



**Practical
ACTION**

FiBL

Terms of Reference (TOR) for Consultancy to Develop the Kenya Agroecology Assessment Tool (KAAT).

1. Introduction and Background

Project Title	Developing Sustainable Kilimohai Market System for Agroecological School Meals and Mass Markets in Muranga County, Kenya.
Project implementer	KOAN Kenya, in collaboration with Practical Action and FiBL
Project locations	Muranga County, Kenya.
Project Period	1st August 2025 to 1st February 2028
Assignment period	January to February 2026
Target	We are seeking a qualified individual consultant or consulting firms to express interest in undertaking a consultancy to develop the Kenya Agroecology Assessment Tool (KAAT) by harmonizing and contextualizing FAO's TAPE and Biovision's F-ACT into a practical, user-friendly tool for application within Kenya's Participatory Guarantee Systems (PGS) and agroecological market systems.

Agroecology is increasingly recognized as a transformative pathway towards sustainable food systems in Kenya. It integrates ecological principles into agricultural production while accounting for social, economic, and cultural dimensions to enhance resilience, sustainability, and livelihoods. In 2024, the Ministry of Agriculture launched the National Agroecology Strategy for Food Systems Transformation (NAS-FST), and several counties are at different stages of developing or implementing county-level agricultural strategies that integrate agroecology.

While national and county strategies increasingly emphasize production, marketing, and consumption of agroecological (AE) products, Kenya currently lacks a harmonized and credible system for differentiating and guaranteeing agroecological products in the marketplace. To facilitate trade, build consumer trust, and support policy implementation, there is a need for an agroecology guarantee system underpinned by a Kenya-specific assessment framework and a recognizable mark.

Globally and locally, several tools support evidence-based decision-making and monitoring of agroecological transitions. The Food and Agriculture Organization of the United Nations (FAO) Tool for Agroecological Performance Evaluation (TAPE) provides a standardized global framework for assessing agroecological performance at country, landscape, and sometimes farm level. Biovision Foundation's Farmer Assessment Criteria Tool (F-ACT) is a participatory, context-

sensitive tool that captures farmers' experiences and practices through a bottom-up approach. Its sister tool, the Business Assessment Criteria Tool (B-ACT), focuses on enterprises that process and trade agroecological products.

Although these tools are complementary, they have not yet been harmonized and contextualized for systematic use within Kenya's Participatory Guarantee Systems (PGS) and agroecological market contexts. There is therefore a pressing need to adapt, align, and operationalize these tools into a single, cost-effective, and user-friendly Kenya Agroecology Assessment Tool (KAAT) that responds to national priorities, county realities, and market needs.

2. Kenya Organic Agriculture Network (KOAN)

The Kenya Organic Agriculture Network (KOAN) is a national membership organization founded in 2005, bringing together farmers, exporters, NGOs, certification bodies, researchers, and other stakeholders in Kenya's organic agriculture sector. KOAN provides capacity building, technical advisory services, market linkages and support for organic certification. It also plays an active role in policy and standards development, having contributed to the East Africa Organic Products Standards and developed the Kilimohai organic mark, for which it is the custodian in Kenya.

KOAN's vision is a vibrant and resilient organic agriculture sector that delivers social, economic, and environmental benefits. Building on the success of the green Kilimohai Organic Mark, KOAN is now introducing the Kilimohai Blue Mark for agroecological products. This mark will be underpinned by KAAT and implemented through Participatory Guarantee Systems (PGS), using peer-to-peer farmer and consumer assessments conducted annually.

KOAN, in collaboration with Practical Action and the Research Institute of Organic Agriculture (FiBL), is implementing the project *"Developing a Sustainable Kilimohai Market System for Agroecological School Meals and Mass Markets in Murang'a County, Kenya."* Supported by The Rockefeller Foundation, the project is abbreviated as KA4S (Kilimo Hai Agroecology for Schools).

3. Project Description

The Kilimohai Agroecology for Schools (KA4S) project seeks to establish a functional agroecology guarantee system and link agroecological production with school feeding programmes, using Murang'a County as a pilot.

The project adopts a phased approach:

- a. Development of a context-specific Kilimohai Agroecology Assessment Tool (KAAT) to guide measurement, benchmarking, and monitoring of agroecological performance at farm, landscape, value chain, and county/national levels.
- b. Integration of agroecology into Participatory Guarantee Systems (PGS) to support traceability, participatory assurance, and market recognition.
- c. Linking PGS groups to institutional markets (schools, hospitals) and mainstream markets (county markets, supermarkets, hotels, green groceries).

