



Concern Worldwide

Request for Proposal

SR113164 – Development of OFSP Policy and Research Briefs

July 2026

Terms of Reference – Development of OFSP Policy and Research Briefs

1. Background

Concern Worldwide is an international humanitarian organization committed to reducing hunger and working towards the elimination of extreme poverty. Concern operates in some of the world's most vulnerable and disaster-prone countries, with programs focused on emergency response, health and nutrition, livelihoods, education, and climate resilience. Concern is currently implementing a program in collaboration with Machakos County Government to strengthen the Orange-Fleshed Sweet Potato (OFSP) value chain, with a particular focus on increased OFSP production, value addition and strengthening of market linkages. As part of the initiative, the program seeks to enhance access to certified, drought-tolerant OFSP seed varieties for smallholder farmers within the county. The OFSP variety is a critical crop in addressing food security and nutrition (Vitamin A-Beta Carotene) ensuring the availability of quality planting materials in Machakos County. Orange-Fleshed Sweet potato (OFSP) has a precursor of Vitamin A and has been promoted as a key intervention in addressing micronutrient deficiencies, especially in vulnerable populations such as children and pregnant women.

Machakos County was selected for the project based on a comprehensive assessment of its potential integration into the OFSP value chain. Key factors considered included (i) proximity to Nairobi, the economic and consumption hub, (ii) a suitable environment for OFSP production, (iii) high agricultural production potential, and (iv) the capacity and demand of the local community. Agriculture employs 75% of the County population. However, the lack of proper farming techniques has resulted in a harvest of less than 10 tons of OFSP per hectare, limiting farmers' income. With the adoption of appropriate agricultural techniques, yields can increase by at least 1.5 times, reaching 15–30 tons per hectare. The project, therefore, aims directly or indirectly mitigating the effects of low agricultural productivity on farmers' income and reducing high vulnerability to climate change.

Orange-Fleshed Sweet Potato (OFSP) is a nutrient-rich, climate-resilient crop with significant potential to contribute to food security, improved nutrition, and livelihoods in Machakos County. Despite this potential, its integration into policies, investment plans, and value chain development remains limited. To address this gap, there is a need to generate concise, high-quality, evidence-based research and policy briefs that will inform decision-making, promote stakeholder engagement, catalyse investment, and support the mainstreaming of OFSP and other climate-resilient crops into county policies and strategies.

2. Purpose of the Consultancy

The purpose of this consultancy is to support the development of high-quality, evidence-based policy and research briefs that:

1. Strengthen stakeholder participation in the OFSP value chain;
2. Facilitate dialogue for increased public and private investment;
3. Promote the integration of OFSP into food security, nutrition, and climate resilience policies in Machakos County.

3. Essential and Desirable Experience/Qualifications

The consultant or firm should have:

- An advanced degree in Agricultural economics, development studies, public policy, agrifood systems or a related field.
- At least **7 years of experience** in policy analysis, stakeholders' engagement and development of policy briefs at national and sub-national levels
- Strong knowledge of agriculture, food systems, nutrition, and climate resilience, preferably in Kenya.
- Strong understanding of agroecology, nutrition-sensitive agriculture, and climate-resilient food systems.
- Proven experience in value chain analysis and stakeholder engagement

- Excellent writing, analytical and facilitation skills.

4. Objectives and Specific Tasks to be undertaken by the Consultant(s)

The consultant is expected to:

1. Generate and synthesize evidence on OFSP and climate-resilient crops;
2. Analyse the OFSP value chain and identify investment opportunities;
3. Review relevant policy and institutional frameworks;
4. Develop clear, actionable, and evidence-based policy and research briefs;
5. Support stakeholder validation and engagement processes.

