



## TECHNOLOGY TRANSFER UNIT

### TERMS OF REFERENCE

#### EVENT FACILITATOR (CONSULTANT) AND PRODUCT DEVELOPMENT EXPERT

---

##### 1. INTRODUCTION

The International Centre of Insect Physiology and Ecology (*icipe*) is an intergovernmental organisation headquartered in Nairobi, Kenya that carries out research and training in sustainable management of insects (arthropods) for improving comprehensive health and agricultural productivity in the tropics ([www.icipe.org](http://www.icipe.org)).

Since its founding, *icipe* has maintained a clear mission of producing world-class knowledge, backed by the determination of developing solutions that are environmentally friendly, accessible, affordable and easy-to-use by end-users. Therefore, the Centre places great emphasis on ensuring effective transfer of technologies, by instituting strategies to translate research into tangible products, building indigenous capacity to use and adapt them to local conditions, and working with public and private partners to create relevant and effective value chains.

In accordance, and building on previous experience, in 2016, *icipe* re-launched its Technology Transfer Unit (TTU), which is aligned to the Centre's Vision and Strategy 2013 – 2020. TTU will enable the assignment of the dissemination of strategies and solutions developed by the Centre to a dedicated, appropriately skilled team.

TTU presents a platform for synchronised, sustainable and visible technology dissemination. The Unit will build on pilot technology dissemination projects by *icipe* and partners, to scale them out for enhanced impact. TTU will also strengthen cross-linkages between *icipe*, farmers, researchers, donors, enterprises and policymakers, facilitating better processes for providing information and advice, testing and improving technologies, capacity building, innovative project development and business incubation.

TTU is being incubated within the Push-Pull Sub-Saharan Africa project, funded by Biovision Foundation for Ecological Development, Switzerland.

## 2. BACKGROUND

Since its founding in 1970, the International Centre of Insect Physiology and Ecology (*icipe*) has remained committed to a clear mission of producing world-class knowledge, backed by the determination of developing solutions that are environmentally friendly, accessible, affordable and easy-to-use by end-users. *icipe*'s solutions or technologies cover the fields of human, animal, plant and environmental health and beyond. These include arthropod traps, biopesticides, repellents, rearing techniques, and management procedures which if scaled up can help to confront the problems posed by insects and related arthropods and also benefit from ecosystem services and by-products provided by them for the continent.

Insects are the most diverse and abundant forms of life on earth and affect the livelihoods of millions of people in the tropics in so many ways (Halloran and Vantomme, 2013). On the one hand, insect pests contribute to the poor performance of both the agriculture and health sectors. This translates into not only in economic losses but also into food, income and health challenges (Donatelli et al. 2017; Sappington et al. 2018). Invasive insect pests for instance and diseases-transmitted by them, represent a major challenge to the development of the agricultural sector and hence to food and nutrition security in Africa (Paini et al., 2016; Pratt et al. 2017). Their global economic cost is estimated at a value of US\$ 1.4 trillion per year, while Africa is facing the biggest share (Paini et al., 2016). A recent estimate on the economic impacts of 5 major invasive insect pests including *Chilo partellus*, *Liriomyza* spp. and *Tuta absoluta* on mixed maize production systems of smallholders in six African countries indicated losses of US\$0.9–1.1 billion; and future annual losses (next 5–10 years) of US\$1.0–1.2 billion (Pratt et al., 2017).

On the other hand, insects provide some essential ecosystem services, primarily to communities living in fragile and marginalized areas, through their use as food, feed and medicine, bioconversion agents, pollination, beekeeping and silk rearing (Schowalter et al., 2018; Noriega et al., 2018). Consumed as food or used as feed or high-value products, insects contribute significantly to food and nutrition security and poverty reduction in Africa (Jensen et al., 2015; Halloran et al., 2018; Niassy et al., 2018). They provide environmental services through pollination and recycling of waste. Africa has nearly 500 edible insect species (Kelemu et al., 2016) and many of these contribute to several high-value commercial insect products such as insect proteins, honey, beeswax, propolis, honey brood, silk, oils (fat), and dyes.

The impact of insect pests on livelihoods is far-reaching. Global health costs associated with invasive disease vectors, not including malaria, which is mostly endemic is estimated at US\$ 6.9 billion, with Africa having a considerable burden (Bradshaw et al., 2016). The cost of invasive human disease vectors is also substantial. In the livestock sector insects such as biting flies, Tsetse and other vectors lead to severe diseases and marked decline in livestock productivity. Sixty million people are exposed to sleeping sickness, and annual livestock and crop losses due to Tsetse are estimated to be around \$4,750 million (Vreysen et al., 2013).

