



Selection Guidelines

IDH Farmer Data Collection Service Provision

30th July 2025



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transforming markets



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1. Introduction

Stichting IDH (“IDH”), transforms markets by enabling people in business, investment and government to reshape agricultural value chains—creating better jobs, better incomes, resilient environmental systems and gender equality for all. We achieve this by convening, co-creating and co-financing inclusive, sustainable solutions that deliver value for both people and the planet. IDH accelerates and up-scales sustainable trade by building impact-oriented coalitions of front-running companies, civil-society organizations, governments, knowledge institutions and other stakeholders across multiple commodity sectors. Through these coalitions, we align interests, expertise and resources to design and implement sustainability-focused programs in both international and domestic markets. By jointly formulating strategic intervention plans and co-investing with partners, we generate public goods and drive systemic market transformation.

Our 2026–2030 strategy deepens this commitment to market transformation by embedding systems change as a core objective—emphasizing local ownership, adaptive learning and behavioural change to deliver long-term impact. We will focus on achieving Better Jobs, Better Incomes and A Better Environment, underpinned by gender equality and an unwavering commitment to equity, resilience and system change. In line with this new strategic direction, IDH seeks to scale our transformative impact beyond individual projects by using evidence to inform cluster-level programming, convening multi-stakeholder platforms, and catalysing inclusive business-model transformation across commodity landscapes.

These **Selection Guidelines** are for the restricted tender procedure (this “**tender procedure**”) for the Framework Agreement (the “**Contract**”) **for selecting data collection partners to work with IDH over the next four years (2026–2030), in alignment with IDH's new multi-year strategy.** This tender procedure covers IDH's data collection needs in Africa.

The selected service provider(s) will be responsible for conducting standardised data collection from smallholder farmers (“SHFs”) in support of IDH's business engagement with agribusinesses. As IDH transitions into a new generation of data partnerships, these Selection Guidelines reflect an evolved vision for data collection that emphasises not only methodological rigor but also resource efficiency, scalability, and reusability across programs, partners, and geographies. IDH seeks a partner that can ensure high-quality, ethically sourced, and interoperable datasets that supports inclusive and climate-resilient business models. Moreover, the data collected will be leveraged not only for individual intervention design but also for performance monitoring across IDH's impact clusters and for shaping collective learning agendas in collaboration with public and private partners. The



selected service provider will contribute to building a more harmonised data ecosystem that reduces farmer fatigue and duplication, strengthens regional insight generation across multiple value chains and stakeholders, and supports a culture of feedback and transparency with data users and providers alike.

These Selection Guidelines invite Interested Parties to demonstrate how their approach to data collection, management, and analysis aligns with IDH's goals of accountability, innovation, and impact through collective learning. Interested Parties are encouraged to present strategies that contribute to adaptive management, local ecosystem strengthening, and alignment with IDH's ambition to use data as a public good where feasible.

This tender procedure is subject to the Dutch Procurement Law 2012 (Aanbestedingswet 2012 or "Aw **2012**"), and more specifically to the provision regarding the restricted tender procedure ('*niet openbare procedure*'). (Article 2.27), and the Directive 2014/24/EU.

This tender procedure consists of two phases (the (i) **Selection Phase** and (ii) the **Tender Phase** after which the Contract will be awarded. Parties interested in participating must submit a **Request to Participate** (*verzoek tot deelname*) together with their Technical Proposal within the timeframe as mentioned under 'Timeline'. Only those who have submitted a valid request and are shortlisted during the Selection Phase will receive the Tender Guidelines for the second phase.

These Selection Guidelines do not cover the entire tender procedure, but they cover the period from the publication of the Selection Guidelines on TenderNed to the invitation of the selected Interested Parties (as defined below) to the tender. For the next phase of this tender procedure (the Tender Phase), Tender Guidelines will be provided. Publication of this document is at the current moment foreseen on 13 October 2025.

IDH reserves the right to update, change, correct, extend, postpone, withdraw, or suspend these Selection Guidelines or any subsequent document related to this tender procedure, the time schedule, or any decision regarding the selection or Contract award. Additionally, IDH reserves the right to make any decision subject to conditions which may follow from, amongst others: a complaint of a third party, a ruling by the '*Autoriteit Consument en Markt*', an advice from the '*Commissie van Aanbestedingsexperts*', a notice or decision by the European Commission, a court judgement, or an instruction by the European Investment Bank (EIB). Also, the decision(s) can be a consequence of any other matter which may influence the feasibility of the project in a negative matter, financially or otherwise. IDH reserves the right to exclude an Interested Party from this tender procedure in the event of a possible and/or suspected risk of distorted competition and/or in the event the level playing field between Interested Parties may be compromised. IDH reserves the right to suspend or annul this tender procedure at any moment in time. (Potential) Interested Parties cannot claim compensation



from IDH, any affiliated persons or entities, in any way, in case any of the afore-mentioned situations occur.

By submitting a Technical Proposal (as defined below), the Interested Party accepts all terms and reservations made in these Selection Guidelines, including its annexes as well as any clarifications or addenda issued prior to the submission deadline and any subsequent information and documentation in this tender procedure.

2. Definitions

Assignment	The assignment as described in the Assignment Section of these Selection Guidelines
Contract	The agreement between IDH and selected Service Provider(s) to be signed upon awarding of the Assignment, also referred to as the Letter of Assignment, or LoA, or (Framework) Agreement.



Service Provider(s)	The Interested Party(s) who has/have been awarded the Contract by IDH at the end of this tender procedure, based on the most economically advantageous offer.
ESPD-form (in Dutch ‘formulier UEA’)	The European Single Procurement Document (ESPD) form – is the European standard form that is used for tender procedures. The ESPD form is a declaration by the Interested Parties about its financial condition, ability, and suitability for the purpose of this tender procedure.
Grounds for Exclusion	As described in Annex 10 Statement on Grounds of Exclusion and Annex 10 Grounds for Exclusion of these Selection Guidelines.
IDH	Stichting IDH, the contracting authority.
Interested Party	Any company or consortium that has requested to participate in this tender procedure by submitting questions and/or a Technical Proposal in response to and in accordance with these Selection Guidelines.
Technical Proposal	Technical Proposal submitted by the Interested Party to IDH in response to these Selection Guidelines which includes the Financial Offer.
Selection Guidelines	This document outlines the requirements for the Selection Phase of this tender procedure.
Selection Phase (“Phase 1”)	The first phase of this tender procedure, which aims to shortlist a minimum of five (5) Interested Parties and invite to participate in the Tender Phase, in accordance with Dutch Procurement Act 2012.
Tender Guidelines	The document that will be published at the start of the Tender Phase will support the selection of the Service Provider(s).
Tender Phase (“Phase 2”)	The second and last phase of this tender procedure, which aims to award the Assignment to the selected Service Provider.



3. Background

IDH's mission is to foster sustainable, inclusive, and commercially viable smallholder markets. SHFs face challenges, such as limited access to inputs, markets, finance, and information which hinder sustainable livelihoods and resilience. Despite widespread awareness of these issues, data on the impact of interventions remains scarce, fragmented, and often lacking in quality and comparability.

Through its Intelligence and Business Analytics initiative, IDH offers data-driven solutions in two main areas:

1. **Inclusive Business Analytics (IBAs):** Enhancing the financial and impact performance of agri-food companies servicing or sourcing from smallholders
2. **Insights Generation:** Providing evidence-based guidance to inform investments in inclusive smallholder markets and to enable cross-portfolio learning across IDH's program clusters.

Leveraging farm-level data, these solutions inform the design of technical assistance and other investments supported by IDH. More information can be found in this [report](#): The power of Farm Data and Partnerships and on [Farmfit Insights Hub](#). The data to be collected include topics such as:

- Farmer and household information
- Farm characteristics and agricultural practices
- Farmer living income and wage disparities
- Financial access and income from farm and off-farm activities
- Climate resilience and adaptive practices
- Gender dynamics in household and farm decision-making
- Access to services and technologies
- Digital inclusion and technological capacity
- Farmers' perceptions of their relationships with companies and service providers
- Youth engagement in agricultural activities and value chains

For a complete overview of the data points collected in past projects—many of which will be reused or adapted for this assignment—please consult the IDH [Farmer Survey Question Library](#).



