



REQUEST FOR PROPOSALS

No. HPI20221201RW

Consultancy Services for the Organization of the Rwanda Agriculture, Youth and Technology (AYuTe) Challenge

RFP Release Date:	16 th December 2022
Performance Period:	90 days
Question/ Inquiry Submission Deadline:	30 th December 2022
Proposal Submission Deadline:	6 th January 2023
Selection Committee review	13 th January 2023
Notification of award	16 th January 2023
Award agreement negotiation and signing	20 th January 2023
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



I. General Information

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

The terms of reference contains background information, the desired methodology, including 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 processing after approval of deliverables.

II. Background

Heifer International's mission is to end hunger and poverty while caring for the Earth. For 75 years, we have provided livestock and sustainable agricultural training to struggling communities around the world. Heifer International currently works in 21 countries, including the United States, supporting local food producers to expand their businesses and earn a living income.

Heifer International Rwanda (HIR) is a Nonprofit and International Non-governmental Organization with the mission to alleviate hunger and poverty, while caring for the environment through sustainable agricultural practices. In collaboration with the Government of Rwanda and other relevant partners, this project has now grown to cover the whole country to become the flagship program known as "one cow per poor family".

Heifer International Rwanda projects focus on improving income and nutritional status, mobilizing farmers, and promoting local capacity through training of project participants, promoting market linkages for dairy value chain actors, improving the quality of livestock through artificial insemination services, empowering rural women, building resilience



through sustainable agricultural practices, and connecting local communities to business development services.

Heifer International Rwanda partners with smallholder farmers to build sustainable livelihoods by empowering them to use their own energy, ingenuity, and dreams to fuel their success out of hunger and poverty. Heifer programs mobilize communities and foster the organization of associations, cooperatives and social networks while strengthen their capacity to address development challenges.

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 is 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 2022 edition is accompanied by national level competitions, including in Rwanda, offering young innovators a chance to secure the funding and visibility to scale their ideas and ambitions. To that effect, Heifer Rwanda is looking to partner with a competitive and reputable company to lead the organization of the Rwanda Agriculture, Youth and Technology (AYuTe) challenge.

III. 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 challenges of small holder farmers in the agriculture sector in Rwanda.

Many farmers in Rwanda face low yields and limited access to markets and financial services. In Rwanda and other African Countries, Agriculture is still not an attractive sector for young Africans who are early adopters of technology. Moreover, due to the remoteness of technology to agriculture in Rwanda, the industry has not been attractive to the most significant and unemployed workforce (young Rwandans). Hence, the following are overall and specific objectives of the assignment.



a) Specific Objectives

- To uncover technology that supports smallholder farmers at scale and enable Heifer Rwanda to achieve the vision of impacting 300,000 smallholder farmers by 2030.
- To encourage young start-ups and innovators who make transformative contributions using new technology to help smallholder farmers in Rwanda grow their businesses and incomes.
- To build a competition platform and reward innovative Rwandan youths as a means of reversing the stigma on agriculture and repositioning agriculture as a desirable sector.

As part of the delivery Services Contractor shall develop

- (i) A communication strategy and materials, design an application platform, and advertise the competition,
- (ii) Receive and appraise appropriate applications for the competition,
- (iii) Select the best applicant of the competition for the prize, and
- (iv) Organize an award ceremony event.

b) Scope of work

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

1. Design a communications strategy and develop communication materials for the Competition.
2. Develop a detailed work plan for the competition.
3. Communicate with relevant stakeholders and discuss the strategy and the activity plan.
4. Identify opportunities for creating and delivering multimedia content about youth innovation as part of the competition.
5. Identify communication platforms and develop a website for the competition.
6. Follow up on the broadcasting of promotional and advertisement materials through different channels such as social media, television, radio and printed material.
7. Identify, engage, and onboard individuals as selection committee members and judges for the competition.
8. Coordinate and facilitate the pitching events that take place as part of the competition.
9. Organize and coordinate the award ceremony, including the livestreaming.
10. Report on top finalists from the pitching events and include a recommendation on the winner of the competition.



11. Identify additional awareness opportunities (side events, potential partners with similar objective) for the Agriculture, Youth and Technology (AYuTe) competition.
12. Pitch preparation with participants - the final five (5).
13. Oversee production of content to profile winner and their business
14. Pitch and promote competition using combination of earned and paid media communication channels to include television, radio, and print.

c) Deliverables:

The consultant is expected to deliver campaign tools, including the methodology and workplan for the campaign after signing the contract. The Consultant is expected to deliver the following deliverables and produce both hard and electronic version 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 communication strategy for the competition.
3. Communication materials described above.
4. Fully developed web platform to house information about the competition.
5. A complete list of judges involved in the selection of innovative competitors.
6. List of candidates selected as part of the primary screening process
7. Due-diligence and summary report on top finalists from the pitching events.
8. 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.
9. 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 Contractor’s delivery of the Services and/or Goods such as, insights, learnings, and recommendations.

