# REQUEST FOR PROPOSALS

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<tr>
<th>RFP No.</th>
<th>RFP-EAGC-2020-011</th>
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<tbody>
<tr>
<td>Issue date</td>
<td>Monday, 12\textsuperscript{th} October 2020</td>
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<tr>
<td>Title</td>
<td>Request for Proposals for a Research Coordinator for a Political Economy Analysis for Establishment of Smart Markets of the Future in Kenya</td>
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<tr>
<td>Email address for submission of questions</td>
<td><a href="mailto:procurement@eagc.org">procurement@eagc.org</a></td>
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<td></td>
<td>The email address in the synopsis is the sole point of contact at EAGC for any questions.</td>
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<td>Email address for submission of proposals</td>
<td><a href="mailto:procurement@eagc.org">procurement@eagc.org</a></td>
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<td>Deadline for Receipt of Proposals</td>
<td>Wednesday, 28\textsuperscript{th} October 2020 at 1700hrs East African Time</td>
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<td>Anticipated Award Type</td>
<td>Fixed Price Purchase Order. EAGC anticipates awarding contract to the successful bidder for the provision of specific the services or deliverables and is not adjusted if the actual costs are higher or lower than the fixed price amount. Offerors are expected to include all costs, direct and indirect, into their total proposed price.</td>
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<td>Basis for Award</td>
<td>An award will be made based on the experience of the consultant to offer similar services. The award will be issued to the responsible and reasonable offeror who provides the best value to EAGC using a combination of technical and cost/price factors.</td>
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1. **Introduction**

Eastern Africa Grain Council (EAGC) is a membership not-for-profit organization founded in 2006 to serve the interests of the grain value chain stakeholders in the Eastern Africa region. Its membership comprises of all levels of the value chain including input suppliers, producers, traders and processors. The overarching goal of the Council is to contribute to the integration of national and regional grain markets, and by so doing increase market access and incomes for the grain value chain stakeholders, especially the smallholder farmers.

2. **Problem Statement**

Open air food markets in Africa are a source of food for over 90% of the population serving both urban and rural populations. They are the nexus between farmers, particularly smallholder farmers and the consumers of their produce. They play a central role in food and nutritional security, being the central points where households access diverse food commodities outside the farmer or homesteads.

However, in their current forms, the open markets have failed to realize their full potential in driving commerce, distribution of benefits to market players. This can be attributed to, among others:

i. *Informality of the markets* whereby they are usually not located in designated areas, have inadequate infrastructure and facilities for general hygiene and safe handling of food, and limited capacity to adequately serve a growing number of consumers over time.

ii. *Deficiencies in technical designs and infrastructure* whereby the construction is typically haphazard, makes inefficient use of space, support infrastructure (e.g. roads, drainage and water supply) is limited and there is general lack of organisation of traders, consumers and market workers, thus presenting safety hazards.

iii. *Poor management and organization* whereby there are little, if any, formal governance of market players, which has created a conducive environment for market cartels and other informal groups.

iv. *Inadequate sanitation and waste disposal systems* whereby waste management, drainage systems and facilities for market and personal hygiene are largely inadequate.

v. *Food quality and safety risks* due to exposure of foods to contaminants in an unhygienic environment and lack of quality control (sampling and testing) of food delivered to the market.

vi. *High produce losses* resulting from poor handling and lack of appropriate storage (including cold storage for fresh produce).

vii. *High degree of information asymmetry* resulting from dominance of unstructured trade and dominance of market cartels, and lack of price standardisation for the same product.

viii. *Limited preparedness for safe operation during public health emergencies* such as the...
COVID-19 pandemic due to the aforementioned lack of appropriate management system, inadequate infrastructure and facilities for hygienic operation of markets.

These challenges have exacerbated post-harvest losses and food wastage, increased public health risks, reduced food safety and reduced the earning potential of farmers and market vendors.

**Smart markets for the future**
Noting the above challenges, EAGC in partnership with the Rockefeller Foundation has created the Smart Markets for the Future initiative. The Smart Markets are envisaged to be open air food markets that incorporate elements of circular economy in food systems, adopt commercially viable and sustainable business models, and are anchored in supportive policy and regulatory frameworks. Embedded in smart markets are innovations and solutions for, among others:

<table>
<thead>
<tr>
<th>Circular and green economy</th>
<th>Sustainable business models</th>
<th>Supportive policies and regulations</th>
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<tr>
<td>• Efficient waste management and recycling</td>
<td>• Transparent and participatory governance structures</td>
<td>• Appropriate frameworks for quality control of produce and food safety</td>
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<tr>
<td>• Improved sanitation and hygiene</td>
<td>• A customer-centric experience</td>
<td>• Appropriate guidelines for water, sanitation and hygiene (WASH)</td>
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<td>• Automated data collection and analysis,</td>
<td>• A self-sustaining and scalable business model</td>
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<td>• Eco-friendly and human-centric physical set-up</td>
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<td>• Eco-friendly energy and storage solutions</td>
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The initiative is currently in its formative stages and will subsequently be piloted in one county in Kenya which will be selected in consultation with stakeholders.