The data collected in this assignment will serve as baseline information for a portfolio of programs designed to transform Africa's food systems. These programs are implemented in partnership with food companies, governments, and civil society organizations, and focus on scaling climate-resilient production among, while fostering the meaningful inclusion of women and youth in agricultural value chains. Furthermore, collected data will contribute to IDH's monitoring of progress against its 2026–2030 KPIs, particularly those related to inclusive markets, farmer impacts, responsible business practices, and data-driven decision-making. This data will also inform adaptive management processes, enabling IDH and partners to adjust programming in real-time and generate insights applicable across geographies and sectors.

IDH is currently targeting data collection across multiple countries: Cote d'Ivoire, Tanzania, Kenya, Ethiopia, Ghana, Nigeria, South Africa, and Rwanda. Commodities covered may include, but are not limited to, maize, soybean, sunflower, rice, cassava, pulses, other grains, horticultural crops, and spices. *Please see Geographies and commodities of focus section below for a full overview of IDH's global commodity and country foci.*

Aligned with IDH's strategic shift toward reusable and interoperable datasets, this assignment aims to reduce farmer fatigue, minimize duplicative efforts, and enable cross-project benchmarking and triangulation. This contributes to IDH's broader ambition of building a harmonized data ecosystem that serves both public and private actors as a public good.

To uphold this vision, data collection will follow a modular survey design, structured around IDH's centralized Question Library and tailored intake forms. This approach ensures consistency in core indicators while allowing flexibility to adapt to specific country, commodity, and cultural contexts.

IDH recognizes that no single service provider may possess the full range of data collection capabilities. Therefore, Interested Parties are welcome to apply individually or as part of a consortium, bringing complementary strengths across different tools and methodologies. In the case of consortia, Interested Parties must clearly indicate whether they will form a consortium with joint and several liability, with all members signing the contract with IDH, or designate a lead organisation acting as the main contractor, with the others as subcontractors. In the latter case, the main contractor shall be the sole point of contact for IDH and will bear full responsibility for the performance and compliance of all subcontracted parties.

IDH encourages proposals that demonstrate clear expertise in one or more of the following approaches, as relevant to the context and use case:



- In-person digital survey enumeration
- Mobile phone-based surveying (e.g., CATI)
- Self-administered tools (e.g., SMS, WhatsApp, IVR)
- Integration with farm or company management systems
- Remote sensing and geospatial verification where applicable

Regardless of the tools employed, all providers are expected to ensure real-time quality control, apply scripted data cleaning protocols (e.g., in R or Python), enable interactive dashboarding, support enumerator supervision, and follow robust version-controlled documentation practices.

As IDH is headquartered in the European Union, all data collection activities must comply with the General Data Protection Regulation (GDPR). The service provider will act as a data processor on behalf of IDH and must implement appropriate technical and organizational safeguards to protect personal data. This includes secure digital tools, clear and documented informed consent processes, anonymization of sensitive information, and support for data subject rights. In addition to complying with GDPR, the provider must adhere to local data protection laws in the countries where data is collected. The partner must be capable of facilitating a lawful, secure, and transparent approach to data management from field collection through to delivery and storage.

IDH is seeking a partner capable of delivering not just high-quality field data but also methodological refinement, sector learning contributions, and robust documentation practices to enable sustainable, ethical, and compliant data ecosystems. Preference will be given to providers who demonstrate how their approaches contribute to regional capacity strengthening, foster data feedback loops with agri-business, financial institutions, government, and other actors affecting farmers ecosystems, and align with IDH's ambition to scale inclusive business models through strategic insight.

4. Assignment

The engagement will produce a comprehensive, multi-company dataset on smallholder farmers—capturing resilience, income, agronomic practices, access to services, and gender dynamics—to inform IDH's IBAs, intervention design, and monitoring, evaluation, and learning ("MEL") activities. This tender procedure will lead to a framework agreement, covering four years. Within these four years, the selected company or consortium will, upon request of IDH, conduct annual SHF surveys on a case-by-case basis, sampling 300–400 farmers per assignment. Surveys can cover one or multiple agricultural commodities and will take place in



regions where one or more participating companies operate—as buyers or service providers. For this assignment, all data-collection assignments will occur across the African continent, in the countries specified under the geographies outlined in these Selection Guidelines.

The Interested Party's proposal must demonstrate how it will adapt IDH's standardized Farmer Survey Methodology—anchored in our centralized Question Library and modular design—to coordinate data collection on behalf of a consortium of companies. The Technical Proposal should explain how the Interested Party will:

1. **Maintain representativeness and efficiency:** Design a sampling strategy that accurately reflects the overall farming population and key sub-groups (by geography, gender, age, digital access, and farm typology), while minimizing duplicate field visits across companies.
2. **Ensure data quality and ethics:** Pilot and refine the survey instrument for linguistic and cultural appropriateness, train and supervise enumerators on both technical and ethical standards (including informed consent and privacy), and apply real-time validation checks in the field.
3. **Deliver clean, interoperable data:** Provide fully anonymised, de-duplicated datasets in machine-readable formats (CSV/XLSX), complete with version-controlled cleaning scripts or code (R or Python), an annotated cleaning log, and the original XLSForm if digital collection is used.
4. **Embed intersectional learning:** Integrate behavioural and perception indicators and disaggregate results by gender, age, digital access, and other relevant dimensions to support IDH's MEL and systems-level insights.
5. **Foster sustainable capacity:** Partner with local organizations to build enumerator skills, transfer knowledge, and establish feedback loops with farmer groups for increased transparency and trust.

Any substantive amendments to the cluster-model design after publication will follow the formal revision procedure outlined in Section 9 to safeguard against procedural objections.

4.1 Scope of Services

The scope of the services can be summarized across the following 2 pillars:

A. Data Collection and Delivery (in-person):

The selected service provider will collect farmer data using IDH's standardized Farmer Survey Primary Data Collection Methodology, that meets the data requirements of our IBAs,



intervention design, MEL systems, and learning ambitions. The main activities include, but are not limited to:

- **Survey design:** use of IDH's standardised methodology for all data collections to ensure all relevant data points are collected by adapting IDH's standardized methodology to local contexts and company requirements.
- **Survey sampling:** Ensure sample accurately represents the population and relevant sub-groups including geographical areas, gender, youth participation, and service access disparities and value chains among other key considerations.
- **Data collection:** Conduct primary data collection from SHFs in the selected regions, using IDH's standardized methodology adapted to local languages, cultures, and value chains.
 - Train enumerators on data collection tools, survey methodology, and ethical standards, including informed consent and data privacy.
 - Pilot and refine question set to ensure contextual and linguistic appropriateness before full deployment.
 - Use appropriate digital tools for in-person or remote collection while ensuring data quality and consistency.

Data delivery:

- Deliver fully cleaned, de-duplicated, and anonymized datasets aligned with IDH's data architecture, in machine-readable formats (e.g., CSV, XLSX) that integrate smoothly into our Relational Database (Postgres DB) and Power BI-based analysis environment.
- Apply IDH's cleaning guidance (R or Python scripts available) and submit cleaned data alongside a version-controlled cleaning log. If the survey is administered digitally, also provide the XLSForm used. Additionally, include all scripts/code used for survey sample selection.
- Develop a short summary report that highlights any collection-related observations relevant for data interpretation (e.g., non-response rates, anomalies, outliers).
- Participate in a sensemaking session with IDH to walk through key findings, clarify outstanding issues, and validate data quality.
- Where feasible, support feedback loops with local partners or farmer groups to enhance transparency and trust in the use of data.

