

## **TERMS OF REFERENCE (TORs)**

### **CONSULTANCY TO DEVELOP A MULTI-YEAR FUNDING PROPOSAL ON E-COMMERCE FOR THE GHANA COMMODITY EXCHANGE (GCX) AND WORLD FOOD PROGRAMME (WFP)**

#### **Preamble**

The Ghana Commodity Exchange (GCX) and the World Food Programme (WFP) are seeking an experienced Consultant to provide Professional Services to transform a draft programme Proposal into a full Funding Proposal targeting specific funding partners. The draft programme Proposal is aimed at a GCX-WFP potential partnership to expand smallholder e-commerce participation and sales to one million smallholder farmers transacting USD 100 million in annual sales. The GCX and WFP would like to engage development partners, non-profit organisations, private sector companies, regional bodies and the Government of Ghana, to work collectively in building a successful e-commerce platform for smallholders. The Consultant is expected to transform the existing E-Commerce programme proposal into a fully-fledged technical proposal, following a consultative process with key Partners, and to pitch it to pre-identified funding partners/donors.

#### **1.0 Introduction**

Actors in commodity value chains are faced with numerous challenges including payment defaults, lack of standardisation, insufficient or inadequate storage, access to markets and access to finance, etc.. The Ghana Government, development partners, non-profit organisations and private sector companies have designed and implemented interventions to address these issues; however, there has been no massive or noticeable graduation from small-scale status to commercial farming, one of the key ingredients of a green revolution.

#### **The Ghana Commodity Exchange (GCX)**

The GCX is a platform for buying and selling a physical product on spots or forwards or for trading in futures and options contracts for the listed commodities. It is a private company limited by shares, structured as a Public Private Partnership, with the Government of Ghana currently the sole shareholder. Among other things, GCX “acts as a value chain integrator by supporting value chains and structuring them through aggregation, storage, quality management, financing and market linkages”. GCX was piloted as a project since 2015 and fully launched by the President of Ghana in Nov 2018, it is an existing e-commerce platform that however needs support to make it achieve scalability and sustainability (more farmers being e-commerce ready and aware of the benefits of trading through the platform, more buyers buying through the platform, addressing some infrastructure gaps ...).

The GCX provides the following services: secured storage with grain testing and grain quality improvement facilities; provides food safety guarantees; electronic warehouse receipts; price discovery and trade settlement; provides daily commodity prices; secured and reliable delivery of commodities;

capacity building for farmers, traders and market actors; linkages to source grain from wider ECOWAS market; stock balance sheet reporting.

More information can be found at [www.gcx.com.gh](http://www.gcx.com.gh)

### **The World Food programme (WFP)**

WFP is the leading humanitarian organisation delivering food assistance in global emergencies, as well as addressing the root causes of food and nutrition insecurity working with communities to improve nutrition and build resilience. WFP assists 86.7 million people around 83 countries each year. In 2018, WFP purchased 3.6 million metric tons of food, at least three quarters coming from developing countries. WFP has extensive experience connecting over two million smallholder farmers to markets in more than 60 countries through programmes such as Purchase for Progress (P4P), Farmers to Market Alliance and Home-Grown School Feeding. WFP has substantial experience in post-harvest management, supply chain management and planning, using various tools to strengthen national supply chain capacities, local and regional markets and partners in various sectors to achieve a broad range of SDGs. In 2018, out of USD 1.6 billion purchased in food tonnage, USD 31 million derived from smallholder farmers in 29 countries (2 per cent of total food procured). Developing e-commerce platforms for smallholders can contribute towards achieving and also surpassing WFP's own target of procuring 10% of total food from smallholder farmers.

World Food Program's long-term vision in Ghana is more efficient and inclusive food systems, leading to improved food security, reduced stunting and micronutrient deficiencies. The WFP Country Strategic Plan (CSP) –(2019 to 2023) Strategic Outcome two (SO2) aims at making local food systems more efficient, inclusive and resilient by reducing post-harvest losses along the agricultural value chains, improving food safety, quality and efficiency in aggregation and storage practices, linking smallholders to structured markets (food processors and other institutional markets) and strengthening nutrition value chain actors (farmers, aggregators, warehouse operators and local food processors). In order to achieve this vision, WFP works with relevant government ministries, CSOs, the private sector and other UN agencies.

Despite WFP's extensive engagement and expertise in food systems and the agricultural value chain, the successful linking of smallholders to national and international markets requires collaboration with actors across sectors including the private sector, international financial institutions, development partners and the governments. Leveraging on the GCX platform, GCX and WFP could achieve the goal of targeting one million Ghanaian smallholder farmers and transacting USD 1 billion in annual sales. This goal, however, rests on the capacity of GCX and its partners to address gaps along the value chain for effective operationalisation of the e-commerce model. Gaps include strengthening capacity of farmers and their associations to efficiently aggregate and meet quality standards, and access to finance and insurance products; renovating/building and equipping community warehouses and effectively linking them to the network of GCX operated district and regional warehouses; investments in infrastructure,

equipment and technology; policy advocacy and communication; coordination, monitoring and evaluation.

