

ToR – Evidence of interventions to achieve Better Income

1. Background on IDH

IDH The Sustainable Trade Initiative (IDH) accelerates and up-scales sustainable trade by building impact-oriented coalitions of front running multinationals, civil society organizations, governments, and other stakeholders. Through convening public and private interests, strengths, and knowledge, IDH programs help create shared value for all partners. This will help make sustainability the new norm and will deliver impact on the Sustainable Development goals.

2. Background on Better Income

IDH is working to secure Better Income for smallholder farmers in several sectors and landscapes. IDH's Better Income impact pathway has three categories of Better Income:

- **More income** for women and men to be able to alleviate poverty towards a living income.
- **Stable income** to be resilient against shocks and other risks throughout and over the years
- **Equitable income**, to ensure that men, women and youth have equal chances on a better income while not harming the environment, local communities and generations to come.

3. Objective and deliverable of assignment

To work with supply chain partners to achieve better income for smallholder farming families, IDH is keen to further develop and refine the evidence base on the function, design and impact potential of multiple industry-led interventions and changes in business practice. This evidence base will directly contribute to the Better Income learning agenda and the development of actionable tools for use by IDH teams and industry partners built to drive data-driven design of high impact business models that leverage a smart-mix of interventions to achieve their intended impact. IDH aims towards commercially viable interventions and business models that can continue beyond the duration of catalytic donor funding. As a result, it is also important for IDH to evaluate the cost and risk drivers of such interventions in addition to their intended impact. The identification of clear evidence gaps will also contribute to IDH resource allocation on learning and innovation activities within the scope of Better Income.

IDH currently has a list of over 120 interventions relevant to smallholder-driven supply chains. This list must be refined, validated and linked more extensively to data and evidence.

The deliverable is threefold:

1. Excel document organized according to individual interventions
2. Powerpoint presentation summarizing key findings
3. Full documentation of evidence base, with overview of how and which sources were used

These deliverables will contribute to the Better Income learning agenda, IDH's Roadmap on Living Income and the Farmfit Intelligence Center.

4. Scope of assignment

The current list of interventions should be refined, validated and linked more extensively to data and evidence. This includes:

- Validate and enhance definitions of interventions
- Validate and enhance definitions of intervention types (see Annex 1 for definitions)
- Validate each intervention's categorization of intervention type(s)
- Validate each intervention's relationship to income driver(s)
 - o Indicate directional relationship in short term versus long term (if different), e.g. rejuvenation of tree crops reduces yield in short term and increases yield in long term; whereas inputs increase cost of production while increasing yield
- Validate each intervention's function (see Annex 2 for key functions and definitions), including validation of the function definitions and suggestion for additional functions if/as needed
- For each intervention, indicate the difference between what is effectively an intervention (extension services), and what is a way of delivering that intervention (digital extension services)
- Validate each intervention's typical impact on income in terms of the way it effects income (more, stable, equitable) and the degree to which that can be achieved
- Evaluate the available evidence of cost and risks associated with each intervention
- Add maximum 10 "design tips" per intervention found in the literature that provides guidance on how the intervention is deployed to achieve the intended result on income, which might include but not be limited to the following:
 - o Validate and build on common bundled interventions
 - o Essential features
 - o Context considerations/requirements
 - o Best practices
- Validate each intervention's lead actor, including further specificity where useful
- Indicate where the evidence shows proof of interventions in specific regional or national contexts
- For interventions identified but without descriptions, all categories of data should be developed based on existing evidence
- Clear data sources linked to each intervention

When evaluating the available evidence, we would like to include not only academic standard evidence but also evidence found in grey literature (e.g. FAO reports). Given the different levels of rigor across the evidence base we would like the consultant to come up with an evidence weighting system

IDH & Key Partner Sources for Review

- IDH Better Income Impact Pathway narrative
- IDH Cocoa Traceability Brief: <https://www.idhsustainabletrade.com/publication/technical-brief-on-cocoa-traceability/>
- The Sustainable Procurement Kit: <https://www.idhsustainabletrade.com/sustainable-procurement-kit/>
- MARS Farmer Income Lab publications including but not limited to: Farmer income lab: [what works to increase smallholder farmers' income?](https://www.mars.com/what-works-to-increase-smallholder-farmers-income/)

- JPAL: <https://www.povertyactionlab.org/initiative/agricultural-technology-adoption-initiative>
- Wageningen University
- Evidensia: <https://www.evidensia.eco/>
- International Initiative for Impact Evaluations: <https://gapmaps.3ieimpact.org/evidence-maps/agricultural-innovation>
- Agriculture in the Digital Age Evidence Maps: <https://agricultureinthedigitalage.org/explore-data/>

5. Profile of the consultant

The team of consultants need to fulfil the following minimum criteria:

- Expertise in monitoring, evaluation and learning and/or academic research
- Experience with IDH key sectors working on Better Income, including cocoa, coffee, tea, cotton, spices, aquaculture, and food crops
- Expertise in smallholder farming systems and private sector-led sourcing and sustainability initiatives
- Be independent and credible.
- Flexibility to adapt to changing scope.
- Analytical and Result-oriented.
- Critical on quality & reliability of information.
- Dedicated adherence to deadlines.
- Sensitivity how to treat confidential information and cognizant of data privacy regulations.
- Excellent written and spoken English, culturally sensitive, analytical.

6. Proposal

IDH is asking consultants/researchers to prepare a proposal (max. 5 content pages) in which it is explained how the consultant will organize its engagement and team (when applicable) to contribute to the objectives as explained above.

The proposal should at least contain:

1. Your understanding of our needs and approach to the assignment.
2. Team composition & track record.
3. Proposed approach to evidence that balances rigor (I.e. RCTs) with reliable yet less rigorous insights and evidence.
4. Proposal and workplan.
5. Resource allocation, costs and budget indication per deliverable (man/days).

7. Selection criteria & procedure

The proposal will be assessed based on the following selection criteria:

- Quality of the proposal in line with the scope of work and deliverables of this assignment.
- Demonstrated experience of the team of consultants/researchers.

- Cost-effective budget, detailed per deliverable/service with maximum budget of 40k EUR.

The following timelines apply to the procedure and assignment. Selected applicants will be invited to present and discuss their proposals with IDH. The proposal should be submitted to IDH via email by **16 August, 2021**. A final decision will be made by the **3 September, 2021**.

8. Contact at IDH

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Annex 1

Primary type(s) of intervention	
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Service delivery	Engagement between private sector and farmers/farmer groups at origin, focusing on key services such as training (farmers and cooperatives), inputs, financial products, information, processing and storage, equipment and mechanization, certification and market access.
Procurement	Sourcing principles and actions often related to supply chain structure, relationship management and information exchange between suppliers/buyers, and contract terms including and especially pricing and volumes.
Traceability & Transparency	
Brand/consumer engagement	Efforts around marketing and branding, route-to-market approaches, sales, and other downstream activities and strategies occurring closer to end-product sales and consumption.

Annex 2

Value creation, value distribution, cost minimization and risk mitigation	
Value creation	Expansion/enhancement or creation of value <i>for farming households</i> from activities
Value distribution	Change in value distribution across supply chain to the benefit of upstream actors, specifically farming households and/or farmer groups.
Cost minimization	Activities targeting cost reduction specifically, which may or may not contribute to value creation
Risk mitigation	Practices at farm level that are taken to either adapt or mitigate risks such as climate risks, disease risks, production risks