□

Each data collection assignment will follow a standardized structure of outputs:

Table 1: Example of Deliverables Per Data Collection Cycle



Deliverable	Description	Indicative Timeline
Inception Report & Work Plan	Includes methodology, sampling plan, tool adaptation plan, logistics, risk mitigation. Must be approved by IDH prior to fieldwork.	Within 2 weeks of assignment start
Survey Instrument Finalized	Adapted from IDH's centralized Question Library and contextualized to local realities, reviewed with IDH and local stakeholders.	2–3 weeks after inception approval
Enumerator Training Materials & Field Plan	Includes enumerator manuals, supervision plans, and digital tool deployment workflows.	Prior to data collection start
Cleaned Dataset (XLSV and/or CSV)	Submit an anonymized, cleaned dataset in IDH-compatible format (e.g., .xlsx or .csv), including geo-coordinates and ready for import into Power BI. Apply IDH's data cleaning guidance using R or Python scripts (available upon request) and provide a version-controlled cleaning log. If the survey was administered digitally, also include the XLSForm used, and any scripts/code applied for survey sample selection. Upload all deliverables to IDH's internal database.	6–8 weeks after data collection launch
Metadata & Field Notes	Includes variable dictionary, outlier logs, non-response analysis, enumerator reflections, and critical data interpretation notes.	Alongside cleaned dataset
Raw Data & Technical Documentation	Securely deliver raw field data and metadata along with comprehensive documentation of the tools, workflows, and methodologies used. This includes the data collection platform/software specifications, data pipeline architecture, initial raw data outputs, version-controlled cleaning logs, XLSForms, and all scripts/code used for sampling and processing. This ensures transparency and traceability throughout the data lifecycle.	Alongside cleaned dataset
Summary Memo	Brief narrative memo (2–3 pages) highlighting data challenges, anomalies, or context-specific	Alongside cleaned dataset



	insights.	
Sensemaking Session	Virtual workshop with IDH teams to validate data, answer technical questions, and ensure interpretability.	Within 1 week of dataset submission
<i>Note: IDH reserves the right to modify deliverable deadlines only in coordination with selected service providers and only in cases of i) phased survey deployments across regions or (ii) justified delays due to unforeseen circumstances affecting project implementation. Any such adjustments shall be proportionate and must be mutually agreed in writing.</i>		

B. Methodological Advisory

Although the selected service provider must apply IDH's proven IDH's [Farmer Survey Primary Data Collection Methodology](#), —which has guided more than thirty prior data-collection exercises—IDH welcomes expert feedback to strengthen and refine our indicators.

1. **Validate New and Emerging Indicators.** For recently introduced questions on topics such as regenerative agriculture, digital inclusion, and gendered impacts (see Annex 7), advise on alignment with international standards (e.g. FAO, UNICEF, OECD) and co-develop any necessary field-testing plans to validate wording, scales and response logic through targeted pilot deployments.
2. **Advance Adaptive and Cluster-Based Sampling.** Propose enhancements to our sampling framework that optimize representativeness and efficiency when working across multiple agri-commodities, companies, and production areas. This should include:
 - a. Adaptive stratification or quota-based approaches that ensure adequate subgroup coverage (by crop, value chain, geography, gender, age, digital access, etc.)
 - b. Strategies for integrating heterogeneous farmer populations into a single sampling frame with clear statistical justification (sample-size calculations and design effects).
3. **Recommend Context-Specific Proxy and Composite Indicators.** Where direct measurement is impractical, advise on validated proxy measures (e.g. asset scores for income, remote-sensing proxies for soil health) and composite indices that maintain comparability across countries and value chains.



4. **Support Internal Learning and Knowledge Sharing.** If requested, contribute to the drafting of internal learning memos or participate in validation workshops—helping translate field lessons into best-practice notes for use across IDH’s programs.

All proposed methodological refinements will be evaluated in Phase 1 under the “Technical Approach” criterion for innovation and feasibility, and in Phase 2 pilot performance (Table 6) for practical effectiveness. Any substantive change requests to this advisory scope after publication will follow the formal amendment Procedures outlines within these Selection Guidelines.

4.2 Geographies and Commodities of Focus

The data collection assignment will primarily support IDH’s 2026–2030 strategy and its diverse program clusters. The selected service provider must be capable of conducting data collection across a wide range of geographies and value chains, ensuring consistency, representativeness, and contextual adaptation of methodologies. In line with IDH’s strategy, the selected service provider will help generate insights that drive change both within specific value chains and across broader regional food systems.

Table 2: A non-exhaustive table of geographies and commodities that may be selected for the data collections

Program Cluster	Primary Commodities	Producing Markets	Buying Markets
Resilient and Equitable Coffee Landscapes	Coffee	Vietnam, Colombia, Uganda, Ethiopia	Global
Resilient and Equitable Cocoa Sector	Cocoa	Côte d’Ivoire, Ghana, Cameroon	Europe, US
Regenerative and Equitable Cotton & Textiles	Cotton, Garments & Textiles	Brazil, India, Vietnam, Ethiopia	Brazil, Europe, India, USA
Deforestation-Free and Prosperous Foodscapes in Central Africa	Cocoa, Food Crops	Cameroon, Democratic Republic of Congo, Republic of Congo	Regional, Global



Mainstreaming Deforestation-Free Beef	Livestock	Brazil	Brazil
Deforestation-Free Palm Oil in Asia and Global Markets	Palm Oil	Indonesia, Malaysia, India	Asia, Global
Food Systems Transformation in Africa	Food Crops	Nigeria, Ghana, Tanzania, South Africa, Ethiopia, Kenya	Regional, Global
India Markets Initiative	Palm Oil, Spices, Coffee, Food Crops	India	India (domestic), Global Export Markets
Global Convening: Science-Based Living Income/Wage	Cocoa, Cotton, Coffee, Palm, Bananas	Global	Global
Finance Scale for Agricultural Market Transformation	Cocoa, Coffee, Food Crops, Livestock, Cash Crops	Asia, Africa, Latin America	Global

In addition to the above, data assignments may contribute to IDH's emerging work on inclusive finance, living income benchmarking, and regenerative production baselines, particularly in frontier markets and underserved geographies.

Additional Priority Geographies may include:

- Cameroon, Côte d'Ivoire, Ghana, Nigeria, Ethiopia, Tanzania, South Africa, Kenya, Uganda, India, Brazil, Vietnam, Malaysia, Indonesia
- IDH may also expand to other emerging regions as required by programmatic scope or partner needs.

IDH seeks to establish partnerships that ensure robust and reliable data collection across this diverse To be eligible for selection, Interested Parties must demonstrate the capacity to cover a minimum of five (5) countries listed in the commodity-country matrix listed above in Table 2 that may be selected for the data collections whether individually or as part of a consortium or sub-contracting arrangement (*For more information please see Selection Phase below*).



This requirement is proportionate to the nature and scope of the engagement. The purpose of this work is to produce a comprehensive, multi-company dataset on smallholder farmers—capturing resilience, income, agronomic practices, access to services, and gender dynamics—to inform IDH's inclusive-business analyses, intervention design, and MEL activities.

Over the next four years, the selected service provider will conduct annual farmer surveys on a case-by-case basis, sampling 300–400 farmers per assignment. Surveys can cover one or multiple agri-commodities and will take place in regions where one or more participating companies operate—as buyers or service providers. For this Contract, all data-collection assignments will occur across the African continent in the countries specified in these Selection Guidelines. Because IDH continuously builds its business and programming, we are not yet aware of every assignment that will emerge over the next four years; we therefore seek a service provider that can rapidly adapt to evolving requirements. To ensure rapid, overlapping data collection and the delivery of timely, comparable insights at both regional and continental levels, IDH requires Interested Parties with the demonstrated operational capacity to mobilise surveys in at least five African countries. This threshold ensures a baseline level of readiness to support evolving programmatic needs over the four-year contract period.

4.3 Modifications

IDH reserves the right to make minor modifications to the assignment provided such changes do not materially alter the scope of work or the financial value of the contract. These minor modifications may include, for example, substituting comparable countries or crops within the same region or adjusting the volume of data collection within the existing framework.

Apart from minor adjustments, IDH operates worldwide in a rapidly changing environment. The exact scope and nature of the work volume is therefore challenging to estimate, particularly given IDH's adaptive approach to portfolio management. For this reason, service providers may also be requested to accept other modifications. These may include, for example, including additional countries, crops, or value chains, particularly those related to regenerative or circular economy opportunities. It should therefore be noted that also non-minor modifications might occur, provided they comply with Articles 2.163a through 2.163g of the Dutch Procurement Act 2012.



5. Budget

Between 2026 and 2029, IDH has secured a minimum budget of €260,000, including VAT, to fund at least 22 smallholder farmer survey projects, based on historical per-project costs of €15,000–€24,000 (varying by location complexity, sample size, and methodology). Use of the full available budget is not guaranteed.

Beyond this secured value, IDH has numerous projects in the pipeline apart from general ongoing business-development. At this point in time, we anticipate 6 to 10 data collection projects per year in Africa. Over the 2026–2030 period, this equates to roughly 24–40 projects in total, pending final selection and annual budget allocations. Should additional projects materialize and/or effects result in additional subsidies to IDH, this will have the effect that IDH will issue more sub-assignments under this framework agreement. Based on knowledge to date, the maximum value of this framework agreement is therefore set at €1,000,000 including VAT.

Accordingly, IDH seeks to establish a framework agreement with a service provider capable of delivering individual farmer surveys across the African continent between 2026 and 2030, for a cumulative contract value of €260,000 up to a maximum of €1,000,000, all values here including VAT.

