Terms of Reference (TOR) for engagement of web-based indicator library service provider

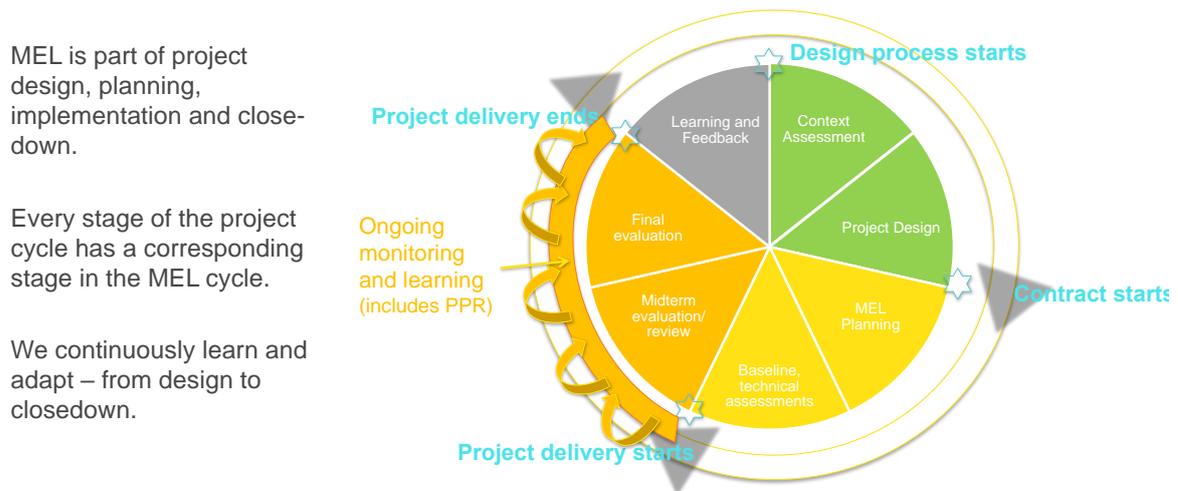**Monitoring, Evaluation and Learning (MEL) at Farm Africa**

1.0 Background

1.1 About Farm Africa
Farm Africa is an innovative charity that reduces poverty in rural eastern Africa by helping farmers grow more, sell more and sell for more: we help farmers to not only boost yields, but also gain access to markets, and add value to their produce. We work across Ethiopia, Kenya, Tanzania and Uganda. We place a high priority on environmental sustainability and develop approaches that help farmers to improve their yields and incomes without degrading their natural resources. Our programmes vary hugely, ranging from helping crops farmers to boost harvests, livestock keepers to improve animal health, and forest coffee growers to reach export markets, but core to all of them is a focus on the financial sustainability of the farmers' businesses and environmental sustainability.

1.2 MEL at Farm Africa
Farm Africa has a MEL system that is embedded within the whole project cycle, see Figure 1.

Figure 1: MEL throughout the Farm Africa project lifecycle

MEL is part of project design, planning, implementation and close-down.

Every stage of the project cycle has a corresponding stage in the MEL cycle.

We continuously learn and adapt – from design to closedown.

We rely on indicators to indicate progress at the output, outcome and impact levels for each of our approaches: Agriculture, Business, and the Environment. Aside from these three approaches, we use indicators to track progress on Gender, Nutrition, Resilience, as well as other themes. Data is collected against indicators and reported at various stages throughout the project lifecycle.

2.0 Purpose of the TOR:
Farm Africa wishes to engage the services of a web-based 'indicator library' (hereon in: 'library' or 'platform') service provider. This provider will offer a platform that categorises and stores Farm Africa standard indicators in a way that is accessible to all Farm Africa staff. The indicator library will lead to a more efficient indicator-selection process, a more uniform use of indicators

across Farm Africa projects, and a heightened understanding of indicator definitions and data collection procedures leading to better-quality data collected.

- It is essential that the service provider is able to support in the set-up process in a practical sense, ie advice for design and library format.
- It is desirable, but not essential, that any service provider can give technical support on indicators and data collection procedures to include i.e. library content.

2.1 Specific objectives/outcomes for the indicator library service provider

2.1.1
The MEL team at Farm Africa require a web-based platform that is flexible and easy to populate with Farm Africa standard indicators. Importantly, we require the ability to categorise indicators under Farm Africa approaches and other themes. The ability to denote indicators as output, outcome and impact, as per Farm Africa definitions, is essential. These two methods of categorisation – by thematic area and by indicator level – should allow for the interactive use of this web-based indicator library ie filter options or use of tags for the quick search function.

For project design*:* a 'one-stop-shop' indicator library with a filter or 'tagged' options for indicator theme, and output, outcome, and impact level indicators. The library should allow for inclusion of Farm Africa guidance as to the most appropriate context in which to use each indicator. This should lead to more efficient, and standardised indicator selection across Farm Africa projects at the design stage.

For MEL planning at a project level*:* The library should allow for Farm Africa guidance on the most appropriate tools, conditions and timings for data collection against each indicator. Units and more detailed definitions should sit logically under each indicator. This will lead to an increase in the quality of data collected.

For library design and use: The creation and ongoing editing of the library should be user-friendly and flexible to accommodate the Farm Africa MEL process. There should be restrictions on users able to edit the library ie admin users. The ability to edit should be password protected at a minimum. Non-admin users could ideally leave comments, tips and feedback for each individual indicator (which an admin user could remove if necessary). The library itself should be visible to Farm Africa staff at a minimum and should remain hidden from the general public unless admin users select otherwise.

For project-level and wider sector learning*:* as far as possible, Farm Africa wants to contribute to sector-wide learning. Collecting data against recognised indicators is one way we can do this. We, therefore, require the inclusion of internationally recognised or suggested indicators into the Farm Africa library where appropriate.

Any content entered into this Farm Africa indicator library will remain the intellectual property of Farm Africa and not of the site hosting the library.

2.1.2 Project Timings

Farm Africa wishes to begin the creation of the indicator library by mid-November. The internal launch of the indicator library would be the first week of February 2019. Additions to the library will be ongoing past February, as and when new indicators are selected as standard and added.

2.2 Deliverables
- Provision of a web-based platform; creating an indicator library that is flexible in its design and provides solutions to the above demands.

- Training and support to Farm Africa MEL staff in the creation of the library. In particular, advice from previous experiences of setting up and ongoing use of this web-based system is requested.
- Support on selecting the most appropriate indicators against Farm Africa approaches and supporting themes is desirable, but not essential. This could include advice on indicators that have proved successful in the rural eastern African contexts that we work in. Similarly, knowledge of indicators used by other organisations and/or are recognised by the international development community is a bonus.
- Ongoing support in the face of Farm Africa queries and platform/website irregularities.

3.0 Qualifications and required competencies

Farm Africa welcomes individuals and/or companies with relevant experience to come forward.

We ask that the following is returned to us by 5 pm (BST), Sunday 14 October 2018. Later applications may still be considered but we cannot guarantee this in any way. Please use the Technical and financial proposal, held on Farm Africa's tender page, to complete the application. Please send completed applications to eleanorh@farmafrica.org and benr@farmafrica.org.

Thank you

About Farm Africa

Investing in smallholder farming is the number one way to combat poverty in rural Africa. Farm Africa is a leading NGO specialising in growing agriculture, protecting the environment and developing businesses in rural Africa.

AGRICULTURE Developing agricultural expertise for long-term change.

ENVIRONMENT Safeguarding the environment for years to come.

BUSINESS Boosting business to drive prosperity.

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