KAAT will underpin the Kilimohai Agroecology (Blue) Mark and will adapt conformity assessments currently used under the Kilimohai Organic mark for agroecological certification. It will be mandatory for PGS assessments to demonstrate whether farmers and groups meet the criteria for use of the Kilimohai Agroecology mark.

The project runs from August 2025 to January 2028 and aims to strengthen agroecological food systems in Murang'a County by developing and piloting a locally adapted Participatory Guarantee System (PGS) supported by the Kilimohai Blue mark. The initiative addresses three interlinked challenges: inadequate access to healthy food for school children, limited market access for farmers, and insufficient availability of affordable, safe, and nutritious food for consumers.

The project will support at least 40 PGS groups, representing approximately 800 farmers, with particular emphasis on women and marginalized groups. Key activities include the development of assessment tools, capacity building for trainers and assessors, strengthening market linkages (especially school feeding programmes), consumer awareness creation, and generation of evidence for policy influence and scale-up.

A Participatory Market Chain Approach (PMCA) will be applied to co-create solutions with farmers, traders, consumers, and government actors. KOAN leads implementation, working closely with Practical Action and FiBL. Expected outcomes include increased supply and demand for Kilimohai Blue-certified products, improved farmer livelihoods, and enhanced nutrition in schools. The pilot will also generate policy briefs, business models, and dissemination materials to support replication in other counties.

4. Call

KOAN hereby invites qualified individual consultants or consulting firms to express interest in undertaking a consultancy to develop the Kenya Agroecology Assessment Tool (KAAT). The assignment will harmonize and contextualize FAO's TAPE and Biovision's F-ACT into a single, user-friendly assessment tool suitable for application within Kenya's PGS and agroecological market systems.

5. Objective and Scope of the Assignment

5.1. Overall Objective

To develop a comprehensive, user-friendly, and context-appropriate Kenya Agroecology Assessment Tool (KAAT). KAAT will be applied by Participatory Guarantee System (PGS) farmers as a practical peer-review tool for mutual farm assessments, learning, and continuous improvement in agroecological practices. KAAT will replace the conformity assessments under the Kilimohai Organic mark and will be mandatory for PGS audits to determine compliance with the criteria for awarding the Kilimohai Agroecology mark.

5.2. Specific Objectives

- Analyse the methodologies, indicators, and data collection processes of TAPE and F-ACT in relation to the Kenyan PGS context.
- Assess the needs of PGS actors, farmers, consumers, markets, and other stakeholders through consultations.
- Develop and test a harmonized and context-appropriate KAAT that is both simple to apply and robust in reflecting agroecological transformation.
- Develop implementation, training, and user guidelines for KAAT.
- Build awareness and recognition of KAAT among key agroecology stakeholders in Kenya.

5.3. Scope of Work

The consultant will undertake the following tasks:

a. Project Briefing:

- Hold an inception meeting with the project's Technical Advisory Committee (TAC).

b. Literature Review and Comparative Analysis:

- Review literature on global and regional agroecology assessment frameworks (e.g., FAO, TAPE, AU frameworks) and experiences of where these tools were adjusted for specific uses.
- Analyze Kenyan agriculture, environment, and climate policies relevant to agroecology. Experience with similar tools used for monitoring and extension purposes.
- National agroecology strategies, policies, and guidelines.
- Identify best practices and relevant indicators for assessing adherence to Agroecological principles; ecological, economic, and social dimensions

c. Inception Report

- Prepare an inception report outlining the methodology, work plan, and stakeholder engagement plan
- Get KOAN approval for the inception report before its implementation

d. Stakeholder Engagement and Market Context Analysis:

Actively engage stakeholders through a co-design and participatory consultation process. This will include structured workshops, key informant interviews, and focus group discussions with:

- Future users of the above-mentioned tool, the PGS groups
- Civil society and agroecology networks working on Agroecology
- Private sector – traders, processors, dealing/stocking Organic AE products
- National government ministries (Agriculture, Education, Health Environment, Climate Change)
- Muranga County government
- Research institutions
- Farmer organizations and cooperatives
- Synthesize stakeholder inputs into criteria development and tool design.

e. Development and Testing of KAAT:

The draft KAAT will include protocols that define:

