



## TERMS OF REFERENCE

**NAME OF PROJECT: PRIVATE SECTOR LED AGRICULTURE  
TRANSFORMATION INITIATIVE IN POLICY, PUBLIC PRIVATE DIALOGUE  
AND INSTITUTIONAL CAPACITY STRENGTHENING**

**CALL FOR EXPRESSION OF INTEREST: BUDGET ADVOCACY CONSULTANCY**

**Closing date: 26/03/2025**

**Contact:**

**The Chief Executive Officer,  
Agriculture Sector Network (ASNET)  
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## 1. BACKGROUND

The Agriculture Sector Network (ASNET) is a private sector-led umbrella body that brings together key stakeholders in the agricultural sector to drive policy advocacy, business development, and sectoral transformation. ASNET's key role is to coordinate agriculture sector actors in Kenya through various mechanisms to engage in policy advocacy and value chain development that promote increased productivity, competitiveness and attracts investments into the agriculture sector. ASNET's strategic issues are anchored on best practices in organizing and coordinating private sector actors both regionally so as to guide ASNET towards accomplishing its mandate and realizing its overall objective through partnerships in an effort to transform and revolutionize the agriculture sector by focusing on its core functions that include:

- Enhance sector-wide coordination of the often-fragmented agriculture sector
- Lead in policy advocacy for a competitive and enabling business environment
- Capacity building of associations/BMOs in the sector
- Forge greater collaboration and partnership with the national and county governments, development partners, sector associations, international and regional institutions
- Partner with the government to fast-track implementation of sector flagship programs (e.g. ASTGS, BETA Manifesto)
- Support the generation and maintenance of relevant research

The Agriculture Sector Network (ASNET), with funding from GIZ under the AGSYS Project, is implementing an initiative aimed at strengthening private sector engagement in Kenya's 2025/2026 budget process. The project seeks to consolidate private sector priorities, advocate for policy reforms, and enhance public-private collaboration in budget execution. To support this initiative, ASNET invites proposals from **a qualified consultant, consultancy firm, or group of consultants** to undertake key activities outlined in the project plan.

## 2. SCOPE OF WORK

The selected consultant or consultancy firm will be responsible for delivering comprehensive support across the following thematic areas:

- **Stakeholder Consultations & Policy Positioning**
  - Facilitate two stakeholder consultative forums to consolidate private sector perspectives on the budget process.
  - Develop a policy position paper and best practices report on private sector engagement in policy advocacy.
  - Ensure inclusivity of key stakeholders in consultations in coordination with ASNET.

- **Facilitate direct Engagement with Parliament, Senate & Treasury**
  - Organize and facilitate one national-level advocacy meeting with legislators and government representatives.
  - Support county-level engagements on Fiscal Strategy Papers (CFSPs) in two selected counties.
  - Conduct a sensitization session for Treasury officials on the economic impact of budget allocations to agriculture.
- **Media & Public Awareness on Budget Priorities**
  - Develop and publish one policy brief and infographics to highlight private sector concerns.
  - Write opinion articles and engage media houses to amplify budget-related advocacy.
  - Lead a social media and online advocacy campaign on agricultural budget priorities.
  - Organize and moderate a webinar on budget priorities in the agriculture sector.
- **Economic Analysis & Appropriation Bill Review**
  - Conduct an economic analysis of budget allocations and their impact on the private sector, agriculture, and the economy.
  - Convene a roundtable discussion with key private sector stakeholders on budget priorities and appropriation bill implications.
  - Consolidate private sector deliberations into a memorandum for submission to Parliament.
- **Final Report & Knowledge Sharing**
  - Document key findings, outcomes, and recommendations in a final project report.
  - Host a dissemination forum for stakeholders to present key insights.

### 3. KEY DELIVERABLES

- (i) Stakeholder consultation reports summarizing key insights.
- (ii) Policy position papers
- (iii) Economic analysis reports.
- (iv) A best practice report on policy advocacy.
- (v) A report on stakeholder inclusivity in consultations
- (vi) Media and communication materials, including policy briefs, articles, and infographics.
- (vii) Consolidated memorandum

(viii) Final project report and stakeholder dissemination materials.

#### 4. CONSULTANT/CONSULTANCY FIRM QUALIFICATIONS & EXPERIENCE

The selected consultant or firm should demonstrate:

- Extensive experience in policy research, advocacy, and stakeholder engagement.
- A proven track record of working with government, private sector actors, and development partners.
- Expertise in budget analysis, economic research, and strategic policy positioning.
- Strong writing, communication, and facilitation skills.
- Capability to manage and deliver multi-faceted consultancy projects.

#### 5. DURATION & REPORTING

The consultancy will be implemented over four months (April – July 2025). The appointed consultant or firm will be supervised by the Chief Executive Officer of the Agriculture Sector Network (ASNET)

#### 6. PROPOSAL SUBMISSION GUIDELINES

Interested consultants/firms should submit:

- **Technical Proposal** detailing their understanding of the assignment, methodology, and work plan.
- **Financial Proposal** outlining consultancy fees and any relevant costs.
- **CVs and Organizational Profile** showcasing relevant experience.
- **Samples of previous work** related to budget advocacy, policy research, or communications.

#### 7. SUBMISSION DEADLINE:

Proposals should be sent to [ceo@asnet.or.ke](mailto:ceo@asnet.or.ke) with a copy to [winnie@asnet.or.ke](mailto:winnie@asnet.or.ke) with the subject line: *“Proposal for ASNET Budget Advocacy Consultancy.”* By **26<sup>th</sup> March 2025**