Fund V (NTF V) programme's ambition is to contribute to rebuilding back better in the targeted countries with a focus on MSMEs in the digital technologies and agribusiness sectors, linking up both for synergies and business opportunities. The programme covers both sectors in Ethiopia, Ghana, and Senegal, as well as a multi-country approach aimed at the digital technologies sector in Ivory Coast, Benin, Mali and Uganda. Through the project, ITC aims to promote more efficient and sustainable agribusiness and support services that will lead to increased trade, better incomes and livelihood opportunities, especially for the smallholder cocoa farmers.

In NTF V Agribusiness, activities will focus on identifying resilient and sustainable business and production models, strengthening public-private alliances and support ecosystems, and building capacity for value chain operations in areas such as market development, climate-smart operations, value addition, quality, access to finance, digitalization and developing investment strategies to ensure leveraging of investment.

As part of this programme, the ITC inclusive agribusiness team (A4A) is implementing value chain development projects in Ethiopia (coffee and associated crops), Ghana (cocoa and associated crops) and Senegal (cashew nuts and associated crops) with the objective of improving the competitiveness of farmers and agribusiness MSMEs in these sectors with a focus on digitalization.

The projects will deliver under the below 4 outputs:

- Output 1: Resilient and sustainable business and production models are identified and understood;
- Output 2: Public-Private alliances and support ecosystems are strengthened;
- Output 3: VC operator capabilities for more competitive and resilient commercialization and production are built;
- Output 4: SMEs, SEs and Producers Associations are exposed to and matched with potential partners, business and investment opportunities.

The agribusiness component of NTF V in the three countries (Ethiopia, Ghana & Senegal) will be delivered through the ITC Alliances for Action (A4A) approach that seeks to build resilience and growth for farmers and small and medium enterprises through more mindful and responsible trade, production, and consumption systems. A4A works as a network that promotes responsible partnerships for development and better trade and leverages investments and technical support to achieve measurable impact for smallholder farmers and MSMEs.

One important area for capacity-building activities under NTF V is exploring digital solutions and related services to overcome the negative effects of agribusiness value chains (coffee, cocoa

cashew and associated crops) disruption brought by Covid-19, globally as well as locally, such as lack of agricultural inputs, increase in price of raw material, decrease in international demand (during the lockdown period) and the consequent need of finding alternative markets. In the framework of NTF V, A4A will look beyond sustainable production to work on the enabling environment and target all steps of the value chain from bean to bar. Digital applications will be used to increase the overall competitiveness of the agribusiness value chain as well as to scale up results and reach more partners and beneficiaries.

In this regard, ITC invites digital farmer management solution providers to develop and pilot the required solution for one selected coffee farmers' union in Ethiopia, namely Oromia.

Objective

The objective of this assignment is to provide an efficient and effective web-based tool for a large Ethiopian coffee union to centrally manage farmers, coop operations, and certification data. The tool will serve as a single source of trusted data for remote audits and buyer trust. It should support the long-term vision of digitizing the supply chain from farmer to buyer.

The solution must meet the following requirements:

- Self-management capabilities for the union and co-ops to manage organizations, people, users, roles, and associated custom data fields (e.g., bank account information) with defined relationships.
- Self-management capabilities for the union and co-ops to manage certifications.
- An underlying data model that supports future integration with transaction and inventory solutions.
- An extension model allowing the union to add custom fields, including reliability metadata.
- A user model with associated roles and permissions.
- A reporting database supporting standard PowerBI reports.
- Generation of provenance reports for certificates associated with coffee batches.
- Maintenance of logical and physical data integrity.

Proposed activities

- Discovery
 - Detailed analysis of existing spreadsheets, databases, and systems for smooth migration.
 - User personas and user stories to understand needs and develop or customize the system.
 - A functional specification document outlining system operation.
- Development
 - A web-based system with an intuitive user interface for easy data entry and retrieval.
 - Multi-lingual support for local languages, including Amharic and Oromo.
 - Certificate management system with alerts for expiring or renewable certificates.
- Migration support
 - A plan for data migration from existing resources to the new system.
 - Data mapping for accurate data transfer.
 - Data cleansing and validation for integrity and consistency.
- Training

- A training plan for end-users.
 - Training materials, including user manuals and video tutorials.
 - Training sessions for co-op staff and stakeholders.
- Roadmap for future phases and maintenance
 - A detailed roadmap for future development phases and features.
 - A plan for ongoing maintenance and support.

Expected outputs and Timelines

Month	Discovery	Development	Migration support	Training	Roadmap and maintenance
October	a. Detailed analysis of existing spreadsheets, databases, and systems for smooth migration. b. User personas and user stories to understand needs and develop or customize the system. c. A functional specification document outlining system operation.				
November		a. A web-based system with an intuitive user interface for easy data entry and retrieval. b. Multi-lingual support for local languages, including Amharic and Oromo. c. Certificate management system with alerts for expiring or renewable certificates.			
December / January			a. A plan for data migration from existing resources to the new system.		

			b.Data mapping for accurate data transfer. c.Data cleansing and validation for integrity and consistency.		
February				a.A training plan for end-users. b.Training materials, including user manuals and video tutorials. c.Training sessions for co-op staff and stakeholders.	
March					a.A detailed roadmap for future development phases and features. b.A plan for ongoing maintenance and support.

Criteria for selection and qualifications

- Cost and feasibility of the proposed solution,
- Experience and track record in developing and implementing farmer management solutions, especially with agricultural organisations and farmer unions.
- Operational capability to coordinate project activities at the country level including field visits, and other logistics required.
- Competence and experience in supporting the development of commercially operating farmer unions for digitalization, business linkages and market access.
- Capability to include gender and sustainability dimensions into project design and implementation.
- Sustainability and scalability of the solution
- The ability to provide ongoing support and maintenance for the system and coaching for dedicated coops staff
- Skilled and professional team composition who are experienced in developing and implementing farmer management solutions, including the specific modules highlighted in this TOR.

Budget indication for during and after the project

Please provide a budget in line with the proposed deliverables and timelines. In addition, to ensure the long-term sustainability of the solution, it is essential that the cost or budgetary requirements following this project for maintenance, licensing fees, and any associated costs remain feasible. This is crucial to enable the coffee union to continue utilizing the solution effectively.

Please provide the specific associated costs required after the project ends, to sustain the solutions outlined in your proposal.

Required documents for Expression of Interest (Eoi) submission:

- A detailed technical and financial proposal for the scope of assignment including a budget, work plan and monitoring framework
- CVs of the personnel's working on the projects

Proposal submission

Interested vendors must submit their proposals, including technical and financial aspects, by [submission deadline]. Evaluation of proposals will be based on the vendor's demonstrated capabilities, experience, and the overall quality of the proposed solution. The selected vendor will be notified by [notification date].

Language

Advanced knowledge of English. The solution should support local languages.