Assignments exceeding this stated maximum value of the framework agreement are not possible, except for modifications within the limits of Articles 2.163a through 2.163g of the Dutch Procurement Act 2012. To ensure this, any modification on a non-minor issue requires a formal amendment request, including justification and impact analysis, and will require written approval by IDH's Legal Team.

5.1 Contract Duration and draft contract

The contract term will run from January 2026 to December 2030. Performance will be evaluated annually to ensure alignment with evolving data needs, quality standards, and budget availability.

This is a fixed-term contract with no option for renewal or extension beyond the stated period. The contract may, under certain circumstances, have a shorter duration in the event that the Interested Party defaults, whereby early termination of the contract would also be among the available options. For more information, see IDH's Standard Framework Agreement (see Annex 2).



5.2 Disclaimer on Commissioning and Payment Terms

IDH reserves the right to commission and remunerate services on a project-by-project basis under this framework agreement.

For each commissioned assignment, payment will be structured as follows:

- 50% of the total agreed amount will be paid upon contract signature and initiation of the assignment.
- The remaining 50% will be paid upon IDH's written approval of successful delivery and acceptance of the cleaned dataset and accompanying deliverables, as outlined in these Selection Guidelines.

All costs associated with undertaking each data collection assignment must be fully inclusive. This includes, but is not limited to, personnel, travel, logistics, digital tools, data cleaning, reporting, and any administrative or overhead expenses and any applicable taxes. No additional or external costs beyond the agreed assignment budget will be accepted.

6. Timeline

Phase	Milestone	Deadline / Period
Phase 1: Technical Proposal Submission	1. Publication of Selection Guidelines on TenderNed	30 July 2025
	2. Closing date questions on Selection Guidelines	13 August 2025, 12:00 CET
	3. Publication of information notice	22 August 2025
	4. Request for participation and Technical Proposal Submission Deadline	10 September 2025, 12:00 CET
	5. Provisional shortlist of Interested Parties for Phase 2	24 September 2025
	6. Final shortlist confirmed; shortlisted Interested Parties are invited to submit a tender in Phase 2.	8 October 2025
Phase 2: Pilot Assignment & Interviews	7. Publication of Tender Guidelines (including Pilot Assignment & Final Interviews)	13 October 2025



	8. Closing date questions on Selection Guidelines	24 October 2025, 12:00 CET
	9. Publication of information notice	5 November 2025
	10. Deadline for submission of Pilot Assignment	19 November 2025, 23:59 CET
	11. Interviews with Interested Parties	24–28 November 2025
	12. Provisional award notification	12 December 2025
	13. Final award of the Contract	15 January 2026
Post-Selection	14. Contracting and Framework Onboarding	January 30th, 2026
	15. Start of Work under Framework Agreement	January/February 2026

6.1 Submission deadlines

All Interested Parties must be aware of the deadline for their Request for participation and the Technical Proposal Submission Deadline of **Wednesday, 10 September 2025 at 12:00 CET**. Technical Proposals submitted after the respective deadline will be returned and will not be considered in this tender procedure.

Please also note that questions that are not submitted before the respective deadlines will not be considered unless this is in the interest of this tender procedure and at the sole discretion of IDH.

More information on the schedule of the Tender Phase will be shared in the Tender Guidelines. IDH reserves the right to update the schedule in the Tender Guidelines if necessary.



7. Selection Phase

The Selection Phase consists of two parts:

- a) Minimum Eligibility and Completeness Check; and
- b) Evaluation of the Technical and Financial Offer.

7.1 Minimum Eligibility and Completeness

The Selection Phase begins with a confirmation of the Minimum Eligibility Criteria (MEC) and a completeness check. Only Interested Parties who fully meet all MEC and submit complete documentation will proceed to the Technical Proposal evaluation.

To pass this initial step of the Selection Phase, Interested Parties must provide the following documentation:

- **Technical Proposal**
- **Completed Annexes:**
 - Annex 1: Statement of Acceptance of Terms
 - Annex 4: Request to Participate Form (signed)
 - Annex 7: European Single Procurement Document (signed and completed on all aspects)
 - Annex 10: Declaration on Grounds for Exclusion (signed)
- **Corporate Documentation:**
 - A document of max 1 A4 containing a brief overview of the organization or consortium;
 - **An extract of the entry in the local Chamber of Commerce or comparable register in the country of establishment:** the Interested Party must prove that it is registered in the professional or trade register in accordance with the regulations of its country of establishment. This extract must reflect the current status of the Interested Party and may not be older than six (6) months at the time of application.
 - Audited financial statements (latest fiscal year, demonstrating capacity for projects with a value above €200 000) for each applying entity;
 - In case of tendering as consortium; a formal cooperative agreement outlining the roles and responsibilities of each consortium member;
 - a signed statement confirming compliance with GDPR and other relevant data protection legislation;



- a signed statement confirming compliance with tax obligations and no outstanding social security debts. Evidence of operational capacity in all relevant in Africa countries IDH will focus on.
- A '**certificate of good conduct for tendering**', as referred to in Article 2.89 Paragraph 2 Dutch Procurement Law, issued by the Minister of Justice or a comparable document from the country of establishment issued by a judicial or authorized government body regarding the grounds for exclusion as referred to in Article 2.86 Dutch Procurement Law. The certificate of good conduct for tendering may not be older than two (2) years at the time of application.

By admitting a Technical Proposal, the Interested Party guarantees that the above-mentioned certificates correspond with the actual situation of the Interested Party at the time of application.

In case of application as a consortium, the submission must include these documents for every single consortium member.

Proposals missing any required document will be excluded from further participation in this tender procedure without further evaluation. This will also be the case when any of the required documents is incomplete.

Once eligibility is confirmed, the Technical Proposal is checked on two specific aspects, being length and reservations. If either the Technical Proposal exceeds 15 pages, or is subject to any reservation, the Interested Party will be excluded from further participation in this tender procedure. Please note that the above corporate documentation and annextures do not count toward the 15-page technical proposal.

7.2 Technical Proposal Requirements

Once the MEC and a completeness checks are done, the Selection Committee moves onto evaluating the Technical Proposal. The Technical Proposal is a document that addresses three subject areas being qualification, technical approach and a financial offer.

I) Objective Qualification Evidence

The Proposal must demonstrate robust data-privacy practices (e.g. ISO 27001 or equivalent certification), a proven track record with two to three comparable case studies (each ≥ €24,000) detailing objectives, timelines, deliverables and client references, and a clear description of how your organization or consortium will apply IDH's modular survey library—



covering sampling rationale, enumerator training, digital-platform selection, real-time validation, and ethical safeguards.

II) Technical Approach

The Proposal must outline a rigorous survey methodology, including questionnaire adaptation, translation and pilot testing; daily data-quality controls and error-resolution workflows; secure data-management protocols (anonymization, encryption, backups, interoperability); and a plan for building local capacity through training and supervision.

III) Financial Offer

The Interested Party must submit the completed Financial Offer (Annex 9: IDH Budget Template) together with a technical-financial narrative based on a hypothetical case of data collection from 300–400 farmers in Tanzania in the Kigoma, Mara, and Tanga region across one or two commodities. The narrative should provide a fully itemized budget for each phase. Each phase must include line-item costs for materials, personnel, overhead, and any additional expenses to ensure full transparency and comprehensiveness.

7.3 Detailed Contents of the Technical Proposal

The required contents of this Technical Proposal are as following.

1. **Alignment with IDH's Standardized Survey Methodology:** Interested Parties must explain how their data collection approach aligns with IDH's standardized survey methodology while allowing for contextual adaptations to suit different countries, production systems, or value chains.
2. **Data Collection Strategy and Methods:** Interested Parties should state whether their data collection strategy is digital, in-person, hybrid, or regionally adaptive, and describe how this applies to various contexts. They must list and justify specific methods and tools used (e.g., household surveys, GPS tagging, remote phone interviews, observational data). The approach should support data interoperability, comparability, and reusability across programs. Interested Parties must clearly describe how ethical data collection will be ensured, including informed consent, gender-sensitive practices, and cultural relevance.
3. **Geographic Coverage and Past Experience:** Interested Parties must confirm their capacity to operate in at least five countries from the list provided in these Selection Guidelines. They must provide a portfolio of relevant past projects delivered since 2019 as



annexes, including experiences in multi-year data collection efforts for SHFs or value chain actors.

