



Name of Project:	The Rwanda Agriculture, Youth and Technology (AYuTe) Challenge.
Agresso Work order:	RW1002HIRW00
Country:	Rwanda
RFP No.	HPI20240401RW

REQUEST FOR PROPOSAL

Funded by: Heifer International

RFP Release Date:	April 17, 2024
Performance Period:	90 days
Proposal Submission Deadline:	April 30, 2024
Question/ Inquiry Submission Deadline:	April 26, 2024
Electronic submission to the attention of:	procurement-rw@heifer.org
Contact information for inquiries about this RFP:	procurement-rw@heifer.org

Terms of Reference

1. General Information

This request for proposal is being issued to solicit applications from potential contractors to conduct the consultancy service for the organization of the Rwanda Agriculture, Youth and Technology (AYuTe) challenge activity.

The terms of reference contain background information, the desired methodology, objectives, the timeframe for conducting the assignment, and a list of deliverables. This document also contains information about the kind of expertise that Heifer International Rwanda seeks for this activity and guidance on how to submit a proposal to conduct the activity.

Heifer International Rwanda anticipates awarding a three (3) months contract for the **Organization of the Rwanda Agriculture, Youth and Technology (AYuTe) Challenge** and make payments based on submission and Heifer International Rwanda's approval of deliverables. The award agreement will include a payment schedule with specific deliverables; all payments require fifteen (15) business days for processing after approval of deliverables.

2. Background of Heifer International

Heifer Project International (HPI) is a global non-profit organization working to end hunger and poverty and care for the earth by using sustainable practices and engaging smallholder farmers in agricultural and animal husbandry development. Heifer was founded on the simple belief that ending hunger begins with giving people the means to feed themselves, generate income, and achieve sustainable livelihoods. As a private, non-governmental organization based in Little Rock, Arkansas, HPI has created lasting change for farming households in over 125 countries across Latin America, Africa, Asia, and Eastern Europe for over 80 years. HPI partners with institutions and stakeholders at every level to build an ecosystem that fosters the scaling of community-based enterprises and generates sustainable and equitable returns to the producers and smallholder farmers. More information about Heifer is available at: www.heifer.org.

Heifer's Values-Based Holistic Community Development (VBHCD) model, with its 12 pillars for Just and sustainable development, is the foundation of her work. With this strong foundation, Heifer focuses her pro-poor work by creating wealth through viable value chains that harness the social capital of communities to drive market development.

Since its creation in 1944, Heifer Project International has positively impacted over 42.8 million households of whom 1.4 million households are from Rwanda, by increasing farmers' income and improving the nutrition status of farmers in our areas of intervention.

3. Heifer International Rwanda Program

Heifer International Rwanda was established in 2000 with the implementation of a small-scale dairy development project. Heifer International Rwanda's primary focus is to increase farmers' income, improve their family nutrition status, empower rural women, strengthen community resilience, mobilize farmers, and improve social capital. This is achieved through capacity building, promoting sustainable agricultural practices, establishing links to the dairy value chain, strengthening market linkages for small livestock chain actors, and enhancing livestock quality through artificial insemination services.

Over the past 24 years, Heifer International Rwanda has collaborated with the Government of Rwanda and partners such as USAID, UNDP, African Development Bank, the Bill and Melinda

Gates Foundation, International Fund for Agriculture Development (IFAD), Innovate UK and Green Mountain Coffee to implement various projects that have impacted over 1.4 million households. Heifer International Rwanda also collaborates closely with the Rwandan government through the Ministry of Agriculture and Animal Resources to establish several Public-Private-Producer Partnerships (4Ps).

Heifer International Rwanda supports smallholder farmers in achieving a sustainable living income. This is accomplished by providing them with the resources they need to use their energy, ingenuity, and ambitions to overcome hunger and poverty. Heifer International Rwanda programs mobilize communities and foster the organization of associations, cooperatives, and social networks while strengthening their capacity to address development challenges. Heifer International Rwanda envisions supporting 300,000 households to achieve sustainable living income by 2030.

Heifer International Rwanda also provides a series of training in Entrepreneurship skills, Group Formation techniques, Gender, Cooperative Awareness Methods, Record and Bookkeeping skills, Finance Welfare (Savings and Credits) know-how, Heifer 12 Cornerstones, PSRP, and animal husbandry skills.

4. Background to the Agriculture, Youth, and Technology (AYuTe) Challenge.

In 2021, Heifer International announced the inaugural [Agriculture, Youth and Technology \(AYuTe\) Africa Challenge](#) to spark tech innovations for African farmers and since then Heifer International has committed to investing more than \$1.5 million (USD) to accelerate digital agriculture entrepreneurship in Africa. The Agriculture, Youth and Technology (AYuTe) Africa Challenge awards cash grants to support promising young Agri-tech innovators across Africa who are using technology to reimagine farming and food production across the continent.

The AYuTe Rwanda Challenge is designed to catalyze ground-up innovation from young Rwandans in the agricultural sector. The program will foster the creation of social businesses that address challenges faced by smallholder farmers.