5. Outputs

The consultant will undertake the following tasks:

i. Evidence Review and Analysis

- Conduct a desk review of relevant literature, data, and reports;
- Analyse the status of OFSP production, consumption, and value chain dynamics in Kenya and Machakos County.

ii. Stakeholder Mapping and Engagement

- Identify and map key stakeholders across public, private, research, and community sectors;
- Conduct key informant interviews (KIIs) and/or focus group discussions (FGDs) to gather insights and promote inclusive participation in the OFSP value chain.

iii. Value Chain and Investment Analysis

- Assess the OFSP value chain across production, aggregation, processing, marketing and financing
- Identify key constraints, opportunities, and investment entry points;
- Analyse financing and public/ private sector engagement opportunities.

iv. Policy and Institutional Review

- Review all the relevant county and national policies, strategies, and frameworks;
- Identify gaps and opportunities for integration and scaling up of OFSP and climate-resilient crops in Machakos County.

v. Development of Briefs

- Develop a set of high-quality research and policy briefs (minimum of three), including:
 - Evidence briefs
 - Policy brief
 - Investment/Value chain brief
- Ensure briefs are clear, concise, and tailored to target audiences (policy makers, private sector, development partners).

vi. Validation and Dissemination Support

- Support organisation and facilitation of stakeholder validation workshops;
- Incorporate feedback into final briefs;
- Provide dissemination recommendations and materials.

6. Key Deliverables

- Inception report (detailing the Methodology, workplan and tools)
- Situational analysis report with evidence synthesis and baseline findings
- Value chain and value chain analysis report
- Draft briefs (at least 3) that are evidence-based and audience-specific
- Validation workshop report(s)
- Final policy and research briefs
- Final consultancy report
- A folder with all the annexes related to this consultancy.

Note

Final payment is dependent on the submission of a good quality, well-written final report or completion of agreed outputs (as detailed in the TOR). In addition to methodology, findings and discussion, the report should include a comprehensive executive summary and a section outlining clear and concise conclusions and recommendations.

A digital copy of all reports will be required by Concern at the end of the piece of work.

7. Lines of Communication

The consultant will work closely with and report to the Programme Manager – Livelihoods, with technical support from the Technical Advisors in Livelihoods and Health and Nutrition and the Programme Director. Also, the consultant will closely collaborate with the relevant county stakeholders. Bi-weekly meetings will be held to update on the progress and address any emerging issues.

8. Timeframe

The assignment will be completed within **12 weeks** from the date of contract signing. A detailed timeline with milestones will be agreed upon at inception.

9. Ownership and Intellectual Property Right

All outputs produced under this assignment will remain the property of Concern Worldwide and Korea International Corporation Agency (KOICA) and may not be shared or published without prior written approval by the owner.

10. Supporting documentation required

- Certificate of Incorporation (firms) or National ID card (individual)
- Valid Tax Compliance Certificate
- PIN Certificate
- Company / Consultant's Profile
- CVs of key staff
- Certificate/reference information of previous undertakings of similar contracts with NGOs/UN agencies
- Safeguarding Policy, Code of Conduct, etc. or what are the necessary provisions you have put in place to keep everyone safe in the course of your engagement.
- Attach copy of Certificate of Good Conduct or proof that you have applied for the same
- Confirm the gender ratio for the team that you will be engaging in this exercise
- A detailed work plan with milestones

11. Safeguarding at Concern: Code of Conduct and its Associated Policies

Concern has an organisational Code of Conduct (CCoC) with three Associated Policies: the Programme Participant Protection Policy (P4), the Child Safeguarding Policy and the Anti-Trafficking in Persons Policy. These have been developed to ensure the maximum protection of programme participants from exploitation, and to clarify the responsibilities of Concern staff, consultants, visitors to the programme and partner organisation, and the standards of behaviour expected of them. In this context, staff have a responsibility to the organisation to

strive for, and maintain, the highest standards in the day-to-day conduct in their workplace in accordance with Concern's core values and mission. Any candidate offered a consultancy opportunity with Concern Worldwide will be expected to sign the Concern Code of Conduct and Associated Policies as an appendix to their consultancy contract. By signing the Concern Code of Conduct, candidates acknowledge that they have understood the content of both the Concern Code of Conduct and the Associated Policies and agree to conduct themselves in accordance with the provisions of these policies. Additionally, Concern is committed to the safeguarding and protection of vulnerable adults and children in our work. We will do everything possible to ensure that only those who are suitable to do consultancy work or volunteer with vulnerable adults and children are recruited by us for such roles. Subsequently, being hired as a consultant with Concern is subject to a range of vetting checks, including criminal background checks.

12. Submission of proposals

Electronic bids must be submitted at Consultancies.Kenya@concern.net as a single email with 2 attachments of the Consultant's technical and financial proposal, with the email subject line "**SR113164 – Development of OFSP Policy and Research Briefs**", by **13th July 2026**.