

SAUTI YA KAHAWA

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**Request for Proposal for**

**STUDY ON THE ECONOMIC VIABILITY of COFFEE FARMING IN  
KENYA**

## **STRATEGIC PLANNING PROCESS – TERMS OF REFERENCE (TOR)**

### **1.0 BACKGROUND**

#### **1.1 Global Coffee Platform (GCP)**

The Global Coffee Platform (GCP) is the multi-stakeholder sustainable coffee platform that unites stakeholders in a non-competitive approach working towards a thriving, sustainable sector. The GCP sets into action the global agenda made through the public-private initiative, to ultimately improve the livelihoods of coffee farming communities and the natural environment of coffee production areas through global alignment.

The Global Coffee Platform constituency includes farmers and farmer organizations, trade, industry, other supply chain actors, civil society (including sustainability standards, implementers and other support organizations), individuals, and donor agencies.

The Global Coffee Platform (GCP) works by a bottom up approach, uniting both public and private sector actors to create a common vision on the most critical sustainability challenges at a producing country level and feeding these national priorities into a global agenda. The GCP offers all coffee stakeholders, large and small, the opportunity to engage in this global agenda through action-oriented Collective Action Networks. Tackling the most pressing challenges, these Collective Action Networks aim to improve the effectiveness of sustainability programs and contribute to greater impact on the livelihoods of coffee farming communities and the natural environment of coffee production areas around the world.

The Global Coffee Platform recognizes the economic viability of farming as a vital issue to ensure long-term sustainability of the sector. To address this, the GCP has established a Collective Action Network that aims to improve the economic viability of farming by increasing the efficiency and effectiveness of actions and interventions.

#### **1.2 Kenya Coffee Platform – Sauti ya Kahawa (SyK)**

With the initial funding and technical support from Global Coffee Platform (GCP), UTZ, Solidaridad (SECAEC), and Africa Fine Coffees Association (AFCA), The Kenya coffee stakeholders have found it necessary to create a platform with a view to bringing the value chain stakeholders together to deliberate on critical issues and develop a common approach/strategy to address such issues. The platform shall make it possible for the stakeholders to participate in setting the coffee agenda, monitor and track progress on agreed plans and goals. It shall also act as the entry point for the development partners and any other organizations willing to work with actors along the value chain in country. The Government, through the Ministry of Agriculture and Livestock and the Department of Cooperatives takes a crucial role in making the platform a reality.

The Platform, dubbed Sauti Ya Kahawa, borrows from Global Coffee Platform, Uganda Coffee Platform, Tanzania Coffee Platform (Mkutano wa Kahawa) and other countries Coffee Platform models and experience. The ultimate goal is to create an inclusive and participatory County and National level coffee forum that will bring together all coffee stakeholders to discuss critical issues affecting the sector resulting in an increase in coffee production and quality in the Country and a conducive business environment.

As a basis for the improvement of Kenyan coffee producers' profitability, the newly founded Kenyan National Coffee Platform "Sauti ya Kahawa" and the GCP are commissioning a study to identify key areas for action and identify agreed criteria to determine the cost of production and living income among coffee farmers.

## **2.0 OBJECTIVE**

Identification and piloting of key criteria to determine the cost of production and profitability & living income among coffee farmers, which are agreed among Kenyan coffee stakeholders and endorsed by the Kenya National Coffee Platform, to be used as a national standard for farm economy assessments and inform further areas of action.

### **2.1 Activities**

1. Review recent literature on cost of production, profitability and living income criteria, including studies done by GIZ, Technoserve, Fairtrade International, Solidaridad, and other relevant sources ( e.g. SCA and private sector).
2. Develop a standardized data template of cost of production profitability and living income criteria, including detailed data point specification for data collection.
3. Undertake a consultation process with the national platform and identified key stakeholders to cross-validate the identified criteria.
4. Pilot the agreed set of criteria with different archetypes of coffee producers (region, farm size, marketing channels, or production system), as co-identified by the National Platform. Distill best practices in terms of profitability from economically successful farmers.
5. Present the findings to the National Platform and to a wider audience in a webinar.