While the above interventions are noble and stand to greatly benefit market players, farmers and the wider community, its novelty presents significant risks which if left unmitigated may risk making the initiative a white elephant. These risks are by and large related to the current status quo of open-air food markets particularly the resources and power dynamics that shape the relationships between market players. As a unique intervention, the success of Smart Markets will largely boil down to the extent to which these market players buy in to the idea, which itself entails managing their needs and expectations.

Therefore, before embarking on establishment of Smart Markets, it is important to have a thorough understanding of the status quo in open-air food markets, the factors/drivers
underpinning it and subsequently devising appropriate measures that can be taken to change them in line with the project’s objectives.

### 3. Objective of the Assignment

EAGC will be looking to hire consultants to conduct the Political Economy Analysis for establishment of Smart Markets. The broad purpose of this PEA is to provide an in-depth understanding of the current open-air food markets and the resource and power relations that shape their current status, taking into account, among others, the context, converging or interests of various market players and stakeholders, and the factors for and against change. Specifically, the PEA will entail the following:

1. Profiling the markets to identify the key players, commodities/goods traded, trade patterns and market environment, among others
2. Mapping the stakeholders in selected counties and markets and analysing their attitudes, interests and perceptions regarding open-air markets.
3. Reviewing the governance and institutional arrangements in open-air markets
4. Documenting and analysing the underlying interests, incentives, power relations and resource distribution (including the formal and informal rules that dictate them)
5. Identifying the historical factors that continue to influence the status quo
6. Documenting prior experiences with reforms in markets
7. Assessing how the above factors listed in (i) to (v) above impede or affect change in the way open-air markets operate.

The PEA will cover open-air food markets in 10 counties countrywide which will be selected by EAGC.

### 4. Scope of Work for Research Coordinator

EAGC intends to engage the services of a Research Coordinator based in Kenya to coordinate and oversee the PEA. The Research Coordinator will be expected to undertake the following tasks:

1. Developing methodology and tools for stakeholder mapping and analysis that will be used by the Consultants for field data collection
2. Train the consultant teams on the tools for stakeholder mapping and analysis prior to field data collection
3. Compile weekly progress reports on data collection and reporting to track the progress being made by the Consultants’ field teams
4. Conduct desk review of appropriate secondary data sources as appropriate
5. Undertake field visits to monitor field data collection by the consultants’ field teams
6. Collect and review raw data collected by the consultants’ field teams
vii. Receive and review reports on the PEA by the Consultants based on the reporting outline developed by EAGC

viii. Compile a comprehensive draft report on the PEA for the 10 counties covered in the assignment

ix. Prepare presentation on the PEA findings for validation by stakeholders at virtual or physical forums organised by EAGC.

x. Produce the final report of the PEA based on feedback received on the draft report from EAGC, Rockefeller Foundation and other stakeholders.

xi. Researching and documenting solutions for smart markets such as waste management, renewable energy and water management.

xii. Collect data and conduct desk review of previous reforms by government and development partners on open-air food markets in Kenya

5. Qualifications, Competencies and Experience Required
The Research Coordinator should possess the following:

i. A tertiary qualification in agriculture, agribusiness, community development, environmental management, business administration or any other relevant field.

ii. A strong understanding of the agricultural sector in Kenya

iii. Experience in conducting scientific and objective stakeholder mapping and analyses

iv. Experience in conducting multidisciplinary research

v. Previous experience in undertaking political economy studies in Kenya or regionally

vi. Excellent written and oral communication skills

6. Duration
60 man-days have been allocated for this assignment spread over 3 months up to 31st December 2020.

7. Deliverables
The Research Coordinator is expected to deliver the following:

i. Tools for stakeholder mapping and analysis that will be deployed by the consultants’ field teams

ii. A draft comprehensive PEA report for review by EAGC and its partners

iii. A final comprehensive PEA report incorporating feedback from EAGC, partners and wider stakeholder following stakeholder validation.

iv. A compilation of raw data collected from the consultant field teams.

8. Submission of Proposals
Interested individuals are required to submit an expression of interest proposal with the following:
• A cover letter introducing the consultant, demonstrating understanding of EAGC requirements, previous experience in providing technical assistance of similar nature and indication of cost.
• An up-to-date CV/resumé of the consultant

The letters shall be submitted via email to procurement@eagc.org with a subject line reading, “RESEARCH COORDINATOR FOR A POLITICAL ECONOMY ANALYSIS FOR ESTABLISHMENT OF SMART MARKETS OF THE FUTURE IN KENYA” on or before 17.00hrs EAT on 28th October 2020.