- a. The portfolio must include up to three client references submitted using the Model Reference Declaration (Annex 5).
 - b. Interested Parties should also submit work samples such as cleaned datasets, survey tools, analytical outputs, or reports relevant to SHF research.
4. **Sampling Framework and Sample Size:** Interested Parties must provide a clear sampling framework for each proposed country and value chain cluster that enables statistically representative data. They should reference IDH's benchmark of 300–400 SHFs per intervention, describe the sampling approach (e.g., stratified random), and explain how key subgroups such as women, youth, and multi-crop farmers will be represented. If applicable, they should explain how mixed household types or cooperative structures will be incorporated.
5. **Stakeholder Engagement and Local Participation:** Interested Parties should detail how they will engage local partners (e.g., community leaders, cooperatives, agribusinesses) to ensure cultural validation and local buy-in. They must describe whether key informant interviews or focus groups will be used to strengthen data context and triangulation. Interested Parties should explain how their engagement plan contributes to inclusive governance and supports IDH's aim to embed a culture of feedback in data systems.
6. **Digital Tools and Field Management Systems:** Interested Parties must specify the digital tools they will use (e.g., KoBoToolbox, ODK, SurveyCTO) and justify their selection based on performance and contextual fit. The description must cover:
 - a. Validation rules, skip logic, and data consistency mechanisms at the point of entry
 - b. Recording of GPS coordinates and timestamps for relevant responses
 - c. Offline capabilities for low-connectivity environments
 - d. Real-time field monitoring, enumerator tracking, and central review systemsWhere applicable, Interested Parties should indicate ability to integrate with external systems such as cooperative databases, supply chain tools, or farmer management platforms.
7. **Enumerator Oversight and Supervision:** Interested Parties must describe how enumerators will be recruited, trained, and supervised, with attention to ensuring quality control during data collection. They should explain mechanisms for ongoing supervision, including audits, real-time error flagging, and corrective feedback loops.



8. **Data Cleaning and Submission Protocols:** Interested Parties should describe their proposed data cleaning approach, which should be transparent, script-based (using R preferred, or Python), and version-controlled. The final cleaned dataset must be anonymized, contain GPS data, and be ready for ingestion into IDH's PostgreSQL environment and Power BI. The following must be delivered:
 - a. Metadata file and comprehensive codebook
 - b. Final XLS Form used during deployment
 - c. All scripts or code used for sampling and cleaning
 - d. A version-controlled cleaning log
 - e. A brief data quality report addressing missing values, outliers, and inconsistencies
9. IDH is particularly interested in Interested Parties who can demonstrate how innovations in artificial intelligence and other technologies can enhance data management and analysis, assess risk, and develop processes to mitigate risks associated with the rapidly evolving landscape of technology and data. Interested Parties who highlight the utilization of AI and technological innovation should also demonstrate clear ethical use protocols and practices.
10. **Compliance with Data Protection Regulations:** They must outline secure data storage measures, access restrictions, personal data anonymization protocols, and culturally appropriate informed consent procedures for all respondents.
11. **Inclusion of Emerging Modules and Learning Contributions:** Interested Parties should describe their capacity to test and refine new or unvalidated indicators in alignment with IDH's learning agenda. This includes modules related to regenerative agriculture, farmer wellbeing, digital inclusion, or gendered outcomes. Interested Parties should indicate their willingness to contribute to IDH's methodological development and adaptive measurement goals.
12. **Work Plan and Risk Mitigation:** Interested Parties must present a clear, phase-based timeline covering preparation, tool adaptation, training, piloting, fieldwork, cleaning, submission, and validation. They must identify potential risks (e.g., remote areas, political instability) and propose mitigation strategies. Interested Parties should highlight any ability to rapidly scale data collection efforts or operate in multiple regions concurrently if required.
13. **Innovations and Value Additions:** Interested Parties are encouraged to propose innovations to enhance data richness or utility—such as satellite imagery overlays, mobile



dashboards, proxy indicators, or integration with benchmarking tools. Interested Parties may also propose collaborative opportunities for learning products (e.g., co-authored briefs, knowledge notes, or refining IDH's analytical models). Interested Parties should highlight how their approach contributes to gender, climate, or inclusion metrics, as these are considered strategic advantages in evaluation.

14. **Team Composition and Expertise:** Interested Parties must provide a detailed overview of the proposed team structure, with roles, qualifications, and relevant expertise of each member. Resumes or summary biographies can be annexed. Demonstrated experience in SHF data collection, analytics, enumerator management, and digital tool implementation is especially valued.
15. **Explain how your approach delivers cost-effectiveness and operational efficiency.** Highlight any value-added services or innovative methods that reduce costs or enhance data quality.

7.4 Detailed Contents of the Financial Offer

Interested Parties must complete Annex 9: the IDH Budget Template and submit it as their Financial Offer in Euros (EUR), both exclusive and inclusive of VAT and all applicable taxes, demonstrating cost-effectiveness and readiness to operate across multiple geographies. In the template—and in a brief accompanying narrative—provide a fully itemized line-item budget for each project phase (Preparation, Execution, Quality Control, Data Management & Cleaning, and Presentation) for the hypothetical case of collecting data from 300–400 farmers in Kigoma, Mara, and Tanga on two commodities.

Each project phase, Preparation, Execution, Quality control, Data management and cleaning, and Presentation, should include:

- Line-item budget for each phase (preparation, execution, quality control, data management & cleaning, presentation), including:
 - Personnel (daily rates & estimated days by role)
 - Materials and supplies
 - Unit logistics (transport, accommodation, per diems)
 - Overhead and other direct costs
- Currency and payment terms (e.g. “Net 30 days after invoice approval”) specify personnel daily rates and estimated days by role, materials and supplies, unit logistics (transport, accommodation, per diems), overhead and other direct costs, and clearly



state currency assumptions and payment terms (e.g. “Net 30 days after invoice approval”).

Interested parties must also submit a financial narrative as an annex no longer than four pages, explaining:

- a) How their approach delivers cost-effectiveness and operational efficiency.
- b) Highlight any value-added services or innovative methods that reduce costs or enhance data quality.
- c) Cost Assumptions

The narrative should allow the Selection Committee to have insight into:

- Breakdown of costs by major activity, including survey design, fieldwork, data cleaning, and reporting;
- Specify daily rates and estimated days for key personnel roles.
- Itemize unit logistics costs (transport, accommodation, per diems).
- State currency and payment terms (for example, 30 days net after invoice approval)

Interested Parties are requested to provide an overview of hourly rates for different personnel typically involved in the delivery of services under this contract, including any potential sub-contractors. The hourly rates submitted shall serve as binding maximum rates for the duration of the Framework Agreement. These rates may be subject to annual adjustment, effective each 1st of January, in line with the change in the CBS Labour Cost Index (LCI) for the relevant sector, as published by Statistics Netherlands (CBS). The reference index shall be the index published for Q4 of the year preceding the contract’s start date. Any upward adjustment shall be capped at a maximum of 3% per calendar year. Any proposed adjustment must be notified in writing and substantiated with the relevant CBS index data at least thirty (30) calendar days prior to the effective date of the adjustment.

The Pricing Annex will form an integral part of the contract and shall be used to assess pricing proposals in all future call-offs over the four-year framework period. Any deviation from these rates must be justified in writing and is subject to prior written approval by IDH.

7.5 Proposal Formalities and Validity

The Technical Proposal, including Annex 4,7 and 9 must be fully completed and legally signed. Incomplete and/or incorrect completion of these forms and/or not legally signing them will lead to exclusion from further participation in the tender procedure.



The Technical Proposal must be valid until the end of the Tender Procedure in accordance with the Tender procedure schedule denoted under Timeline in these Selection Guidelines. The Interested Party will, at the written request of IDH, extend this term once by a period of 30 calendar days. The Interested Party cannot derive any claim to the Contract from such a request. In case of extension of the term of validity, the documents submitted by the Interested Party with its Technical Proposal will be extended by a corresponding period.

The term of validity will automatically be extended for a period of 30 calendar days after a final judgment is passed in case of a legal procedure (in this tender procedure).

A shift in the planning for any reason whatsoever will not be regarded as a significant change to the Contract.

The ESPD-form can either be made by the ESPD-tool within TenderNed or using the one provided in Annex 7. The outcome is a PDF file of the ESPD-form which must be submitted. The ESPD-form must be completed and signed by a legally authorized representative. The ESPD-form is a uniform statement, in accordance with the Dutch Procurement Law. The absence of the signed and completed ESPD-form will lead to the exclusion from further participation in this tender procedure. In the event that the Interested Party is a consortium of companies, each company participating in the consortium must submit its own signed and completed ESPD-form. The absence of even only one of the ESPD-forms of the companies participating in the consortium will lead to the exclusion from further participation in this tender procedure.

