

## Terms of Reference: Facilitating 2SCALE Business event in the Netherlands

**Timeline:** Dec 2023- July 2024

2SCALE invites competent service provider (firms/organizations) to submit their technical and financial proposals to organize a business event in the Netherlands. The event is intended to show case the experience of the 2SCALE program in incubating and accelerating inclusive agribusiness to a group of targeted audiences based in the Netherlands and to facilitate a business networking opportunity in the Netherlands for the 2SCALE partners coming from Africa.

### Background

The Towards Sustainable Clusters in Agribusiness through Learning in Entrepreneurship (2SCALE) program incubates and accelerates inclusive business through partnerships with companies, mainly African small and medium enterprises (SMEs) and some Dutch/international companies, that want to build commercially viable African food industries through sustainable sourcing, based on mutually beneficial relationships with smallholder farmers and by serving local and regional base-of-the-pyramid (BoP) markets. These companies are the drivers of inclusive business; they are called inclusive business champions in the 2SCALE context. The program supports value chain partners to set up and supports partnership and inclusive business models with significant potential to attract and employ youth, engage and empower women, and improve food and nutrition security, both at the grassroots level and at the consumer end of the value chain.

2SCALE is an incubation program that manages a portfolio of public-private partnerships (PPPs) for inclusive businesses in the agri-food sectors and industries. A program that offers a range of support services to its business champions (MSMEs and farmer groups) and partners, enabling them to produce, process and supply quality food products. These products are intended for local and regional markets, including consumers at the base of the pyramid (low income). 2SCALE aims to make agribusiness in Africa more inclusive, involving more smallholder farmers, micro-entrepreneurs, low-income consumers, women, and youth, and thereby improving their economic livelihoods and nutritional status.

To achieve this, 2SCALE focuses on building agribusiness clusters at the grassroot level, which are centered around either producer organizations or MSMEs (micro-enterprises) that market or pre-process (mainly) farmers' products. In the first phase (2012-2018), 2SCALE has had a significant impact on smallholder agriculture and agribusiness in sub-Saharan Africa by building the capacity of smallholder farmers, farmer organizations, and local micro-entrepreneurs and SMEs, and use pilots to know how to make more attractive and nutritious food products available to low-income consumers, enhancing environmental sustainability, and improving the nutritional status of low-income consumers.

The second phase (2019-2024) of the program builds on the achievements and lessons learned from the first phase and accelerate the access to nutritious food products to BoP consumers. But with more ambition, to reach 1.5 million low-income consumers and work with 1, 000,000 smallholder farmers in ten different countries, through 69 PPPs (public-private partnerships) and 4 pilots.

## Objectives of the Assignment

The main aim of this assignment is to raise awareness and interest among current and potential partners, donors, and stakeholders about the 2SCALE program's ongoing work and lessons learned for future plans.

The specific objectives are:

1. As we are winding up the second phase of the program, 2SCALE wants to organize a business event/meeting in the Netherlands with the intention of sharing the 2SCALE approach, impacts created and key lessons learned in the second phase of the program. 2SCALE partners (Business Champions, SMEs, Business Support service Providers, farmer leaders, government officials and distributors) will tell their story during the event to illustrate the program's approach and transformative outcomes. This business event intends to inspire stakeholders (eg: PUM, IDH, Solidaridad, Agriterra, NFP, DFCD, RVO, CBI, NABC, WUR, etc.) and promote ongoing work in the agriculture and agribusiness sector.
2. In parallel to this, the event will also provide the 2SCALE partners (Business Champions, SMEs, Business Support service Providers, farmer leaders, government officials and distributors) to network and get lessons from agribusiness actors and supporters in the Netherlands through business networking opportunities and site visits after the day of the event.

## Methodology

### **For objective 1:**

- 2SCALE would like to use a combination of different techniques to show case the approach. Putting the partners in the spotlight to explain their experience in working with 2SCALE will be the main focus of the one-day business meeting (June 25<sup>th</sup>). This can be in the form of panels discussion, Q&A....
- Using the pre-recorded 2SCALE visual storybook/approach video to help the participants visualize the approach and the impact created (note that the development of the video is not part of this assignment. It is handled outside of this assignment by third party)
- Organize a livestreaming service using the 2SCALE's social media platforms to ensure a broader participation.

### **For objective 2:**

- The service provider (firms/organizations) will organize a two days visit on June 26<sup>th</sup> and 27<sup>th</sup> ( with companies and organizations based on the needs of the partners ) for the 2SCALE partners( coming from Africa ) in the Netherlands. The organizations to be visited should help the 2SCALE partners to learn and understand improved methods and inputs. The targeted organizations for visit are; processors (dairy and related ), seed companies (horticulture), financial institutions (foundations and commercials), farmers based organizations.... The details of these organizations can be agreed in quarter 1 of 2024.
- Create business opportunities for the 2SCALE partners(coming from Africa ) to network with actors in the Netherlands.

## Scope of the assignment

This assignment has two major focus.

