

Terms of Reference Call for a consultancy firm AgriCord – Masar Ahora program	Title	Call for a consultancy firm for Masar Ahora program To support the development and strengthening of agricultural cooperatives in Morocco and Tunisia by providing tailored capacity-building services, business development support, and advisory on sustainable agricultural practices, with an emphasis on inclusion and resilience.
	Deadline for submitting consultants' proposals	27/01/25

Introduction

AgriCord is a global alliance of 13 agri-agencies mandated by farmers organisations (FOs) with a strategic and historical relationship with Farmers' Organisations in Europe, Canada, Africa, Asia and Latin America. AgriCord puts farmers organisations at the centre in global level actions and implements and co-implements complex multi-country and multi-partner programs.

AgriCord, in partnership with AECID (Agencia Española de Cooperación Internacional para el Desarrollo), seeks to engage a consulting firm to provide capacity building and advisory services to agricultural cooperatives in Morocco and Tunisia. This consultancy forms part of the 'Masar Ahora' program, which aims to strengthen the socioeconomic status and resilience of farmers, with a particular focus on women and youth, through the development of producer organizations. The program aligns with national agricultural strategies and is designed to address critical challenges in rural and agricultural development.

The 'Masar Ahora' program addresses the structural challenges facing the agricultural sectors in Morocco and Tunisia, including climate change, water scarcity, and limited economic opportunities. Farmer cooperatives are recognized as critical actors in improving productivity, fostering sustainable practices, and enhancing market access. However, these organizations often require external support to strengthen their governance, technical capacities, and economic sustainability. This consultancy will contribute to these objectives by identifying and supporting cooperatives with high development potential and focusing on business development, gender and youth inclusion, value chain enhancement, and the delivery of services to members.

Purpose of the Consultant assignment

To support the development and strengthening of agricultural cooperatives in Morocco and Tunisia by providing tailored capacity-building services, business development support, and advisory on sustainable agricultural practices, with an emphasis on inclusion and resilience.

Scope of Work

The consultancy firm will perform the following activities:

1 Inception Phase (Months 1-2)

- Conduct detailed assessments of potential beneficiary cooperatives, including organizational governance, financial management, business models, and inclusion of women and youth.
- Identify cooperatives for support based on predefined criteria and develop a detailed intervention plan.

2 Implementation Phase (Months 3-23)

- Provide tailored capacity-building programs to cooperatives, focusing on governance, financial management, and strategic planning.
- Support cooperatives in developing business plans and accessing markets.
- Promote the inclusion of women and youth in cooperative leadership and operations through targeted training and mentorship programs.
- Support cooperatives on implementing climate sustainable practices, resource efficiency, and climate-resilient agriculture.
- Enhance the cooperatives' value chains, including processing, marketing, and certification of agricultural products.
- Develop and deliver training materials tailored to the needs of cooperatives in Morocco and Tunisia.

3 Monitoring, Evaluation, and Knowledge Sharing

- Implement a robust monitoring and evaluation system to track progress against project objectives.
- Prepare periodic reports documenting achievements, challenges, and lessons learned.
- Develop knowledge products, including case studies, articles, and summaries of best practices, to support broader learning and dissemination.
- Participate in regional workshops and webinars to facilitate peer learning and exchange among cooperatives and stakeholders.

For all the activities, the consultant will receive continuous feedback and supervision from the AgriCord secretariat program management team and the CEO.

Duration and Timeline

The consultancy will run from February 2025 to December 2026 (23 months), including a two-month inception phase.

Timing of the assignment

- ✓ 27/01/2025: deadline for interested consultants to submit a proposal.
- ✓ 30/01/2025: successful candidate will be informed, and contract signed.
- ✓ 01/02/2025 – 31/12/2026: implementation of the consultancy.

Consultant profile

As the geographical focus of the programmes of which implementation the consultant is expected to support is the Maghreb, the consultant is expected to be able to work in that region.

The consulting firm must demonstrate:

- Proven experience in supporting agricultural cooperatives in capacity building, business development, and organizational strengthening.



- Access to networks of agricultural experts and cooperatives in different countries. The firm must demonstrate strong roots in its own country's agricultural organizations and the ability to leverage an extensive network of experts and resources from those organizations. This includes a proven capacity to engage peer-to-peer knowledge exchange programs and mobilize agricultural professionals to support the development and strengthening of cooperatives in Morocco and Tunisia. Organizations with a long-standing tradition of collaboration within agricultural communities and direct ties to established cooperatives will be prioritized.
- Experience implementing projects that include support to farmers' organizations in agroecological practices, value chain development, and climate resilience.
- A strong focus on gender and youth inclusion in agriculture.
- Experience implementing similar projects in other countries.
- Proficiency in English and French; knowledge of Spanish and Arabic is an asset.
- Track record of production of knowledge management products and supporting capitalisation processes
- Good understanding of farmers' organisations structures. Experience of collaboration with agri-agencies is considered an asset.
- Strong written and oral presentation skills, including presentations, reports and proposals (in several languages)
- Capacity to work under pressure and be able to deliver on time respecting strict deadlines.
- Good facilitation and diplomatic skills, good team player but also highly autonomous and capable of organizing and implementing its activities as expected.
- Availability for the full period of the assignment.

Deliverables

1. Inception report, including diagnostics and selected cooperatives.
2. Detailed training and capacity-building plans for cooperatives.
3. Interim and final progress reports.
4. Knowledge products (case studies, articles, and training materials).
5. Final report summarizing results, lessons learned, and recommendations.

Contents of the offer

Questions regarding the Terms of Reference can be sent to AgriCord, to the email address: Marcela.rodriguez@agricord.org Please specify "Consultancy firm for Masar Ahora program" in the email subject line.

Interested candidates should send their offer on the **27th of January 2025 at the latest**, to the same email address with the same specification.

The offer should include the following:

1. A detailed technical proposal outlining the methodology and approach.
2. Evidence of relevant experience and qualifications.
3. CVs of key personnel.
4. A financial proposal, including daily rates and other costs.

Selection of the proposals

Proposals will be evaluated based on:

- Relevant experience and expertise (60%)
- Proposed methodology and approach (20%).
- Financial proposal (20%)

AgriCord is an equal opportunity employer and welcomes the applications of all qualified candidates irrespective of their racial or ethnic origin, opinions or beliefs, gender, sexual orientation, health or disabilities.