7.6 Submission Format & Deadline

Interested Parties are invited to submit a technical proposal as part of Phase 1 of the tender process. Proposals must:

- Include a Technical Proposal which does not to exceed 15 pages, excluding company biographies, CVs, sample work, annexes, declarations, and other evidence requested in Submission Requirement section of these Selection Guidelines.
- Be submitted in MS Word and accompanied by a PDF version.
- Be submitted via TenderNed in accordance with the procedure outlined in these Selection Guidelines and therefore, no later than Wednesday, 10 September 2025 at 12:00 CET. Submissions received after the deadline will not be considered.

8. Grounds for exclusion



If it is at any point determined that any of the grounds for exclusion apply to one of the Interested Parties, that party will be immediately excluded from further participation. The grounds for exclusion are as follows.

- a) They are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations.
- b) They are the subject of proceedings for a declaration of bankruptcy, for an order for compulsory winding up or administration by the court, or for an arrangement with creditors or of any other similar proceedings.
- c) They or persons having powers of representation, decision-making or control over them have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata.
- d) they have been guilty of grave professional misconduct proven by any means which the IDH can justify;
- e) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established, or with those of the Netherlands or those of the country where the contract is to be performed.
- f) they or persons having powers of representation, decision making or control over them have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization, money laundering or any other illegal activity.
- g) they or persons having powers of representation, decision-making or control over them have been convicted of an offence concerning their professional conduct,
- h) Conflict of Interest (see below).

Interested Parties must confirm in writing that they are not in one of the situations listed above by submitting a signed Declaration on Grounds for Exclusion as set out in Annex 10.

Interested Parties shall further observe the highest standards of ethics during the procurement and execution of contracts, including without limitation:



- a) Not making use of child labour or forced labour and/or practice discrimination and respecting the right to freedom of association and the right to organize and engage in collective bargaining, in accordance with the core conventions of the International Labor Organization (ILO).
- b) Respecting basic social rights and environmental aspects.
- c) Having zero-tolerance for corruption and financial irregularities.
- d) Having zero-tolerance for inaction to sexual exploitation, sexual abuse, and sexual harassment (SEAH).

8.1 Conflict of interest

Interested Parties shall not have a conflict of interest in submitting a tender application to IDH. Conflict of interest refers to any situation where an Interested Party's application may be compromised or not impartial and objective for reasons involving family, personal life, political or national affinity, economic interest or any other connection or shared interest with another person. Should the applicant suspect any potential conflicts of interest on its part, it shall submit a written statement setting forth all conditions and circumstances of such potential conflict(s) of interest to IDH together with its application.

A conflict of interest that cannot be solved effectively by less restrictive means constitutes an optional exclusion ground to an Interested Parties, pursuant to article 2.87(1)(e) of the Dutch Procurement Act.

9. Scoring Process

9.1 Phase 1's Technical Proposal Scoring

9.1.1 Shortlisting: five Interested Parties

IDH intends to invite a minimum of five (5) candidates to participate in Phase 2 of this tender procedure. If fewer than five Interested Parties meet the 'Minimum Eligibility and Completeness' threshold, all qualified Interested Parties will be invited to proceed to Phase 2 and no scoring in Phase 1 will take place.

When more than five (5) Interested Parties meet the eligibility criteria, the top five (5) scoring Interested Parties will be shortlisted. In the event of a tie affecting the 5th position, the following tie-breaking procedure will apply:



- The Interested Party with the highest score on the aspect of Objective Qualification Evidence will be chosen. If scores remain equal, the Interested Party with the highest score in "Technical Approach" will be chosen. If scores still remain equal, highest score in "Financial Offer" will be chosen.
- If scores remain equal, a random draw will be conducted in the presence of an independent witness, not employed by IDH to finalize the shortlist.

9.1.2 Scoring criteria

Proposals are scored out of 100 **points** as follows.

Table 5: Scoring System for Assessment of Phase 1 Applications		
Evaluation Dimension	Points	Description
Objective Qualification Evidence	30 points	• Data Privacy & Compliance (10 points): ISO 27001/27701 certification, data-protection audit, or equivalent GDPR attestation. • Track Record & Experience (10 points): Track Record & Experience: Provide a minimum of 3 case studies (each ≥ €24,000) of 300+ households in comparable contexts that include: A. Clear project goals, sector or regional focus, and intended impact. B. Start/end dates, key deliverable deadlines, and decision or review points. C. Final products (e.g., survey reports, data dashboards, policy briefs) and their formats. D. Quantitative or qualitative impact metrics (e.g., percentage increases, response rates) with tracking methods. E. At least one referee per case study (name, role, organization, contact details). • Methodology & Tools (10 points): Describe your proposed approach, explaining how you will



		adapt IDH's Question Library to the two commodities and local contexts; justify your sampling design (e.g., stratified or cluster) and sample size for 300–400 farmers across Tanzania (Kigoma, Mara, and Tanga) to ensure representativeness; outline your enumerator training program, including content (ethical conduct, digital-tool handling), duration, trainer qualifications, and assessment methods; specify the digital data-collection platform you will use (e.g., ODK, SurveyCTO), your rationale for its selection (offline capability, validation, security) and any custom configurations; and detail your ethical safeguards, covering informed-consent procedures, confidentiality measures, protection of sensitive data and vulnerable groups, and community engagement or grievance-redress mechanisms.
Technical Approach	40 points	• Methodological Rigor (10): Explaining how your survey design will be both clear and adaptable, detailing how you will refine and pilot-test questions for local contexts, structure the questionnaire logic to accommodate field realities, conduct pilot testing to assess timing and comprehension, incorporate feedback through iterative revisions, and implement contingency plans to ensure the final instrument remains robust and effective across all regions. • Data Quality Assurance (10): Describing how you will implement daily validations of incoming data (automated checks and manual reviews), conduct systematic spot checks through



		remote monitoring and in-field audits, and manage error-resolution workflows—including logging issues, escalating critical errors, re-training or re-deploying enumerators for re-collection, and maintaining feedback loops to continuously improve data integrity. • Data Management, Security & Innovation (10): Present a narrative explaining how your survey design will be clear and adaptable, detailing how you will refine and pilot-test questions for local contexts, structure questionnaire logic to accommodate field realities, conduct pilot testing to assess timing and comprehension, incorporate feedback through iterative revisions, and implement contingency plans to ensure the final instrument remains robust and effective across all regions. • Capacity Building (10): Outline a sustainable capacity-building plan that engages and empowers local partners and enumerators by co-developing a train-the-trainer model with identified local NGOs or cooperatives, delivering a comprehensive curriculum covering survey methods, ethical conduct, and digital-data tools through a mix of in-person workshops and virtual refreshers, certifying local trainers via hands-on mentorship and performance assessments, pairing junior enumerators with experienced supervisors for on-the-job coaching, and instituting ongoing support mechanisms—such as quarterly refresher courses, an online resource hub, and peer-learning communities—while defining clear
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		indicators (e.g., pre-/post-training evaluation scores, field audit performance) to measure retention, effectiveness, and the long-term sustainability of skills transfer.
Financial Offer	30 points	• Cost Breakdown (20): Provide a detailed cost breakdown for the proposed fictitious project stated below under ‘Fictitious Project 1’ including major activity costs (design, fieldwork, data cleaning, reporting), personnel rates, logistics expenses, currency assumptions, and payment terms. <i>For this aspect, the 0-10 given points by the committee are doubled, leading to a maximum total of 20 points.</i> • Efficiency Narrative (10): Present a concise narrative explaining the detailed cost breakdown, demonstrating transparency, value for money, scalability, and innovation. Provide a comprehensive overview of what your organization considers to be current general market prices for comparable assignments in the relevant geographical regions, including specific cost ranges for similar projects involving smallholder farmer surveys of 300-400 participants. Additionally, explain how your proposed pricing positions itself relative to the market average, detailing whether your rates are above, below, or aligned with typical market standards and providing clear justification for any significant deviations from standard market pricing.

9.1.3 Scoring Scale



Each sub-component within the evaluation dimensions listed in Table 5 will be assessed by the Selection Committee using a standardized scoring scale ranging from 0 to 10 points. To ensure consistency and avoid over-precision in the evaluation process, only the following discrete scoring points will be awarded: 2, 4, 6, 8, and 10 points. The scoring scale is applied as follows.