d) Relationship and Responsibilities

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

IV. Required Expertise

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



- Experience in developing a PR strategy, action plan and budget for campaigns and demonstrate ability to prioritize and plan effectively.
- Proven experience as a events management, and/or a communications company
- Experience in project management and execution of PR campaigns and/or initiatives
- Experience in copywriting and editing.
- Working knowledge of MS Office, and other relevant software programs.
- Creative and experienced multimedia team.
- Existing relationships with local/regional/national governments, media, influencers.
- Familiarity with social media platforms (Twitter, Facebook etc.) and awareness of different media tools.
- Excellent oral and written communication skills.
- Aptitude in presentation and public speaking.
- Proficiency in English.

V. Proposal submission requirements:

The technical and financial proposals should be submitted separately in PDF format, both clearly marked with the RFP Reference Number above.

Proposals (both technical and financial) must be submitted electronically to email : procurement-rw@heifer.org with clear subject line: **“(Consultancy Service for the Organization of the Rwanda Agriculture, Youth and Technology (AYuTe) Challenge.”** and submitted by **Friday, 6th January 2023 at 5:00pm** Kigali time.

All interested bidders will submit their proposals with the following information:

A) Technical Proposal not to exceed 15 pages should include but not limited to.

- A detailed methodology on how the assignment will be conducted.
- 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. Curriculum vitae (CV) of personnel.
- A clear and comprehensive work plan, outlining the major activities, responsible and time schedule.
- Organizational capacity statement, including past experiences and activities related to the theme of the assignment, and experience. Reference information must include the location, award numbers, and brief description of work performed.



B). Administrative Requirements

The bid documents **must** include the following administrative documents at a minimum.

- Company Registration Documents. Certificates/licenses issued by RDB
- Valid Tax Clearance Certificate issued by RRA.
- Certificate of good standing/non-Bankruptcy certificate issued by RDB.
- RSSB Clearance Certificate

Note: Failure to meet a single administrative requirement will result in disqualification of the Service provider from further technical evaluation.

VI. Financial Proposal

Proposed budget priced in **Rwandan Francs (Rwf)** for local firms and **US Dollars** for foreign firms must be submitted separately electronically. The pricing information should not appear in any other section of the proposal other than the financial proposal. The registered company shall be entirely responsible for all taxes.

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

▪ **Late submissions and verification**

Proposal received after the submission deadline will not be considered. Bidders are responsible to ensure their proposals are submitted according to the instructions stated herein.

Heifer retains the right to terminate this RFP or modify the requirements upon notification to the bidders.

VII. Selection Criteria

Proposals will be evaluated according to the following criteria:

Technical Criteria		Weighting (%)
Specific experience of the firm	Demonstrated good understanding of the issues relating to Youth Innovation in agriculture.	7
	Demonstrated knowledge, previous exposure and technical experience building, positioning strategies for	10



	events, widely engaging youth, expert, and donor audiences.	
	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 10 years) in event 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 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
	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 the financial proposal will be evaluated the reasonableness of costs and cost-effectiveness in the budget.

VIII. Validity of Proposals

Proposals submitted shall remain open for acceptance for 90 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.

IX. Limitations

This RFP 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 to contract for services or supplies. Heifer 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 as a result of the RFP.

X. Intellectual Property

Section 10.1. Ownership Generally. Subject to Section 8.2 below, 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 HPI. Upon request, Contractor shall sign all documents and take any and all actions necessary to confirm or perfect HPI’s exclusive ownership of the Work Product.

Section 10.2. Prior-Owned Intellectual Property. Any intellectual property owned by a Party prior to the Effective Date (“Prior-Owned IP”) shall remain that Party’s sole and exclusive property. With regard to any of Contractor’s Prior-Owned IP included in the Work Product, Contractor shall retain ownership, and hereby grants HPI 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.

Section 10.3. Work Made for Hire. To the extent copyright laws apply to the Work Product, the Parties agree that (a) HPI specially ordered or commissioned the Work Product, (b) the Work Product is a “work made for hire” under United States copyright laws, and (c) HPI shall be deemed the author thereof and shall own all right, title, and interest therein. To the extent such rights, in whole or in part, do not vest in HPI as a “work made for hire”, Contractor hereby irrevocably grants, assigns, and transfers to HPI, exclusively and in perpetuity, all of Contractor’s rights of any kind or nature, now known or hereafter devised, in, to, and in connection with the Work Product, and HPI shall solely and exclusively own any and all rights therein, and in the elements thereof, including but not limited to any and all allied, ancillary, subsidiary, incidental, and adaptation rights. Contractor hereby waives any and all rights known as “moral rights”, and any similar rights, which Contractor may have in connection with the Work Product. The description of Services and/or Goods provided in this Agreement shall in no way limit the manner in which HPI may use the Work Product.