The program also seeks to elevate agriculture as a desirable occupation with several opportunities for leveraging and integrating technology from farm to market, making the sector more attractive to the next generation of farmers.

In 2023, Heifer Rwanda successfully conducted the maiden AYuTe Challenge, during which three (3) young innovators were awarded cash prizes equivalent to USD 20,000. Following the successful organization of the first AYuTe challenge, Heifer Rwanda is gearing up for the organization of a similar challenge for the year 2024.

In light of this, Heifer Rwanda is seeking to partner with a competitive and reputable company to lead the organization of the Rwanda Agriculture, Youth, and Technology (AYuTe) challenge.

5. Purpose and Objective

The main purpose of this RFP is to organize a competition to award the winning start-up innovative idea with the potential to address the challenges of smallholder farmers in the agriculture sector in Rwanda.

In Rwanda and many other African Countries, Agriculture is still not an attractive sector for the youths who are early adopters and champions of technology. Many farmers in Rwanda face low yields and limited access to markets and financial services. Technology could be leveraged to change this narrative and have farmers benefit more from their efforts and investments. To improve the participation of youths in the agriculture sector while using technology to enhance the benefits of the sector, this assignment has the following specific objectives.

5.1 Specific Objectives

- Support the process of uncovering and bringing to market, home-grown technology and innovation that will protect smallholders from the effect of climate change and reduce the physical efforts required to increase productivity and income.
- Challenge a new approach to the role of Rwandan youth in Agriculture, as an asset to the sector and not a liability.
- Showcase the Innovations/Solutions of the selected applicants
- Facilitate and enable startups and innovators to gain significant exposure to a wider audience, including potential investors, partners, and industry experts.
- Provide substantial funding opportunities to startups and innovators. This financial support is aimed at empowering them to transform their visionary concepts into tangible and impactful realities, thereby contributing to the advancement and growth of the entrepreneurial landscape in Rwanda.
- Facilitate business development guidance and mentorship
- Address the Imperative for Investment in Future Human Capital within the Sector.

5.2 Scope of work

Under the guidance of the HPI's Country Director of its branch office in Rwanda, the Contractor shall accomplish the following:

- Develop a detailed work plan for the competition.
- Communicate with relevant stakeholders and discuss the strategy and the activity plan.
- Receive and appraise appropriate applications for the competition,
- Select the best applicant for the competition for the prize, and

- Coordinate and facilitate the pitching events that take place as part of the competition.
- Report on top finalists from the pitching events and include a recommendation on the winner of the competition.
- Identify additional awareness opportunities (side events, potential partners with similar objectives) for the Agriculture, Youth and Technology (AYuTe) competition.
- Pitch preparation with participants - the final five (5).
- Organize boot camp for finalists.

5.5. Deliverables

The consulting firm is expected to deliver campaign tools, including the methodology and work plan for the campaign after signing the contract. The Consultant is expected to deliver the following deliverables and produce both hard and electronic versions of campaign tools. Specifically, the Consulting Company will provide Heifer International Rwanda with.

1. An inception report with a detailed activity plan for the competition (the “inception Report”).
2. A complete list of judges involved in the selection of innovative competitors.
3. List of candidates selected as part of the primary screening process.
4. Due-diligence and summary report on top finalists from the pitching events.
5. Coordinate and implement at least one (1) hybrid live chat/fireside chat with winners and Heifer International Rwanda. Livestream event on various platforms; including LinkedIn, Twitter, Facebook, and YouTube.
6. Final report of the competition and other reports throughout the Term as requested in writing by HPI (email shall suffice) that shall describe all activities related to the Contractor’s delivery of the Services and/or Goods such as, insights, learnings, and recommendations.

5.6 Relationship and Responsibilities

Heifer International Rwanda will assign the Communication Specialist to coordinate the implementation of this activity. The consultant will keep Heifer team informed of their progress. During implementation, the consultant may seek and receive additional advice or guidance from the above-mentioned staff.

This assignment requires travel and possibly staying in the target project districts. The consultant may use Heifer office space if need be. Other than office space, all other resources needed (transport, accommodation, meals, data collectors, etc.) should be the responsibility of the consulting firm.

6 Required expertise, skills and knowledge are as follows:

The consultancy firm should demonstrate the following level of experience and skill set.

- The company should have prior experience organizing youth competitions or similar events, demonstrating their ability to effectively plan and execute such initiatives.
- Capacity to do description of the competition format, including rules, categories, judging criteria, and prizes.
- Capacity to develop a detailed proposal outlining the competition's concept, objectives, themes, and target audience demographics.
- Working knowledge of MS Office, and other relevant software programs.
- Excellent oral and written communication skills.
- Aptitude in presentation and public speaking.
- Proven strong, clear technical writing and oral presentation skills in English.

