Scope of Work

Position: Rapid Assessment on How Best to Promote Regional Seed Trade
Location: Nairobi, Kenya
Period of Performance: January 2018 to March 2018
Level of Effort: 35 days
Date: December 6, 2017
Application Closing Date: Dec 22nd, 2017

Background of the Assignment

Africa Lead is USAID’s primary capacity building program in sub-Saharan Africa. The program works to help realize Feed the Future (FTF) and the African Union’s Comprehensive Africa Agriculture Development Program (CAADP) goals of reduced hunger and poverty by building the capacity of champions, institutions and stakeholders to develop, lead and manage the structures needed for African-led agriculture transformation. Africa Lead works with countries and regions to develop strategic long-term activities to strengthen African decision-makers, institutions, non-state actors (NSAs), including the private sector at the forefront of increased agricultural productivity and food security. The program is organized around three strategic areas:

- Improved institutional capacity
- Strengthened management of policy change and alignment processes
- Enhanced capacity and engagement of NSAs, including the private sector

In recognition of CAADP and USAID Feed the Future objectives, regional seed trade among Common Market for Eastern and Southern Africa (COMESA) member states is an important element in ensuring agricultural productivity and increasing food security. COMESA Harmonized seed policy is therefore a key initiative towards regional seed trade. COMESA Harmonized Seed Policy Implementation Plan (COMSHIP) is a key tool for addressing increased seed production, reliability, trade and competitiveness of the seed industry, within COMESA member states.

Since its inception, USAID and other donors have provided support to COMESA on COMSHIP and to facilitate regional seed policy harmonization, expand seed trade and to enable the private sector to establish a functional regional seed market to ease seed movement across the region. Though COMSHIP has made some modest achievements in three years, many challenges remain in improving seed trade, expanding the COMESA Seed Catalog and promoting private sector participation. Overall, maximizing the impact of seed related interventions requires a clear understanding of the needs, effective strategies, organizational capacity of key stakeholders, and effective collaboration by different actors.

Africa Lead, seeks a consultancy firm to conduct a rapid assessment of the regional seed sector and impediments to regional seed trade, including a review of COMSHIP and the COMESA Seed Catalog to determine the effectiveness of USAID’s current activities to promote regional seed trade; identify barriers to regional seed trade including specific obstacles at border crossings; map out other key donor support to COMSHIP and other major regional seed programs; and evaluate the appropriateness of ACTESA as the lead entity for promoting regional seed trade.
This assessment will be conducted between January and March 2018 and will produce specific and actionable recommendations on how best USAID can promote greater regional seed trade and address the barriers to seed trade that are identified, including recommendations on any needed expansion of USAID or COMESA engagement with the private sector and other stakeholders.

**Objective of the Assignment**

The objective of this assessment is to evaluate the effectiveness of USAID support to regional seed trade and to COMESA and other regional seed trade programs and to recommend strategies for greater impact. The assessment will include evaluation of the barriers to seed trade, private sector participation and the effectiveness of USAID support to COMSHIP, the COMESA Seed Catalog, other COMESA seed trade activities, and organizational support to ACTESA to advance regional seed trade. It will also provide specific and prioritized recommendations on the most cost-effective and timely approaches to improve seed trade by addressing the barriers and actions that USAID can take to promote regional seed trade in the next five years.

**Specific Objectives of the Assignment:**

1. Assess the status, achievement and effectiveness of the COMSHIP process on seed trade and seed movement across borders in the region.
2. Determine what is preventing the COMESA Seed Catalog from being utilized and expanded as expected.
3. Identify and assess the effectiveness of other major programs and mechanisms that focus on promoting regional seed trade.
4. Assess the appropriateness and capacity of the organizations implementing COMSHIP and the COMESA Seed Catalog and recommend the most effective partnerships and/or strategies for any needed capacity strengthening.
5. Assess the current barriers to regional seed trade, including specific obstacles at select border crossings.
6. Assess the level of engagement and recommend strategies to enhance private sector participation and support on COMSHIP, the COMESA Seed Catalog, and other major COMESA efforts supported by USAID to promote regional seed trade.
7. Recommend both short-term (90-day) and long term (five-year) interventions to promote regional seed trade, including strategic approach, improvements and partners USAID could support for greater impact.

**Scope of Work**

The role of the consulting team/firm is to design the methodology for the assessment, conduct data collection and analysis, generate priority interventions and submit a finalized written product of the rapid assessment of the regional seed sector/trade. The consultant will:

- Develop appropriate and comprehensive methodology and data collection tools that will be approved by USAID, generate list of respondents, carry out consultations, field visits and conduct desk reviews, focus group discussions, key informant interviews and workshops in the
process of carrying out this assessment to produce a report that captures all the key variables and deliverables outlined in the specific objectives above.

- The consultant will also facilitate a one day workshop and produce a final report based on the outline approved by Africa Lead and USAID which includes analysis of the regional seed trade obstacles, effectiveness of COMESA and other seed trade activities and recommendations. Make use of the existing seed online platform to engage and get information from seed sector actors on the variables being assessed.
- The methodology and tasks must include consultations with key actors especially the private sector and organizations and a visit to locations agreed upon with the Africa Lead and USAID.

This assessment will produce specific and actionable recommendations, in priority order, on the most cost-effective and timely approaches that USAID and other partners and stakeholders can undertake to promote greater regional seed trade and address the barriers to seed trade that are identified. This will include recommendations on whether the COMSHIP and COMESA Seed Catalog approaches are likely to realize their expected results, and how best USAID can enable COMSHIP and the COMESA Seed Catalog to have significant impact on regional seed trade.