The success of the “green revolution” in Asia and South America is attributed to the massive investment in research and development (R&D) through the implementation of technologies from research (AfDB, 2017). Technologies that are needed for Africa to develop do exist, and there are cases of successful delivery and massive uptake (Ajayi et al., 2018).

Over the past few decades, there has been a body of research work to identify solutions to problems posed by insects with attempts at transferring technologies to end-users (Ajayi et al., 2018; Westermann et al., 2018). Despite a marked advance in scientific outputs by African research institutions, the continent is still struggling to meet the technology needs of its people to enhance their well-being.

Farmers' perceptions might be positive; however, the factors affecting the adoption of technologies vary a lot from one context to another, and the reasons often cited in Africa include the limited translation of technology application into concrete benefits or gains (Melesse, 2018). Often adoption of new technologies, even the most promising ones, is at a level far lower than anticipated.

Several reasons for the low adoption of agricultural technologies have been empirically examined in the literature, including:

- (a) The local system of land tenure, which may not provide incentives for farmers to innovate.
- (b) Unawareness of new technologies or misconceptions about their benefits and costs.
- (c) Constraints in accessing credit and agricultural inputs.
- (d) New technologies do not meet farmers' criteria (need for adaptation).
- (e) Farmers are risk-averse.

### **3. GAPS**

Unless comprehensive technology transfer strategies are put in place, the African agriculture and health sectors will continue to struggle. Therefore scaling up technologies, that harness benefits or address challenges posed by insects will result in increased food production and improve the overall health status of the people of Africa. Such technologies need to be efficiently communicated, implemented within the user's context, and the resulting impacts need to be tracked and measured (Stone and Lane, 2012). This can be enhanced by creating an innovation ecosystem that allows icipe findings to be scaled out.

One of the core reasons why technologies have not moved to scale on the continent is insufficient attention to private sector value chains. There is a poor market linkage; and weak policy and regulatory environments, and the absence of a regionally coordinated effort to deliver technologies.

Limited awareness efforts on *icipe* technologies and their benefits and little have been made in changing this attitude. Also, costs limited effort has gone into engaging or strengthening the link with stakeholders, especially the private sector. This is why TTU, in partnership with PASET and Bioinnovate are planning an event to introduce the *icipe*'s Technology Transfer Unit and use the opportunity to strengthen the relationship with relevant private sector actors for technology upscale.

#### **4. SCOPE OF SERVICE**

##### **Event Consultation & Coordination**

- ❖ Identify and implementing *icipes*' requirements and expectations of said event.
- ❖ Coordinating with vendors, exhibitors, and stakeholders during the event planning process to ensure everything is in order.
- ❖ Manage all event set-up and tear down
- ❖ Maintain event budget.
- ❖ Entertainment
- ❖ Video and photography acquisition
- ❖ Scheduling speakers.
- ❖ Conduct inspections of the event to ensure everything adhere with *Icipes* standards and requirement.
- ❖ Creating artworks, printing and packaging the overall corporate communication.
- ❖ Coordinating and managing all related branding and marketing strategies.
- ❖ Assessing event's overall success and submit findings.

To ensure value and return of investment after the launch we shall embark on a follow up programme as specified below:

##### **Follow Up Program**

- ❖ Overseeing monthly, quarterly, and yearly marketing budgets v/s the sales targets achieve within a specific schedule.
- ❖ Product(s) Development.
- ❖ PR strategies e.g. social media campaigns, conferences, television coverage etc.
- ❖ Identifying and meeting prospective partners.
- ❖ Assisting in the development of the TTU Trust Fund.
- ❖ Pulling resources for the TTU Trust Fund
- ❖ Planning and Coordination visits at *Icipe* by interested parties.
- ❖ Present and promote *Icipe* technologies to prospective partners.
- ❖ Reaching out to prospective partners through cold calling.

- ❖ Negotiating contracts, service agreements and prices with partners. In addition to preparing sales contracts and ensure that orders are submitted for processing.
- ❖ Keep abreast of best practices and promotional trends continuously improve through feedback.

## 5. DURATION AND VENUE

The programme will be two phases

1. Main Launch (6-8 weeks)
2. Follow up Programme (6 months)

The venues will be held on *icipe* grounds.