Score	Performance Level	Detailed description and criteria
0	Inadequate	The Interested Party has entirely failed to address the specified requirement, provided no relevant information whatsoever, or submitted content that is non-compliant with the established criteria. This score indicates a fundamental lack of understanding regarding the task at hand. The submission may be missing entirely, completely irrelevant to the question posed, or demonstrate such fundamental misunderstanding that it cannot be considered a valid response.
4	Below average	The submission addresses some basic elements of the requirement but contains significant gaps, inconsistencies, or demonstrates limited understanding of the subject matter and its complexities. The response lacks depth, coherence, and comprehensive coverage of the topic. Key aspects may be superficially addressed without proper elaboration, and the overall approach may be incomplete or inappropriate. The submission shows some awareness of the requirements but fails to demonstrate adequate competence or adequate experience. This score reflects partial compliance and raises concerns regarding the Interested Party's capacity to effectively fulfil the requirements. Significant improvement is necessary to meet the expectations of the evaluation criterion.
6	Average	The submission meets basic requirements and demonstrates satisfactory understanding of the subject matter, but lacks depth, innovation, comprehensive analysis, or sophisticated approaches. While compliant, the submission is unremarkable and does not distinguish itself from standard, expected responses. The approach is conventional and predictable, without evidence of particular expertise or creative thinking. All minimum requirements are addressed, but there is limited evidence of value addition or exceptional capability that would set the proposal apart from competitors.



8	Good	The submission addresses most requirements effectively and demonstrates solid understanding, competence, and professional expertise in the relevant areas. The response includes relevant details, practical examples, and shows evidence of thoughtful consideration of the challenges and opportunities of the issue at hand. The submission is comprehensive and well-structured. The approach demonstrates good professional standards and shows clear evidence of relevant experience and capability, though it may not reach the highest levels of innovation or excellence.
10	Outstanding	The submission not only fully addresses all requirements but does so in an exemplary manner. It demonstrates exceptional expertise, surprises in its innovative approaches and offers sophisticated solutions that significantly exceed expectations. The response shows evidence of outstanding capability, extensive relevant experience, and the ability to deliver exceptional value. The approach is flawless in its conception and presentation, demonstrating thought leadership and setting new standards for quality and innovation in the field.

9.2 Phase 2's Pilot Data Collection Assignment Scoring

Phase 2 will include the five shortlisted parties, each invited to complete a Trial Data Collection Assignment to demonstrate their proposed methodology in practice. This pilot will take place in a jurisdiction where your team is already active and within an IDH-focused commodity. It will involve data collection from 15–20 farmers as a proof of concept, rather than a full-scale survey commission.

During this pilot, your organization or consortium will:

- **Mobilize and Manage Field Teams:** Recruit, train, and supervise a team of enumerators—either in the field or via remote support—using customized implementation of IDH's survey tool and adhering to ethical standards (informed consent, data privacy) and quality-control protocols.
- **Produce and Submit a Clean Dataset:** Collect data from 10–15 farmers representative of the target region, then deliver a fully cleaned anonymized dataset in machine-readable format (CSV or XLSX). Submissions should include associated metadata, anonymization logs, and any scripts or XLS Forms used.



- **Report Operational Insights:** Document key field observations—such as non-response rates, outliers, and logistical challenges—and describe any adjustments made to your data-collection processes.
- **Present and Interpret Findings:** Lead a sense-making session with the Selection Committee, clearly communicating preliminary results, explaining how you ensured data integrity, and translating insights into actionable recommendations.

9.2.1 Scoring criteria

All pilot submissions will be evaluated against the **Phase 2 scoring criteria** outlined in Table 6.

Please note that further details on the precise scope, timing, and deliverables of Phase 2 will be communicated to shortlisted parties in due course.

Table 6: Scoring System for Assessment of Phase 2 Applications		
Evaluation Dimension	Weight	Explanation
Mobilize & Supervise Enumerators	10 points	Outline your approach to recruit and vet qualified enumerators, deliver targeted training on informed-consent, GDPR-compliant data handling, and digital-tool use, oversee fieldwork via daily supervisory visits and remote dashboard monitoring with standardized reports, implement both automated and spot-check validations, manage errors through a clear logging and retraining workflow, and enforce an ethical code of conduct to guarantee high-quality, compliant data collection.
Produce & Submit a Clean Dataset	10 points	Demonstrate that each of the 10–15 fictitious farmer records is complete and accurate by enforcing validation rules and cross-checking entries against source notes; ensure rigorous anonymization by removing or masking all personal identifiers and documenting your de-identification methods; supply a comprehensive metadata dictionary that



		defines every variable, its type, units, collection timestamp, and any transformations applied; and deliver all data-collection instruments (scripts and XLSForms) in open, machine-readable formats (e.g., JSON, XML, CSV) with versioned source files and a README outlining form logic, choice lists, skip patterns, and deployment instructions.
Report Operational Insights	10 points	The fictitious field report should clearly present non-response rates by region and enumerator, explain any thresholds or patterns observed and corrective actions taken; identify and analyse outliers in the data, detailing your criteria for flagging and how these cases were handled; summarize logistical challenges encountered in the field—such as access issues, equipment failures, or weather impacts—and document the mitigation strategies you employed; and describe any adjustments made to the data-collection process (e.g., revised sampling plans, questionnaire edits, redeployment of teams), ensuring that all insights are practical, actionable, and supported by concrete examples.
Present & Interpret Findings	10 points	Effectiveness of the sense-making session: clarity of results, explanation of data-integrity measures, and translation of findings into actionable recommendations. IDH will evaluate the quality of the live presentation by how clearly results are communicated—using effective visual aids and narrative flow—how transparently the presenter explains data-integrity procedures (validation steps, error rates), and how convincingly they translate insights into practical, prioritized recommendations, including their responsiveness to audience questions and ability to link findings to next steps and resource considerations.
	40 points	

In the event of tied scores, priority will be given to the Interested Party with the highest score in "Produce & Submit a Clean Dataset". If scores remain equal, the Interested Party with the highest score in "Present & Interpret Findings". If scores still remain equal, highest score in



"Mobilize & Supervise Enumerators". If scores remain equal, the highest score in "Report Operational Insights". If scores are equal on all four aspects, a random draw will be conducted in the presence of an independent witness, not employed by IDH.

10. Contracting and Award Notice

After Phase 1 all Interested Parties will receive confirmation of the final shortlist via TenderNed. As per the communicated timeline, roughly foreseen 8 October 2025. Interested Parties that are not shortlisted may request a debrief to understand the evaluation outcome and receive constructive feedback, in line with IDH's transparency and learning principles.

Only after both phases of this tender procedure IDH will make a final decision regarding the award of the contract(s). The selected service provider(s) will be notified via TenderNed and invited to enter into a Framework Agreement with IDH.

The selected service provider(s) will be contracted under IDH's Standard Framework Agreement (see Annex 2). By submitting a statement of acceptance, Interested Parties confirm acceptance of the terms outlined in this draft contract and the General Terms and Conditions related to it, unless otherwise clearly stated and justified in their submission. In addition to the Standard Framework Agreement, IDH shall also sign a data processing agreement with the selected Service Provider(s).

Interested Parties are invited to submit a **technical proposal** as part of Phase 1 of the tender process. Proposals. All documents must be submitted in MS **Word or .XLS** and accompanied by a PDF version and be submitted via TenderNed in accordance with the procedure outlined in these Selection Guidelines and therefore, no later than **Wednesday, 10 September 2025 at 12:00 CET**. *Submissions received after the deadline will not be considered.*

11. Additional documents to be submitted on request

IDH may at any time request the Interested Party to provide supporting documents regarding the information submitted with the ESPD-form. Interested Party must be able to provide the requested evidence within seven (7) calendar days from the date of the message sent via TenderNed upon first request by IDH. IDH will in any case request the Interested Party(s) whom it intends to select for this tender procedure – as well as any third parties on whose capacity



these Bidder(s) have relied – to submit the supporting documents in accordance with Article 2.89 of the Public Procurement Act 2012. These supporting documents are as follows:

- a. **‘certificate of good conduct for tendering’** (or ‘Gedragsverklaring aanbesteden’), as referred to in Article 2.89 Paragraph 2 Dutch Procurement Law, issued by the Minister of Justice or a comparable document from the country of establishment issued by a judicial or authorized government body regarding the grounds for exclusion as referred to in Article 2.86 Dutch Procurement Law, as described in Selection of Participation and Scoring Process of these Selection Guidelines. of these Selection Guidelines, which at the time of submission is not older than two (2) years.