The main goal of the project under development, is to improve the livelihood and income of smallholder farmers while providing employment opportunities to rural youth along the supported and digitally enhanced value chains in Ghana through B2B E-Commerce Platform. This will be achieved through engaging key partners and implementing Country Authorities in addressing the stated gaps over five years (2020-2024).

In order to achieve the above goal, WFP and GCX developed a concept which requires to be expounded farther into a fundable proposal to address challenges identified.

## **2.0 Objective of the assignment**

***The overall objective of this consultancy is to transform the existing E-commerce programme proposal into a fully-fledged funding proposal targeting specific (pre-identified) donors, and to pitch it to pre-identified donors.***

## **3.0 Scope of Work**

The scope of work for the Consultant will include but not be limited to:

- a) Conduct consultative meetings with both GCX and WFP in order to understand their strategic directions, current funding architecture and funding partners, goals and aspirations in relation to Ghana's development agenda (February)
- b) Carry out a comprehensive review of the existing e-commerce programme proposal developed by both GCX and WFP (Draft 1) (February)
- c) Participate in bilateral meetings with 3 strategic ministries (Ministry of Finance, Ministry of Food and Agriculture, and Ministry of Trade) and with key strategic partners (AfDB, IFC, IFAD, Afreximbank, UNIDO, etc.); and in a "Deep-Dive" with AfDB in February; incorporate comments/inputs from bilateral meetings with key strategic partners and the 3 Ministries into the Draft Proposal prior to the larger Partners' Consultation in March (Draft 2) (February)
- d) Identify and conduct scoping and mapping of existing and potential development partners that have the interest and capacity in funding the e-commerce programme proposal and understand their funding appetite, potential funding envelope, requirements and modalities. (he/she will carry out donor intelligence in the area of food systems) (February/March)
- e) Facilitate and/or co-facilitate two consultative meetings in March, one with all partners /stakeholders and another one with potential donors (donor roundtable)
- f) Develop the programme proposal into a fully-fledged and fundable proposal, including the refinement of a realistic budget for each Programme Component and sub-component, targeting the specific pre-identified development partners /donors, and incorporating the comments received during the bilateral meetings and during the larger Partners' Consultation (Draft 3) (March/April)

- g) Develop TORs for a “Resource Mobilization Committee” and a Partners’ Mapping with a related Resource Mobilization Strategy for the Proposal (March/April)

#### **4.0 Deliverables**

The expected outputs for this assignment are

- i. A detailed and well written technical proposal and budget for advancing E-commerce in Ghana linking smallholders to the Ghana Commodity Exchange Platform and its services, completed with all necessary Annexes (Budget for each Component and sub-component, Log frame, Partners mapping, etc.)
- ii. A clear resource mobilization strategy for each of the key identified and prioritized potential funders of the Proposal
- iii. Development of TORs for the “Resource Mobilization Committee”, participate in first round of meetings of the Resource Mobilization Committee, etc.

#### **5.0 Duration of the assignment**

The assignment is expected to be carried out over a period of three calendar months beginning from 1<sup>st</sup> February 2020 and ending on April 30<sup>th</sup>, 2020

#### **6.0 Reporting**

The Consultant will report directly to the Chief Executive officer (CEO) of the GCX and the Country Director of the WFP for overall guidance and direction but will be required to work closely with the technical teams from both GCX and WFP on a day to day basis.

#### **7.0 Facilities to be provided by the Clients (WFP and GCX)**

GCX and WFP will provide the following documents and facilities necessary for the assignment:

- a) The existing draft concept note on the e-commerce (Draft 1)
- b) Background documents and strategic plans for both organisations
- c) Information on existing development partners and areas being funded
- d) Existing e-commerce, structured trade, value chain analysis reports and other relevant literature
- e) Office facilities and transport to key partners and stakeholders

#### **8.0 Required Qualifications and Expertise**

##### **Academic Qualifications:**

- At least a master’s degree in a relevant field in the areas of Agribusiness, Agricultural economics, International trade, and Business administration). A PhD in any of the mentioned areas is an added advantage

### **Experience (Knowledge and skills)**

- Consultant should have at least 10 years' professional experience with a track record in developing successful funding proposals for international organizations, financial institutions, and other private sector entities possibly in the areas of food systems/value chains and structured trading systems and smallholder farmers market access programmes
- Experience in resource mobilization with national and international donors and international financial institutions
- Experience in e-commerce initiatives, rural development, international development, business administration or equivalent; or related areas
- A good understanding of Ghana's development policies/agenda particularly focusing on commodity trade and the agricultural sector
- Demonstrated experience in working with government ministries, departments and agencies, private sector as well as the development partners
- Demonstrated experiences and skills in facilitating stakeholder /working group consultations
- Relevant regional and international experience will be an added advantage
- Knowledge and experience with Commodity Exchanges in Africa will be an advantage
- Ability to work with minimal supervision
- High level of written and communications skills in English

### **9.0 Submission guidelines**

The consultant will be required to submit a technical and financial proposal to GCX ([bryanne@gcx.com.gh](mailto:bryanne@gcx.com.gh)) and to WFP ([Alessia.Decaterina@wfp.org](mailto:Alessia.Decaterina@wfp.org)) by 15<sup>th</sup> January 2020. The proposal should include a detailed CV or profile indicating clearly relevant assignments and accomplishments made in the recent past.