## 6. RESOURCES

TTU has a budget an adequate for the Launch of the Unit, which we intend to spend before end of the year.

## 7. EXPECTED OUTCOME

**Outcome 1:** Increased intake of *icipe* technologies by the private sector

**Outcome 2:** *icipe* research oriented towards the needs of the private sector and the general public.

**Outcome 3:** Contribution to food security, health and environment.

**Overarching outcome:** Poverty alleviation, employment and improvement of the overall well-being of people in the tropics.

## 8. APPROACH AND METHODOLOGY

**Goal:** To launch *icipe*'s Technology Transfer Unit-Strengthening the relationship between *icipe* and Private sector actors for scaling

**Objective:** To present, interact and build sustainable relationships with key private sector stakeholders in Kenya and beyond.

### Expected Outputs

**Output 1:** Private sector aware and informed about *icipe* technologies

**Activity 1.1:** Presentations of key *icipe* technologies

**Activity 1.2:** Exhibitions, demonstrations and adopters' testimonies.

**Activity 1.3:** Panel discussions

**Output 2:** Partnership in a win-win operational framework established

**Activity 2.1:** Exploring common business interests.

**Activity 2.2:** Identification of areas of common interests.

**Activity 2.3:** Aligning views and interest between *icipe* and the private sector.

**Output 3:** Prominent and promising *icipe* technologies committed for scaling.

**Activity 3.1:** Agree on a framework or process for technology uptake and scaling.

**Activity 3.2:** Develop an investment scheme to enhance technologies of interest under the TTU.

**Activity 3.3:** Agree on a period of interactive sessions at *icipe*.

## 9. TARGET GROUP/PARTICIPANTS

Key agribusiness companies (Agriprocessors, oil, seed, feed, cosmetics, design, energy etc...), model farmers, government, Annex Companies

## 10. DELIVERABLES AND TIME SCHEDULE

Centralized clustered trainings are slated in February 2020 (exact date and venues tbd).

No.	Activity	Deliverable	Timeline
<b>Main Event Launch</b> <i>Phase One</i>	Clarify the purpose or goal of the launch: <ul style="list-style-type: none"><li>Identify event stakeholders (e.g., participants, event sponsors, meeting site vendors, administrative, etc.)</li></ul>	<ul style="list-style-type: none"><li>❖ Coordinate all vendors</li><li>❖ Set up all exhibition stands</li><li>❖ Issue invite letters</li><li>❖ Partnering with Key private sector individuals</li><li>❖ Event Branding</li></ul>	6-8 weeks

	<ul style="list-style-type: none"> <li>• Identify stakeholder needs and wants through presentations, panel discussions and meetings.</li> <li>• Identify launch deliverables (i.e., what will be produced and delivered as a result of the launch and who will receive each deliverable)</li> <li>• Agree on measures of success for the event, and how each will be captured</li> </ul> <p>Identify constraints associated with the event (e.g., cost, duration, meeting content, etc.)</p> <p>Identify the event team, including:</p> <ul style="list-style-type: none"> <li>• Event sponsor(s)</li> <li>• Content presenters and subject matter experts</li> <li>• Meeting facilitators /vendors</li> <li>• Administrative support personnel</li> </ul> <p>Event Launch objective:</p> <ul style="list-style-type: none"> <li>• Develop the event objective, timeline and deliverables</li> <li>• Submit event ideas for approval; revise as needed</li> <li>• Determine who will participate in each item</li> <li>• Determine material needs to support the agenda</li> </ul>	<ul style="list-style-type: none"> <li>❖ Printing banner, fliers, event programme, gift bags etc.</li> </ul>	
--	--	--	--

	<p>Venue selection:</p> <ul style="list-style-type: none"><li>• Evaluate potential meeting venues and recommend the best site</li><li>• Confirm site selection</li><li>• Arrange for site set-up and breakdown.</li><li>• Make hotel arrangements as needed</li></ul> <p>Develop event plan and timeline to include:</p> <ul style="list-style-type: none"><li>• Any pre- and post-meeting activities</li><li>• Meeting facility requirements and layout</li><li>• Travel support and administrative activities (e.g., air, hotel, directions, etc.)</li><li>• Administrative activities, approvals, documentation requirements, etc.</li><li>• Pre-meeting and other preparation activities for participants</li><li>• Pre-meeting preparation material development, production and distribution</li><li>• Meeting material development, production and shipment to site</li><li>• Arrangements for meals and refreshments</li></ul>		
--	---	--	--

