

Market consultation

System mapping and design plan for interventions that positively impact more economic activities on circularity for packaging in the agro-food and flower value chains in Kenya whilst leading to sustainable creation of decent jobs (PST22KE01).

Organisation: The Netherlands Enterprise Agency (RVO)

The Netherlands Enterprise Agency (**in Dutch: Rijksdienst voor Ondernemend Nederland, RVO**) supports private and public organizations with funding, international business partners, knowledge, and regulations.

More information about RVO can be found on: www.rvo.nl and <http://english.rvo.nl/>.

This specific assignment has been commissioned by the Embassy of the Netherlands in Nairobi in cooperation with the Private Sector Development (PSD) coach for Kenya from RVO. The PSD team is part of the International Development department of the Netherlands Enterprise Agency and is commissioned by the Ministry of Foreign Affairs of the Netherlands. Through private sector development, the PSD team aims to support inclusive economic development in developing countries, by strengthen the several aspects of a good business climate. The PSD coach develops interventions in cooperation with the embassy for the economic, social and environmental sustainability of SMEs in developing countries, by helping them to export to Europe and regional markets.

Purpose of the market consultation

The purpose of the market consultation is to identify and assess interest of experts available in Kenya who are able to carry out this assignment. We would also like to verify whether the assignment is clear as the approach is rather new.

Extent and duration

The project will start as soon as the tendering procedure has finished (indication April 2022) until July 2022.

Budget indication

The maximum budget is € 40.000,- including Dutch VAT, local taxes and travel costs.

Purpose of the project

The ambition of the assignment is to contribute to the transition to a sustainable packaging oriented agro-food and flower sector in Kenya. The key driver of this sustainable transition will be the shift from expensive imports towards local alternatives, which will result in sustainability and economic gains for the sector as well as more local employment opportunities (more, rewarding and future-proof work). The assignment will focus on a cross section of value chains; targeting export markets and local ones, formal and informal, frontrunners and mainstream entrepreneurs.

The approach followed is based on systems thinking in which two phases are foreseen: phase 1 for a systems mapping and phase 2 for a design of interventions. These interventions are based on leverage points within the system. Important aspects are: profound consultation of local stakeholders, their challenges and opportunities and clear added value of the new interventions to existing programmes. Within this approach the consultant is in the lead, but actively engages the so-called PADEO team consisting of the embassy, RVO and Ministry of Foreign Affairs. Nb. The consultant does not have to be a systems approach expert; there will be an external expert who will give guidance on the approach.

For this specific assignment, the consultant will play a central role, identifying the needs of actors in the agro-food and flower value chains regarding sustainable packaging and possible solutions for these needs, and bringing in a network and inside knowledge on these sectors and its stakeholders. In phase 1 of this assignment the consultant will map the root causes of underperformance within

the market system to address economic growth deficits in this regard. This will be partly desk research and through direct contacts and field visits. Next in phase 2, the consultant will take the lead in the discussion on possible interventions.

Main activities

Phase 1:

1. Concise review of existing literature: What information is already there, and possible successful and unsuccessful interventions of the past? Gathering and structuring information from existing studies conducted both by the embassy and other partners.
2. Conducting desk research and field research, in contact with public and private stakeholders, providing information on the structure of the agro-food and flower value chains, sustainability in packaging (facts and actors). A concise mapping of successful and unsuccessful interventions and business initiatives both in Kenya and other relevant countries such as South Africa on frameworks and incentives for sustainable packaging. An overview of (planned and/or ongoing) circular activities in Kenya in packaging within the selected agricultural value chains that are of interest for the Netherlands linking to job creation, circularity and economic growth.
3. Deliver the concise input for Metabolic resulting in a system mapping. And organize three local workshops to determine the system, actors and focus, using workshop formats and guidance of Metabolic.

Phase 2:

1. Discuss with the identified relevant public and private stakeholders and team the findings of the system mapping resulting in a choice for the system and several options for interventions.
2. Establish where Dutch expertise is needed and find out if the expertise is available to engage with Kenyan stakeholders on the identified leverage points where most impact can be generated.
3. Discuss concrete options for potential interventions. For the suggested interventions, specific focus should lie on how best to achieve impact by collaborating with existing interventions by other donors, companies, Dutch added value, potential to provide added value for local changemakers and upscale existing initiatives and on the role the (Dutch) private sector.
4. Define at least three concrete business opportunities that could make use of Dutch knowledge and technologies, including an overview of the relevant Dutch expertise/supply that Dutch companies offer. The opportunities must complement each other in such a way that potential project, program or business opportunity reinforces and builds on another; together addressing the transition to a circular economy on a (eco)systemic level rather than stand-alone interventions.
5. Write a design report; the report's findings need to be based on findings from the workshops, focus group discussions, literature review, field research, etc.
6. Interact with the PADEO team and embassy representatives on the findings and if needed with Metabolic.

Required/Preferred skills and experience

The following expertise is required/preferred from interested parties:

- Has a demonstrated network in and extensive knowledge of the Kenyan agro-food and flower value chains, which can be used for the benefit of this assignment.
- Has experience with working with entrepreneurs in the Kenyan agro-food and flower value chains and excellent ability to understand their business challenges and opportunities, which is key for this assignment.
- Besides knowledge of the Kenyan context of sustainable packaging, we also value knowledge on developments in other African countries.
- We need a critical thinker with a good understanding of the different angles of this system; its markets, complexity, public and private stakeholders.

- The consultant should be able to advise the PADEO team on the root causes of persistent problems within the system, based on the input of local stakeholders, related to aspects of economic growth and circularity opportunities.
- Has knowledge of the type of activities international companies, donors, or NGO's carry out and able to define lessons learned.
- As the foreseen approach is very much relying on co-creation with the relevant actors within the system, we also need expertise in communication and process facilitation, i.e. convening and leading multi-stakeholder workshops and making sure the input of all stakeholders is considered.
- As mentioned earlier in this document, a systems thinking consultant (Metabolic) will support the consultant with applying a systems approach. The willingness to closely collaborate with Metabolic is therefore key. Knowledge of and/or experience with systems thinking is preferable but not a requirement.

Application procedure

Interested companies / consultants are invited to respond if they are interested to Ms. R. Teubel by e-mail roos.teubel@rvo.nl with a copy to Ms. A. van Beuzekom, Ariane.vanbeuzekom@rvo.nl.

Please include your company information, address and your curriculum vitae (CV). We would also like to hear whether the assignment is clear as the approach is rather new.

Based on the market consultation, RVO can decide to start a procurement procedure. Interested companies/consultants can be invited to this procedure. Your response to this market consultation does not mean you have the right to be invited to this procurement procedure. In case of a follow-up process, no distinction will be made between parties that have or have not participated in the market consultation.

The deadline for responding to this notification is set at **14th of March 2022, 12.00 am CET**.

Yours sincerely,

Roos Teubel
Public Procurement Consultant

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Procurement Office
Ministry of Economic Affairs and Climate Policy
Netherlands Enterprise Agency