

Market orientation

IUC Nr: 202404019

Organisation: The Netherlands Enterprise Agency, part of the Netherlands Ministry of Economic Affairs and Climate Policy

Netherlands Enterprise Agency

The Netherlands Enterprise Agency (in Dutch: Rijksdienst voor Ondernemend Nederland, RVO) supports projects and collaborations that help create:

- A more stable business environment and solid entrepreneurship;
- More sustainable value chains;
- Better employment opportunities, especially for young people;
- Business process innovation (digitalisation);
- Sustainable trade and investment by Dutch companies in international markets; and
- Opportunities for companies to export to Europe and other regions.

More information about RVO can be found on: www.rvo.nl and <http://english.rvo.nl/> and [http://english.rvo.nl/ and Developing a strong and sustainable private sector \(rvo.nl\)](http://english.rvo.nl/and-developing-a-strong-and-sustainable-private-sector/rvo.nl)

Centre for the Promotion of Imports, CBI

The Centre for the Promotion of Imports from developing countries (CBI) is a department of RVO. CBI is recognized worldwide as a leading expert in export development. CBI supports the transition towards inclusive and sustainable economies. CBI focuses on transitions in targeted export sectors in least developed and lower- and middle-income countries, working towards becoming more inclusive and sustainable. CBI has a bottom-up approach, starting from the perspective of local small and medium-sized enterprises (SMEs), strengthening their competitive position on European and regional (niche / value added) markets for products and services with positive economic, social and environmental impact. CBI operates as a facilitator, broker and partner on multiple levels. CBI carries out multiple (mostly 4-6) year projects in selected value chains in developing countries, targeting in an integrated manner SME exporters, their supporters and influencers such as Business Support Organisations (BSOs), private service providers and government authorities, and European and regional importers. CBI projects promote compliance to Corporate Social Responsibility (CSR) principles.

Herewith, CBI aims to:

- Promote and create decent jobs. CBI pays special attention to women and youth. CBI supports women in management positions and women entrepreneurs.
- Stimulate sustainable trade and production.

We also work on well-functioning support services, facilitating rules and regulations, and effective sector alignment. These are essential for the success of SMEs.

Priority Corporate Social Responsibility (CSR) themes in our projects are decent work, gender, youth and climate.

We contribute directly to the following [Sustainable Development Goals](#) (SDGs):

- 5. Gender equality
- 8. Decent work and economic growth
- 12. Responsible consumption and production
- 17. Partnerships for the goals

More information about CBI can be found on: www.cbi.eu.

Purpose of the notification

To implement the above described CSR trajectory, CBI is looking for a qualified CSR expert in Kenya. The purpose of the market consultation is: to select 3 to 5 qualified consultants who are interested in submitting an offer for the position of CSR expert in the CBI Project Edible Nuts (Macadamia).

Extent and duration

The project already started in 2021 and will last until December 2026. The assignment at hand will take place approximately from August 2024 up to December 2026, but will start as soon as the contract is signed.

Budget indication

Maximum budget indication is **€ 100,000** excluding Dutch VAT and including local taxes and travel costs.

Purpose of the project

The overall purpose of this project is to contribute to a coordinated, transparent, and competitive macadamia sector in Kenya that creates (more) value for all actors, specifically farming communities. The EU market for macadamia nut kernels is growing and offers opportunities for increased export from Kenya. The limiting factor regarding export increase is mainly in the local supply chain: the low supply of NIS (Nuts-in-shell, raw nuts) both in quantity and quality to the Kenyan nut processing industry. In 2009 the Kenyan government decided to impose a ban on the exports of NIS. This decision is a point of discussion in the industry. Where processors are in favour, farmer groups question the ban as they feel it makes them too dependent on the local processors which makes them fear not being able to obtain the best price possible for their nuts. The challenge for the Kenyan government is to accommodate the interests from the various stakeholder groups, farmers and processors and traders. The challenge for processors is to increase their competitive position on international exporting markets and on the internal purchasing market.

Programme implementation started in December 2021, and the end date is foreseen for December 2026. By the end of 2023 Phase 2 of the programme was designed, in which the key focus of the programme was further defined. For CBI's Macadamia project in Kenya the central sustainability challenge is the low socio-economic status of macadamia smallholders, who reap low benefits from (quality) macadamia farming. This is aggravated by a disconnected and uncoordinated sector leading to low quality and quantity nuts. To overcome the Sustainability Challenge and contribute towards the vision for the sector, the project is built on four different pathways:

1. Sector coordination

Integration of and representation of all relevant actors in the Ambition Groups.

(Export) Enabling institutions have capacity to offer required services. A joint vision and actionable strategy is developed and implemented. This includes a shared sector vision, definition of roles & responsibilities and commitment from all stakeholders. For all stakeholder groups (producers, aggregators and processors), business cases are identified and tested (pilots). An effective organisation is in place functioning as a Macadamia Umbrella Organisation.

Experiences and conclusions of the piloted innovations are fed into the different fora for collaboration.

2. Pilot innovations for an improved service offer and increase accountability for stronger and more equal relations

Specific pilots are designed to explore better ways for processors of dealing with the numerous supplying smallholder farmers in an effective and efficient manner. This should lead to stronger position of the farmer, and a more equal relation between farmer and processor. Possibly digital solutions such as farmer databases by processors. Results (added value) for both farmers and processors are to be monitored.

Tested models and best practices can be scaled and applied by all processors working directly with farmers.