IDH therefore advises you to check before subscribing whether you can provide the required supporting documents to IDH within seven (7) calendar days and, if necessary, to take timely steps to obtain the required supporting documents.

- b. **Procurement Conduct Declaration:** A Procurement Conduct Declaration (GVA) is a statement from the Minister of Security and Justice indicating that no objections exist against the involved natural person or legal entity in connection with bidding for public contracts. As of April 1, 2013, a GVA is required for bidding on a procurement procedure. GVA applications are submitted directly to Centrale Organisatie Voor Opdrachtgevers (Central Organization for Contracting Authorities) (“COVOG”).

It is expressly pointed out that the application period for the GVA can be at least 8 weeks. Once issued, the GVA is valid for two (2) years. Therefore, it is important – if the candidate/consortium/third party does not yet have a GVA – to apply for it in time.

- c. **Data and Documents from Other Member States:** IDH also accepts data and documents from another EU Member State that serve an equivalent purpose or demonstrate that the exclusion grounds do not apply to the Interested Party.

12. Questions

Questions regarding the assignment or these Selection Guidelines must be submitted in accordance with the Tender procedure schedule denoted under Timeline in these Selection Guidelines and therefore by Wednesday, 13 August 2025 at 17:00 CET, via TenderNed or via email to tender@idhtrade.org, with the subject expressly mentioning “Questions – Farmer Survey Data Collection Tender”.



Questions must be submitted in the English language and using the Model Question Form, attached to these Selection Guidelines as Annex 6.

The submitted questions will be grouped, anonymized, and combined in an information notice. This notice will be published on TenderNed in accordance with the Tender procedure schedule under the Timeline in these Selection Guidelines by Friday, 22 August 2025.

Please note the following:

Questions that are deemed confidential by the Interested Party must be clearly indicated as such in the Model Question Form. If IDH agrees that a question is indeed confidential, the question will be answered separately. However, if the answer to the question could result in an advantage of the Interested Party, the question will be aggregated and published in the general information notice. IDH will notify the Interested Party beforehand and will give the Interested Party the option to withdraw the question.

The responsibility for the timely and accurate submission of the questions lies with the Interested Party. When IDH indicates that questions have not been received by IDH before the indicated deadline, the Interested Party must demonstrate that the questions were sent in a timely manner.

Any inaccuracies, omissions, discrepancies, or objections to the content of any of the documents related to the Selection Phase, including appendices must be submitted in this round of questions. In case the above are not addressed before the deadline of the question round, this will result in a forfeit of the Interested Party's right to invoke these matters before or after the selection of the Interested Parties who will be invited to the Tender Phase.

13. Tender conditions

The following terms and conditions apply:

- The Technical Proposal deadline is a firm date. **Technical Proposals that are not received in accordance with the Tender procedure schedule under Submission Requirement and Timeline in these Selection Guidelines will not be considered.** Interested Parties are solely responsible for the timely and correct delivery of the Technical Proposals.



- If the Interested Party is of the opinion that the Selection Guidelines, or any of its annexes contain omissions, errors, contradictions or is otherwise flawed in any way, the Interested Party must report this in writing in accordance with Submission Requirements of these Selection Guidelines. Failing to do so will result in a forfeit of the Interested Party's right to invoke these matters after the selection of the shortlisted Interested Parties.
- By submitting a Technical Proposals, Interested Parties declare to unconditionally agree to the content and the procedures mentioned in these Selection Guidelines and any other terms and conditions that are applicable to this tender procedure.
- The submitted Technical Proposals is regarded as an irrevocable offer.
- By taking note of the Technical Proposals and the particulars included therein, IDH assumes no responsibility or liability for any (price) particulars, or errors, included therein.
- Technical Proposals that contain reservations are not permitted and will lead to exclusion from further participation in the tender procedure.
- Every Interested Party can only submit one (1) Technical Proposals per Lot. The Interested Party that submits more than one (1) Technical Proposals will be excluded from this tender procedure.

13.1 Environmental Consideration

Interested Parties are encouraged to incorporate environmentally sound practices, such as minimizing travel and using virtual meetings where appropriate.

14. The Selection Committee

The Selection Committee will evaluate both tender phases and consists of the following 5 (5) representatives:

- IDH Intelligence team (3) responsible for farmer surveying, data management and business analytics based on SHF surveys.
- Representative from program technical team (1) who have overseen IDHs SHF surveying since 2018.
- IDH finance controller (1)

15. Communication and Confidentiality



The Interested Party shall ensure that all contacts with IDH regarding the tender procedure take place exclusively in writing via TenderNed or tender@idhtrade.org. Any direct contact with other IDH personnel outside the designated contact person shall result in immediate exclusion from the tender process to prevent discrimination and ensure procedural fairness.

The documents provided by or on behalf of IDH will be handled with confidentiality. The Interested Party will also impose a duty of confidentiality on any parties that it engages. Any breach of the duty of confidentiality by the Interested Party or its engaged third parties will give IDH grounds for exclusion of the Interested Party, without requiring any prior written or verbal warning.

All information, documents and other requested or provided data submitted by the Interested Party will be handled with due care and confidentiality by IDH. The provided information will after evaluation by IDH be filed as confidential. The provided information will not be returned to the Interested Party.

16. Disputes

Any dispute between the parties involved in the tender procedure that arise from the tender procedure, will be submitted to the competent court in Utrecht, the Netherlands.

The Interested Party can object against the decision on the selection of the shortlisted Interested Parties by means of an interim proceeding filing with the civil court in Utrecht, the Netherlands, within fourteen (14) calendar days after receiving a written notification from IDH, in which it states its intention. By refraining from filing an objection, the Interested Party is deemed to have waived its rights to object to the decision. Any rights of the Interested Party under this tender procedure will lapse.

In the interest of fast and good progress, each Interested Party is urgently requested to provide IDH with timely notification of any legal measures taken, for example by sending the summons.

17. Miscellaneous

IDH respects the effort and time that Interested Parties are expected to put into this Selection Phase and throughout the tender procedure. However, IDH has to use its financial means as economically as possible. Therefore, IDH will not remunerate Interested Parties for their participation.



IDH has a limited number of internal policies and strategies relevant to this tender procedure, which include anti-corruption and anti-bribery policy, safeguarding and privacy policies. These policies and strategies will be made available to the selected Service Provider(s) at the Contract signing stage. IDH expects the Interested Parties to acknowledge and adhere to these policies or similar standards.

Interested Parties are expected to adopt a proactive approach and must timely challenge any defects in the tender documentation. Should Interested Parties nevertheless encounter any contradictions, inaccuracies, omissions and/or unlawful provisions, they must notify IDH as soon as possible, but no later than the closing date of the first written question round. Failure to notify the contracting authority within this timeframe will render the Interested Party inadmissible in any subsequent claim relating to the alleged defect. In such cases, the Interested Parties shall have fully waived their rights in this regard.

18.Disclaimer

IDH reserves the right to update, change, extend, postpone, withdraw, or suspend these Selection Guidelines, this tender procedure, or any decision regarding the selection or contract award. IDH is not obliged in this tender procedure to make a contract award decision or to conclude a contract with a participant.

Interested Parties in the tender procedure cannot claim compensation from IDH, any affiliated persons or entities, in any case any of the afore-mentioned situations occur.

IDH has made every effort to create a procurement document that is as transparent as possible. If an Interested Party finds any parts of it unclear, it is required to clarify this during the questions phase. By submitting a Proposal, an Interested Party thereby declares that they find the document and all its contents sufficiently clear. Failure to raise such issues prior to submission will result in waiver of the Interested Party's rights to invoke matters regarding transparency and all related aspects, subsequently.

By handing in a Technical Proposal, **participants accept all terms and reservations made in these Selection Guidelines, and any information or documentation already provided as part of this tender procedure.**

19.Annexes



- Annex 1 Statement of acceptance
- Annex 2 IDH Standard Framework Agreement Template
- Annex 3 IDH General Terms and Conditions for Services
- Annex 4 Request to Participate Form – Template
- Annex 5 Model Reference Declaration – Template
- Annex 6 Model Question Form
- Annex 7 European Single Procurement Document
- Annex 8 Data Processing Agreement
- Annex 9 Budget Template
- Annex 10 Statement on Grounds of Exclusion