- Facilitating a one day business meeting on June 25<sup>th</sup> 2024 (In The Hague) with 100 participants (Dutch business, NGOs from the Netherlands and/or other EU countries, knowledge institutions ).
- Organize a business visit with at least 4 organizations based in Netherlands for the actors (between 20-25) coming from Africa on June 26<sup>th</sup> and 27<sup>th</sup>.

## Specific tasks

- Identify key participants for the one-day meeting in collaboration with 2SCALE and send out the invitation letters on behalf of the program.
- Develop the detailed program of the event in collaboration with 2SCALE.
- Lead the social media campaign to draw attention to the event in the weeks leading to the event and provide a livestreaming service during the business meeting day.
- Assign a suitable MC (Master of Ceremony) for the event.
- Assign a translator (French to English) during the one-day business meeting.
- Identify and negotiate contracts for venue (for the business event day) and hotel rooms for the event.
- Organize a professional video recording during the one-day business event and the business networking visits.
- Facilitate visa (invitation letter, hotel booking....) for participants coming from Africa.
- Together with 2SCALE, identify strategic partners for visit/networking and reach out to them to secure appointments.
- Organize transportation system (rented car/bus-for a maximum of 20-25 people) for the 2SCALE partners during the two days of site visits/networking.
- Develop a comprehensive report on the event.

## Primary target audience of the one day business meeting on June 25<sup>th</sup> 2024

- Ministry of Foreign Affairs-Netherlands-2SCALE donor
- Potential donor institutions interested by private sector development, and inclusive agenda in food and nutrition systems
- Possible project partners / private actors (multinationals or local companies)
- Other partners based in the Netherlands such as agribusiness organizations, NGOs, farmers' organizations, research institutions, and educational institutions.
- People interested in agribusiness, and agricultural innovation in Africa.
- Media and journalists

## Deliverables

No	Deliverables	Time line
1	A midterm report containing. <ul style="list-style-type: none"> <li>List of potential participants based in the Netherlands.</li> <li>Profile of the MC</li> <li>Social medial campaign strategy</li> <li>List of companies for visit/business networking</li> <li>Status of invitation and progress with visa processes</li> <li>First list with calendar of potential appointment between businesses and potential donors and/or investors</li> </ul>	Feb 28 <sup>th</sup> 2024
2	Final report <ul style="list-style-type: none"> <li>Complete report on both the one-day meeting and the networking visit informing on potential deals between Africa and Netherlands partners (in respect to confidentiality)</li> <li>Raw footage of the recorded video</li> <li>5 minutes clip covering the event in English</li> <li>Up to 100 quality pictures taken during the business event (in soft copy) and the visit</li> </ul>	

## Timelines

This assignment is expected to start second half of December 2023 and end in July 2024.

Activity	Execution Date(s)
Bidding	By 10 <sup>th</sup> Dec 2023
Assessment of the quotations	11 <sup>th</sup> to 15 <sup>th</sup> December 2023
Award of the tender	By 22 <sup>nd</sup> December 2023
Detailed work plan preparation	Early January 2024
Participant invitation, agenda preparation, MC & venue selection, and business networking arrangements	Feb 2024
Business event	25 <sup>th</sup> June 2024
Networking and site visits	26 <sup>th</sup> & 27 <sup>th</sup> June 2024
Submission of final report	July 20 <sup>th</sup> 2024

### - Reporting and Accountability

Regular progress updates will be provided to the 2SCALE Program Management Team. The communications team at 2SCALE will be responsible for ensuring that the project stays on track and meets its objectives.

- **Copyright**

The 2SCALE program will own full intellectual property in any content produced or associated with it.

- **Payment Schedule**

Payments will be made in Euro or Us Dollars, in two phases based on the deliverables indicated in the Terms of Reference.

- **How to Apply**

Applicants should submit their proposal with the following details and documents.

- Convincing technical and financial proposal of your capacity to undertake the assignment.
- Details and proof of prior experience working on similar engagements.
- Demonstration of technical as well as human capacity for undertaking the assignment
- Work plan
- Detailed Financial breakdown (including Tax if applicable) excluding:-
  - Conference venue and Accommodation cost of the participants coming from the 2SCALE countries in Africa (Payment to the hotel will be based on the actual invoice and hence no need to include on the proposal budget. once agreed on the hotel, the service provider will raise an invoice equal to the exact amount of the hotel cost)
  - All flight cost, airport shuttle, visa processing & travel insurance for the participants will be handled directly by 2SCALE.

All the above should be sent in soft copy by **COB Dec 10<sup>th</sup> 2023** through the emails below.

[emirara@2scale.org](mailto:emirara@2scale.org) and [pmwajuma@ifdc.org](mailto:pmwajuma@ifdc.org) with a copy to [ateshome@2scale.org](mailto:ateshome@2scale.org) with a title “**PROPOSAL FOR FACILITATING BUSINESS EVENT IN THE NETHERLANDS FOR 2SCALE2**”

**Note that ONLY the successful vendor will be contacted.**