- The conceptual framework underpinning KAAT.
- Agroecology indicators aligned to Kenya's context
- Measurement scales and scoring criteria
- Data-collection templates (digital)
- Guidance on application at farm, community, landscape, and institutional levels
- A clear methodology for aggregation scoring and interpretation on PGS and KOAN levels

f. Pilot Testing

- Conduct field testing in Murang'a County representing different agro-ecological zones.
- Train PGS assessors, lead farmers and group facilitators for the pilot.
- Analyze pilot results and gather feedback from users.
- Market framework and Stakeholder Engagement
 - Assess the application environment of the new tool and the needs of PGS, Value chain actors, KOAN and other stakeholders.
 - Organize and facilitate consultative meetings with traders, consumers and other stakeholders across selected wards in the county.
 - Gather insights on the practical use of the tools and user needs.

g. Finalization

- Incorporate pilot findings to refine the tool.
- Develop a User Manual, training materials, and quick-start guides.
- Present the final tool to stakeholders in a validation workshop.

6. Deliverables

The consultancy will be implemented in the following phases:

- a. Desk review report summarizing global and national tools, frameworks, and policies.
- b. Inception report with methodology and work plan.
- c. Stakeholder consultation report.
- d. Draft Kenya Agroecology Assessment Tool (KAAT) complete with indicators, scoring, and methodology.
- e. Pilot testing report, including lessons learned and recommendations.
- f. Final KAAT, fully validated and user-friendly.
- g. KAAT User Manual and training materials (presentations, field guides, templates).
- h. Completion report summarizing all activities, outputs, and recommendations.
- i. Training workshop delivered with attendance list and materials.
- j. Animated PPT slides or video to explain the tool and its use (as part of the verification process) -> Why, What, How, Where, Who, When.
- k. Summary brief for policymakers and practitioners.

7. Administrative and Logistical Information

- a. **Duration:** 10 weeks (20–25 consultancy days), inclusive of consultations with KOAN and TAC.
- b. **Location:** Kenya, with travel to selected counties and virtual engagements as required

8. Deliverables

Deliverable	Timeline
Comparative analysis report (TAPE vs. F-ACT) and refined KAAT framework	Week 2
Inception report with workplan and methodology	Week 4
Draft KAAT	Week 6
KAAT testing and stakeholder feedback report	Week 8
Final KAAT and training/user manual	Week 10
Final consultancy report with recommendations	Week 10

All deliverables are subject to review and approval by KOAN in coordination with the TAC.

9. Consultant's Profile

The consultant(s) should have:

- An advanced degree in agroecology, agricultural sciences, rural development, or a related field.
- At least 7 years of professional experience in agroecological systems, agricultural assessment tools, or monitoring and evaluation.
- Demonstrated knowledge of FAO TAPE and/or Biovision F-ACT (strong advantage).
- Proven experience in participatory research and stakeholder engagement.
- Strong analytical, facilitation, and report-writing skills.
- Creative thinking skills and a good take on practical solution development
- Good, trust-building and inclusive communication

Ethical Considerations

- Ensure informed consent in all data collection.
- Protect confidentiality of respondents.
- Align with national guidelines for research and data management.

10. Reporting and Supervision

The consultant will work under the supervision of KOAN CEO, in collaboration with other key agroecology stakeholders in the country and internationally. TAC will provide periodic guidance and review.

11. Expression of Interest

Interested consultants or firms are invited to submit:

- A detailed CV or organizational profile
- A technical proposal (3–5 pages) outlining understanding of the assignment, methodology, and workplan
- A financial proposal inclusive of all applicable taxes and travel costs
- Examples of similar assignments undertaken or references

All documents should be submitted as one consolidated PDF file no later than **31st December 2025** via email to procurement@koan.co.ke with a copy to Eustace Gacanja ekiarii@koan.co.ke. Submissions that do not meet the formal requirements will not be considered.

12. Proposal Evaluation Criteria

Proposals will be evaluated based on:

Criterion	Description	Weight
Technical quality and understanding of the assignment	Demonstrated understanding of the assignment objectives, KAAT development context, and agroecological assessment frameworks (TAPE, F-ACT, PGS)	40%
Methodology and workplan	Soundness, feasibility, and appropriateness of the proposed methodology, stakeholder engagement approach, and workplan	25%
Experience and qualifications	Relevant qualifications, technical expertise, and demonstrated experience of the consultant or team in agroecology, assessment tools, and similar assignments	20%
Financial proposal	Value for money, cost-effectiveness, and financial competitiveness of the proposed budget	15%