### **2.2 Key Deliverables**

1. A final report including
  - a. The final agreed set of criteria, agreed (consensus) among a representative group of stakeholders, to be used in the determination of production costs/ profitability and living income for coffee farmers in Kenya.
  - b. Major findings of the pilot assessment of the criteria for different farmer archetypes, including the major bottlenecks and opportunities for an increased profitability.
  - c. Recommendations for action and key areas of intervention to improve the economic viability of coffee farming in Kenya
2. At least two presentations of the approach and the intermediate findings: Summary presentation (max. 6 slides) presenting criteria at different stages of the project: draft to be shared with coffee stakeholders, pilot results to be validated by coffee stakeholders and final results to be presented to National Platform and GCP.
3. Final results presented to an international audience in a webinar.

### 2.3 Proposals

Proposals (of max. 5 pages excluding CVs and references) must contain the following details:

- Description of the proposed approach
- Work plan with main activities, timelines and milestones
- Detailed budget, indicating a gross amount including expected side costs and taxes as applicable
- Description of the applicant, relevant references, proof of capacity and experience and CV of project team leader

### 2.4 Budget

The budget available for the total project is approximately € 25,000 (Including VAT and expenses).

### 2.5 Lodging a Proposal:

- Consultants responding to this brief are required to nominate a lead person from their organisation as a point of contact.
- Consultants are required to provide details of all key staff and experience in the provision of these services (where applicable)
- Late proposals will not be considered.
- All supporting material and documentation should be included in the response.
- All costs associated with the consultant's response to the Request for Proposal will be the responsibility of the consultant.
- Proposal may be lodged by email **only** as per contact details below. In the format described in Annex 1

### 2.6 Expected Timeline

- Submission of Proposals: - by **Wednesday, 27<sup>th</sup> December 2017 at 5.00pm EAT .**  
Please send proposals by e-mail to: [tenders@sautiyakahawa.org](mailto:tenders@sautiyakahawa.org)  
and copy to [watene@globalcoffeepatform.org](mailto:watene@globalcoffeepatform.org) and [Wambui.waiganjo@africanfinecoffees.org](mailto:Wambui.waiganjo@africanfinecoffees.org)
- Contracted Period: - **Jan-Feb 2018**

### 2.7 Proposal Acceptance:

- The successful proposal must commit to completing the assignment on time and on budget and failure to meet the timeline agreed may affect payment
- All unsuccessful proposals will also be advised of the decision.
- Unless otherwise expressly agreed, there shall be no binding contract between the proposal and the SyK unless or until, a written contract is signed by both parties.

### SAUTI YA KAHAWA expressly reserves the right to:

- Extend the time of lodgement of responses to the Request for Proposal and/ or to vary the timings and process for their Request for Proposal.
- Vary any requirements of the services required for the Request for Proposal.
- Following evaluation, accept or reject any or all responses to the Request for Proposal.
- Seek and obtain clarification of any responses to the Request for Proposal, including additional information.
- Request providers to amend their responses.

- Accept any proposal in part or in total.

## **2.8 Proposal Evaluation Process:**

Initially the proposals will be checked for compliance with the Request for Proposal conditions. Potential consultants will be assessed both on their proposal and if required, a follow up interview.

They will be assessed against the following major attributes:

1. Proven capability and experience in research, consultation and relevant field of work (40)
2. Methodology (30)
3. Cost (30)
4. Time - consideration given to timeline under which the work can be completed

\*A minimum threshold of 10 in any one category will be necessary

## **2.9 Copyright and Confidentiality**

The consultant will be required to assign copyright of the report to SAUTI YA KAHAWA. Copyright for any illustrations or other material used should be cleared by the consultant. Sections of the report may be made available for public use by SAUTI YA KAHAWA.

## **Annex 1: Template for Proposal.**

Proposal Title:

Organization And Contacts:

1. Introduction
2. Competency And Relevant Experience In Relation To The Consultancy
3. Interpretation Of The Terms Of Reference (Tor) And Understanding Of The Assignment
4. Study Methodology And Approach
5. Understanding Of The Scope Of Work And Study Objectives
6. Assignment Objectives
7. Expected Outputs & Deliverables
8. Coordination And Cooperation
9. Proposed Work Plan
10. Budget Proposal
11. Supporting Annexes Referenced To Main Document including CV Key Staff

Maximum 5 Pages Excluding Annexes

Font Type Arial 11 black