7 Proposal submission requirements

All interested and locally registered consulting firms will submit their proposals with the following information:

7.1. Technical Proposal *[not to exceed 10 pages]*

a. General Information *[not to exceed 2 pages]*

- Organization overview
- Capacity statement
- Contacts: telephone Number, Email, website
- Attachments:
 - Business registration certificate
 - Valid tax clearance certificate
 - Valid social security fund clearance certificate
 - Valid good standing certificate/bankruptcy
- ***Note: Failure to meet a single administrative requirement will result in disqualification of the Service provider from further technical evaluation.***

b. Technical Approach *[not to exceed 10 pages]:*

- A detailed methodology of how the event will be conducted, including Identification of key stakeholders, such as government agencies, agricultural organizations, technology companies, educational institutions, and youth group.
- Strategies and channels to promote the AYuTe challenge and attract participation from diverse groups, including rural youth, students, farmers, entrepreneurs, and technologists.

- List and briefly describe the team and its proposed personnel, indicating what role each proposed individual will have and the qualifying skill set for the position. The Curriculum Vitae (CV) of the proposed personnel are to be provided in the attachment.
- A clear and comprehensive work plan, outlining the major activities, responsible persons, and schedule.
- Organizational capacity statement, including past experiences and activities related to this event and experience. Certificates of good completion of similar assignments (at least 3).

7.2. Financial Proposal

The proposed budget must be submitted separately in both excel and PDF formats. The proposed budget should have sufficient detail to allow the evaluation of the costs proposed. It should at least contain:

- Itemized budget
- Narrative explanations of budget items

Heifer International Rwanda reserves the right to request further information supporting detailed costs and prices.

Locally registered and interested companies are requested to submit their proposals electronically to email: procurement-rw@heifer.org not later than **April 30th, 2024, before or at 5:00 Pm Kigali time**. Bids submitted after the aforementioned date and time will be rejected.

Submission must be in English and typed single-spaced on standard type white paper. All pages must be numbered, including the Request for Proposal (RFP) reference number and name of the organization at the bottom of each page.

8 Selection Criteria

Submitted proposals must demonstrate alignment with the scope of work outlined above and with the appropriate level of details. Heifer’s goal is to ultimately sign on with the Offeror whose proposal best follows the instructions in this RFP, includes the strong evaluation team, and is most cost effective.

Proposals will be evaluated according to the following criteria:

Technical Criteria		Weighting (%)
Specific experience of the firm	Demonstrated a good understanding of the issues relating to Youth Innovation in agriculture.	7
	Demonstrated knowledge, previous exposure, and technical experience building, and positioning strategies for events, widely engaging youth, expert, and donor audiences.	10
	Proven experience in creating, engaging, and implementing successful communications and social media strategies, including but not limited to creating marketing assets.	8

	Previous experience in organizing regional and national level competitions/award ceremonies (with at least 3 letters of good completion).	10
Quality of Team	Quality of Team Leader: demonstration of knowledge and experience (at least 5 years) in event organization and management. A detailed CV is required.	15
	Quality of the proposed team: The team must demonstrate knowledge and experience (at least 5 years) in the different areas highlighted in the scope of work. Good understanding of event organization and management, communications, branding, website development, agriculture, and mobilization.	10
Methodology and Approach	Quality of proposed approach to terms of reference and methodology focused on the deliverables.	10
	Quality of work plan and project management provisions proposed to mitigate risks.	5
	The creativity of the approach to deliver quality work within the timelines specified.	5
Total for Technical		80%

The selection committee will evaluate the technical proposal based upon the criteria listed above and they will evaluate the financial proposal based on cost reasonableness and cost-effectiveness in the budget.

9 Validity of Proposals

Proposals submitted shall remain open for acceptance for 30 days from the last date specified for receipt of the proposal. This includes, but is not limited to, pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process are contractually binding.

10 Award Process and Contract Mechanism

RFP Release Date:	April 17, 2024
Performance Period:	90 days
Question/ Inquiry Submission Deadline:	April 26, 2024
Proposal Submission Deadline:	April 30, 2024
Selection Committee review	May 10, 2024
Notification of award	May 15, 2024
Award agreement negotiation and signing	May 31, 2024
Electronic submission to the attention of:	Heifer International Rwanda
Electronic submission:	procurement-rw@heifer.org

Contact information for inquiries about this RFP:	procurement-rw@heifer.org
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Heifer will issue a fixed award agreement based on the submission and Heifer’s acceptance of deliverables. Once an award is issued, it will include the payment schedule with the deliverables specified above.

11 Limitations

This Request for Proposal does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or contract for services or supplies. Heifer International Rwanda reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received because of the RFP.

12 Intellectual Property

1. Ownership Generally.

Any intellectual property (including but not limited to copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and/or Goods (collectively, the “Work Product”) shall be the exclusive property of Heifer Project International. Upon request, the Contractor shall sign all documents and take any and all actions necessary to confirm or perfect Heifer’s exclusive ownership of the Work Product.

2. Prior-Owned Intellectual Property

Any intellectual property owned by a Party before the Effective Date (“Prior-Owned IP”) shall remain that Party’s sole and exclusive property. Regarding any of Contractor’s Prior-Owned IP included in the Work Product, the Contractor shall retain ownership, and hereby grants Heifer a permanent, non-exclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.

Heifer International Rwanda