

Call for Proposals  
**IDH Sustainable Trade Initiative**  
August 4, 2021

## Background

IDH supports companies and financial institutions in analyzing, innovating, and scaling smallholder business models that are viable and impactful. In this process, IDH gathers data on what works, where, then packages and disseminates these findings as ‘knowledge products’ so that others can replicate the success.

Overtime, IDH has built a solid reputation with and understanding for our key audiences. However, we think more can be done to create tailored formats and disseminate strategies for key products.

As such, IDH seeks to engage an agency or individual consultant to develop an overarching and tailored strategy to maximize audience engagement. This assignment will initially support the dissemination of 4 knowledge products, with the possibility of additional products in the future. These products should brand IDH and the Farmfit Intelligence Center (more info on this program is below).

## Objectives & deliverables

Create a clear and comprehensive strategy for disseminating knowledge products and engaging with key audiences with these knowledge products.

The specific objectives of this project are:

- Develop and deliver on dissemination strategies for high value knowledge products
- Influencer strategy to reach target stakeholders efficiently and effectively.
- Create guidelines for internal teams on operational and executional delivery and guide on best practices for dissemination.
- Capturing engagement data (uptake and use) to show progress.

## Deliverables and Timelines

<b>Deliverable</b>	<b>Timeline</b>
Dissemination strategies, overarching for the initiative and tailored to four key knowledge products.	Q3
Successful dissemination of four knowledge products according to strategy. Published in Q3 and Q4 of 2021. (units of measurement to be agreed)	Q3-Q4
Influencer strategy	Q3
Guides for internal teams of product development and dissemination best practices	Q4
Reporting on impact of dissemination	Q3-Q4

## Expectations of availability and start date

- ASAP – preferably in early August to align with the timeline for upcoming priority knowledge products
- Duration of at least 2-3 months with possible extension

## To Apply

Please submit the following:

- 1-2 page proposal (in English) demonstrating creative thinking and prior experience on relevant dissemination strategies and similar audiences
- Staff or consultants who will work on this assignment and their experience
- References (where possible)
- Desired budget indication

## Submission of the application

Proposal must be submitted in English, by **17.00 CET Friday, August 13, 2021**, to:

Julia Bolton, Knowledge Products and Insights Manager, Farmfit Intelligence ([Bolton@idhtrade.org](mailto:Bolton@idhtrade.org))

For any clarifying questions regarding this Call for Proposals or on the submission of your proposal, kindly send an email to Julia Bolton - ([Bolton@idhtrade.org](mailto:Bolton@idhtrade.org))

## Introduction & Background

IDH ([www.idhtrade.org](http://www.idhtrade.org)), the Sustainable Trade Initiative, is a highly innovative not for profit organization, continually adapting its strategy to engage and mobilize businesses to achieve the Sustainable Development Goals. IDH focuses on developing innovative business models for sustainable production and trade, convene partnerships with governments, banks, civil society organizations and businesses to scale these models. Key commodity markets IDH engages with include apparel, aquaculture, cocoa, coffee, tea, cotton, fruits, spices, vegetables, soy and palm oil in producing countries in Asia, Latin-America and Africa. The last 12 years, IDH has shaped and fundamentally transformed these global markets and has a mandate from its donors to do so until 2030, with a yearly budget of around Euro 50 million from the Dutch, Swiss, Danish, UK and Norwegian governments, private foundations and business partners.

## The IDH Farmfit Program

Over the last decade IDH – the Sustainable Trade Initiative has successfully developed a strong market-based approach to smallholder value chain development, mostly focused on commodities that are internationally traded like cotton, coffee, tea, cocoa, flowers, fruits and vegetables. With the support of multiple governments (Dutch, Swiss and Danish) and the Bill and Melinda Gates Foundation (BMGF), IDH has been able to advance a sophisticated, data-driven and well-tested methodology to analyze smallholder engagement strategies across value chains, sectors and geographies. This methodology, to which we refer as “Service Delivery Models” (SDMs), analyses supply chain structures for providing services that improve the productivity and profitability of smallholder farmers. In 2019, The Bill and Melinda Gates Foundation (BMGF) and the UK Foreign, Commonwealth and Development Office (FCDO) have partnered with IDH to scale this approach and initiated the Farmfit program.

## Farmfit Intelligence Center (IC)

Farmfit Intelligence shares publicly key insights on how to make smallholder value chains more efficient and effective. Its benchmarking database contains insights from 70+ smallholder farmer engagement models, helping partners innovate on various topics, e.g. technology and gender inclusion. The robust

data set helps financiers and donor organizations to make better investment decisions. This pillar is the main outlet for the programme to generate and disseminate reports and findings from Farmfit's work.

While the two pillars of the Farmfit Africa program are unique, they are closely linked. The work on SDM analyses and TA projects within Farmfit Business Supports feeds into Farmfit Intelligence for learning and creation of insights. At the same time, Farmfit Intelligence provides Business Support with useful insights that help guide their SDM analyses and provide data-driven support to companies working with smallholder farmers. Farmfit Business Support & Intelligence (BS&I) are tied together in the Farmfit Africa program and share a single Theory of Change.

## Confidentiality

The Tenderer will ensure that all its contacts with IDH, with regards to the Tender, during the tender procedure take place exclusively in writing by e-mail to Julia Bolton via [bolton@idhtrade.org](mailto:bolton@idhtrade.org).

The documents provided by or on behalf of IDH will be handled with confidentiality. The Tenderer will also impose a duty of confidentiality on any parties that it engages. Any breach of the duty of confidentiality by the Tenderer or its engaged third parties will give IDH grounds for exclusion of the

Tenderer, without requiring any prior written or verbal warning.

All information, documents and other requested or provided data submitted by the Tenderers will be handled with due care and confidentiality by IDH. The provided information will after evaluation by IDH be filed as confidential. The provided information will not be returned to the Tenderer.

## Disclaimer

IDH reserves the right to update, change, extend, postpone, withdraw or suspend the Terms of Reference, this tender, or any decision regarding the selection or contract award. IDH is not obliged in this tender procedure to make a contract award decision or to conclude a contract with a participant. IDH reserves the right to suspend or annul the Tender Procedure at any moment in time.

Participants cannot claim compensation from IDH, any affiliated persons or entities, in any way, in case any of the afore-mentioned situations occur.

By handing in a proposal, participants accept all terms and reservations made in these Terms of Reference, and subsequent information and documentation in this tender procedure.

## Contact information

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