3. Pilot innovations to increase accountability & improve services of aggregators

Specific innovations are designed to explore ways to improve the service offer by and accountability of aggregators. Similar to pathway 3, these pilots will also work towards a more equal position of actors in the value chain, with the end-goal of strengthening the position of the farmer. Possible solutions are the development of a Code of Conduct for aggregators and regulation of the aggregators.

4. Supply chain responsible and internationally competitive processors

Processors are willing and capable to invest in pilot innovations towards more transparent and mutually beneficial relations in their supply chain. Improved traceability, higher volumes and more consistent quality in combination with export competency enables processors are capable to comply with buyer requirements and acquiring orders. Whereas responsible supply chain management is at the core, there will also be attention to other (company specific) CSR practices, including attention for the needs of young employees (e.g. upward mobility) and female employees (e.g. awareness on harassment policies).

CSR trajectory

The CSR trajectory falls under pathway 4, but can also provide input for the pilots under pathway 2 and 3.

CBI is well aware of the broadly shared concern about the possible economic, social and environmental trade-offs of trade and consumption, and has adapted processes and reformulated its mission. From contributing to export growth for the purpose of economic growth (growth in prosperity), CBI is moving to support the transition towards inclusive and sustainable economies via trade of niche/value-added products and services. Contributing to the UN Sustainable Development Goals (SDGs) forms the basis of this mission. The SMEs CBI works with can make an important contribution to this overall goal. CBI, therefore, supports them via the enhancement of their Corporate Social Responsibility (CSR) processes.

CBI's CSR Assessment Tool (CCAT) is one of the tools used by CBI to drive and monitor progress in the area of CSR of (future) exporting SMEs that participate in CBI's Business Export Coaching projects. The tool allows CBI to set a baseline and monitor progress on specific CSR topics or clusters and CSR in general. Progress made can be realised or attributed to other CSR activities or coaching part of CBI projects, actions of the organisation itself, CSR certification, use of CBI's CSR Roadmap or others.

The CCAT can be seen as a 'process starter'. The first outcomes of the CCAT generate a CSR baseline per participating processors/exporter. This baseline, in combination with the specific aim and context of the CBI project and the ambitions or preferences of the company itself, creates insights into CSR areas where growth is required or desired. It provides avenues or opportunities for growth. Growth can be realised via other (CBI) tools and activities. The CCAT is therefore linked to other CBI instruments which can create such growth (CBI's CSR Roadmap and CBI's Certification Matrix).

The CSR Roadmap is a tool to guide companies towards a focused CSR plan. The tool supports companies in selecting relevant topics and making a company self-assessment on those topics. It also helps companies to identify short-term risks and opportunities and provides a ready-to-print poster to share their CSR plan and activities with stakeholders and employees.

Goals and deliverables

The goal of the assignment is to execute the CSR trajectory for 15 companies participating in the CBI Kenya Macadamia programme, resulting in the improvement of their CSR practices and results. In addition, the CSR trajectory is expected to contribute to broader sectoral change towards a more sustainable and inclusive macadamia sector in Kenya.

The following results need to be achieved during the assignment:

1. Execution of the CCAT baseline (Q3 2024) and endline (Q2/ Q3 2026) at the 15 participating macadamia processors;
2. Supporting the 15 participating macadamia processors in the implementation of the CBI CSR Roadmap;
3. Providing support to the 15 participating companies (on site and online, individual and group) in following up on the actions identified during the CCAT and CSR Roadmap;
4. Contributing to development of the macadamia sector on relevant CSR topics

Required skills/ Experience

CBI is searching for a consultant with knowledge of CSR that offers:

- Extensive experience with coaching SMEs on CSR topics in Kenya,; with a minimum of 3 years of experience in this field
- Fluency (C1) and/or native speaker in spoken and written English and Swahili
- Ability to be in Nairobi within 4 hours
- Demonstrable affinity with private sector development and SMEs in relevant sectors, especially with regard to global value chains and international trade.
- CSR consultant/auditor or proven track record in (social) auditing (e.g. Fairtrade, SA8000, Rainforest Alliance, ETI etc.).
- Experience in working with national and international labor law(s) (National Labor Law, ILO Conventions, OECD Guidelines for Multinational Enterprises).
- Experience in working with specific CSR topics such as Decent Work, Gender, Climate, Environment, Living Wage, and Occupational Health and Safety, among others.
- No affiliation with or involvement in any of the participating SMEs (both financial and non-financial)
- Ability to work independently in a multidisciplinary and multi-cultural environment;
- Experience with conducting structured and non-structured interviews
- Basic computer literacy and reporting skills (MS Office, Internet)

Application

You can show your interest in this procurement procedure by sending an email to Ms Gülce Yigit gulce.yigit@rvo.nl with your company details, confirmation of interest, and a response to the question below. The purpose of this Market orientation is to identify interest of experts available and to assess their ability to carry out this assignment.

Based on the market orientation, RVO can decide to start a procurement procedure. Interested companies/consultants can be invited to this procedure. Your response to this market orientation does not mean you have the right to be invited to this procurement procedure.

Selection will be done based on your response to below question and your CV.

Name interested party:	
Name contact person and function:	
Phone number contact person:	
E-mail contact person:	
Visiting address:	
Mailing address:	
Relevant Experience	Please describe, based on your previous experiences, how you fit the requested requirements. (max 1A4*)
CV	Please add your curriculum vitae (CV) (max 3A4*)

* Please keep the maximum amount of A4 pages in mind. If your answer contains more than the indicated maximum, the excess will not be read.

If you do not meet the requirements but you know a company or consultant that does, please be free to share this document with them.

Deadline

The deadline for responding to this market consultation is set at **17th of July 2024 by 1PM CEST.**

Yours sincerely,

Gulce Yigit
Procurement Consultant

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