**Reporting**

The assessment consultant will produce a quality technical report that meets the objectives of study and quality requirements of a technical report. The reporting process will include:

- Holding initial meeting with the Africa Lead and USAID to clarify expectations and agree on the approach to report writing
- Production and sharing of weekly summaries or narratives of data collected, analyses and synthesis with Africa Lead for review/ critique
- Hold weekly meeting with Africa Lead to discuss gaps, provide clarification and agree on actions to improve the quality of the data collected, analysis and reporting
- Produce and submit draft assessment report to Africa Lead for review and feedback and hold meeting to discuss corrective action
- Review the draft assessment report based on Africa Lead and USAID feedback and submit final report to Africa Lead for final refinement
- Provide further clarification and information to help in the refinement and production of the very final report.
Methodology

The assignment will include the following key steps, in four phases:

<table>
<thead>
<tr>
<th>Phase</th>
<th>Tasks</th>
<th>LOE</th>
<th>Start by Date (2018)</th>
<th>Due by Date (2018)</th>
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<tbody>
<tr>
<td><strong>Phase 1: Preparation for the assessment</strong></td>
<td>1. Hold consultations with USAID on the scope of the assessment</td>
<td>0.5 day</td>
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<td>9th Jan</td>
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<td>2. Hold debrief meeting with ACTESA on the assessment</td>
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<td>3. Organize logistics for assessment</td>
<td>0.5 day</td>
<td>11th Jan</td>
<td>15th Jan</td>
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<td><strong>Phase 2: Design methodology and tools</strong></td>
<td>1. Develop methodology and workplan for the assessment, this includes:</td>
<td>3 days</td>
<td>11th Jan</td>
<td>15th Jan</td>
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<td>a) Select indicators and develop assessment matrix</td>
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<td>b) Develop data collection tools-questionnaire, interview schedule</td>
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<td>2. Generate list of potential interviewees and sources of information</td>
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<td>3. Submit an outline of the rapid assessment report to USAID for approval</td>
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<td>4. Hold discussions with USAID/EA for approval of final methodology and data collection tools before the start of field work</td>
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<td><strong>Phase 3: Data Collection and Analysis</strong></td>
<td>1. Conduct a 5-day desk review and analysis focusing on the selected thematic areas including compilation and analysis of relevant trade data that indicates changes is seed movement.</td>
<td>5 days</td>
<td>11th Jan</td>
<td>15th Jan</td>
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<td>2. Organize a 15-day field visit to Zambia, Kenya, and Uganda to consult with selected seed sector actors, including private sector, governments and gather</td>
<td>15 days</td>
<td>18th Jan</td>
<td>9th Feb</td>
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information on the agreed parameters. Other counties may be visited if relevant to the assignment. This will include visits to 3-4 selected border points, at least three national seed trade associations and five to seven seed companies.

3. Conduct interviews, consultations and meetings with selected key stakeholders in regional seed sector- COMESA, NSTAs, development agencies, National seed authorities, border officials, AFSTA and seed companies.

4. Conduct data analysis and draft a report.

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<tr>
<th>Phase 4: Validation, Action Planning and Reporting</th>
<th>3 days</th>
<th>9th Feb</th>
<th>16th Feb</th>
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</table>

1. Produce and share draft rapid regional seed trade analysis report.

2. Conduct one-day regional seed trade stakeholders workshop for 15-20 stakeholders to present finding and obtain addition information, and recommendations to develop an action plan.

3. Produce and submit final rapid regional seed trade analysis report based on the feedback from USAID/EA and prescribed format-PDF and PPT.

4. Hold debrief meeting to discuss next steps or implementation of action plan.

5. Travels

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<th>23rd Feb</th>
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<tr>
<td>1 day</td>
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<td>2 days</td>
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<td>1 day</td>
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<td>3 days</td>
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Note: This process guideline is indicative and not exhaustive. The consultant will be expected to produce a comprehensive methodology that capture all the objectives listed above.

**Deliverables**

- Study methodology and tools
- Weekly summaries/narratives of the data collection and analysis
- Validation workshop report
- Draft regional seed sector assessment report
- Final regional seed sector assessment report
Timing

The assignment will require 45 days LOE. The period for this assignment is Jan - March 2018.

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<tr>
<th>Deliverables</th>
<th>Tentative Date</th>
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<td>Study methodology and tools</td>
<td>15th Jan 2018</td>
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<tr>
<td>Weekly narratives/ summaries</td>
<td>On weekly basis</td>
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<td>Field synthesis reports from each sampled country</td>
<td>Immediately after each country circuit</td>
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<tr>
<td>Draft regional seed sector assessment report assessment report</td>
<td>16th Feb 2018</td>
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<tr>
<td>Validation workshop report</td>
<td>23rd Feb 2018</td>
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<tr>
<td>Final regional seed sector assessment report assessment report</td>
<td>28th Feb 2018</td>
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Qualifications of the Local Consultants

- Experience in regional seed trade and policy facilitation, regional strategy development, research, program design or organizational strengthening.
- Experience in working with regional economic communities, national governments, associations and programs as well as consultations with high level stakeholders.
- Experience in regional and national market / seed systems or value chains, with technical knowledge on seed issues including breeding, variety release and protection, SPS, certification, legislation, infrastructure etc. is an added advantage.
- Experience in developing data collection tools and conducting surveys and assessments.
- Very strong interpersonal skills and ability to effectively engage senior government officials and private sector actors.
- Experience with COMSHIP, COMESA and USAID recommended, but not required.

All applications should be sent to Africa Lead East and Southern Africa, not later than December 22nd, 2017 by 5.00 pm, via email with a subject clearly marked “Consultancy Service for Regional Seed Sector Assessment”.