	<ul style="list-style-type: none"> <li>• Arrangements for networking and other social events</li>   <li>• Post-meeting reports, action items and data distribution</li> <li>• Post-meeting administrative items (e.g., managing facility invoices, participant travel expenses, etc.)</li> </ul> <p>Develop a risk management plan to include:</p> <ul style="list-style-type: none"> <li>• Identification of significant risks and mitigating actions</li> <li>• Identification and management plan for key hand-offs within the plan</li> <li>• A RACI chart showing responsibilities and interdependencies within the plan</li> </ul> <p>Develop a communication plan to include:</p> <ul style="list-style-type: none"> <li>• Initial communication to participants describing the event</li> <li>• Formal invitation to participate</li> <li>• Confirmation of participants</li> <li>• Delivery of meeting logistics information to participants</li> <li>• On-site registration and assistance (e.g., with</li> </ul>		
--	---	--	--

	hotels, travel, meeting support, etc.)		
<p><b>Follow Up Programme</b></p> <p><i>Phase Two</i></p>	<ul style="list-style-type: none"> <li>• Build distribution channels by approaching potential channel partner and “sell” the value of the partnership.</li> <li>• Establish goals, service &amp; reporting requirements, ensuring the delivery of inventory and sales/support materials.</li> <li>• Identifying prospective customers by following leads from existing clients or attending events and conferences, to build relationships with people.</li> <li>• Advising Customers on Product/technology Benefits, being able to sell the unique points of these products or services is key to independent. Emphasizes on the benefits of the products/technology and how customers can make the best use of them.</li> <li>• Negotiating contracts, service agreements and prices with suppliers and vendors. In addition to preparing sales contracts and ensure that orders are submitted for processing.</li> <li>• Following up with clients before and after a sale to ensure they’re satisfied with their purchase and to answer questions or concerns clients may have.</li> <li>• Present, promote and sell products/technologies using</li> </ul>	<ul style="list-style-type: none"> <li>❖ Monthly reports</li> <li>❖ Social media campaigns, conferences, television coverage.</li> <li>❖ Meeting prospective partners and sharing all developments with the TTU team.</li> </ul>	6 months

	<p>solid arguments to existing and prospective customers</p> <ul style="list-style-type: none"> <li>• Perform cost-benefit and needs analysis of existing/potential customers to meet their needs.</li> <li>• Establishing, develop and maintain positive business and customer relationships.</li> <li>• Reaching out to customer leads through cold calling</li> <li>• Setting and achieve agreed upon targets and outcomes within schedule</li> <li>• Analyze the territory/market’s potential, track sales and status reports</li> </ul>		
--	--	--	--

**11. PAYMENT TERMS**

The payment shall be paid as follows:

- 40% upon satisfactory completion of deliverable 1
- 60% upon submission acceptance by icipe, of a final training report.

**12. QUALIFICATIONS AND EXPERIENCE:**

- At least 5 years in professional experience in the field of branding, product development and sales and marketing.
- The consultant should have delivered at least three (3) similar services to reputable organisations in the last two years.
- Good interpersonal and facilitation skills, with a focus on rapport-building, listening, and interactive skills.
- Ability to deliver assignments within the stipulated time frames.

**13. APPLICATION GUIDELINES**

**13.1 Technical Proposal**

- i. Specific experience of the Consultant relevant to the assignment. Please provide details of similar assignments undertaken.
- ii. Technical capacity of the consultant(s) in terms of qualifications and competencies for the assignment. Please attach detailed CV.

- iii. A customized training plan clearly articulating the objectives of the training.
- iv. Methodology to be used during the assignment.
- v. Work plan clearly indicating the maximum time/duration required for the assignment.

### **13.2 Financial Proposal**

- i. Clear breakdown of the financial proposal including all the chargeable taxes.
- ii. Proposed Terms of payment
- iii. Total discounted quote for the assignment

## **14. SUBMISSION GUIDELINES**

Completed proposal including all the requirements and details specified should be delivered to *icipe's* Tender Box, Carroll Wilson Building, Duduville Campus in clearly marked sealed envelopes or sent via e-mail to [icipetenders@icipe.org](mailto:icipetenders@icipe.org) on or before **11:00 hrs East Africa Time on 19<sup>th</sup> December 2019**. The proposal should be marked **“Event facilitator (consultant) and product development expert for Technology Transfer Unit”**.

## **15. TERMS OF CONTRACT**

The facilitator will work with the Technology Transfer Unit Management Office in coordinating all the laid out services above.