PROCURA-SE CONSULTORIA!

PROJETO AGROVIDA

CABO DELGADO,MOZAMBIQUE

AGROVIDA

Estamos à procura de uma consultoria para realizar uma pesquisa em 8 distritos de Cabo Delgado, com foco em investigar os determinantes comportamentais dos beneficiários do Projeto Agrovida.
Interessados(as) podem ler o Call for Proposal e enviar a sua candidatura.

Call for Proposal: [Click the link here]
Enviar candidaturas para:
alessandra@smartfarmingtech.com & hcuambe@h2n.mz
Prazo de submissão: 14 de setembro.

FINANCIADO POR: Embassy of the Kingdom of the Netherlands, AFD Groupe

IMPLEMENTADO POR: Fundação Aga Khan, ADPP Moçambique, SmartFarming, gapi, h2n, Third Way Partners

Terms of Reference for Hiring a Consultancy to Conduct a Study on the Behavioural Drivers and Barriers to the Adoption of AGROVIDA Project Supported Practices

Project Name:	**AGROVIDA**
Starting day:	October 2025
End day:	December 2025
Geographic area:	**Cabo Delgado (Mecufi, Metuge, Pemba, Chiure, Ancuabe, Montepuez, Balama e Namuno)**
Type of Consulting:	**A consultant or group of consultants.**

1. INTRODUCTION/ BACKGROUND

1.1 About the Project

AGROVIDA is a five-year initiative founded by the Embassy of the Kingdom of the Netherlands in Mozambique and AFD, and led by the Aga Khan Foundation, in partnership with ADPP Mozambique, Gapi, h2n, TWP and SmartFarming BV, aimed at strengthening food and nutrition security in Cabo Delgado. Targeting 34,800 small-scale food producers (SSFPs) across eight districts, the project seeks to improve the resilience, productivity, and economic empowerment of rural communities—ultimately reaching 174,000 beneficiaries (https://agrovida-data.com/).

The project promotes regenerative agriculture and sustainable fishing practices, facilitates access to quality inputs and financial services, and fosters entrepreneurship—especially among women and youth. Through Farmer Clubs and community-based extension services, it builds local capacity to adopt climate-smart and nutrition-sensitive practices. AGROVIDA also supports community governance mechanisms, market linkages, digital innovation, and inclusive multi-stakeholder coordination, with cross-cutting attention to gender, climate resilience, and social cohesion in conflict-affected areas.

1.2 Research Context

Cabo Delgado possesses vast untapped land, water and marine resources that could drive pro-poor development. For example, 90% of Balama district´s land is fertile.[1] Conditions are opportune for diverse agricultural production. The main source of income remains the *machamba,* the rural smallholding. 86.6% of people are engaged in agriculture. In the last 15 years, small-scale food producers (**SSFPs**) have increasingly sold maize, cassava, peanuts and beans. Recently, demand has grown for cash crops like sesame and pigeon peas. Initiatives like Catalisa have also invested in horticulture, poultry and soybean value chains.

Despite its immense potential, less that a 1 million out of Cabo Delgado´s 5.6 million hectares are used for agriculture. 99% of farms are small (>2 hectares). This limited agriculture activity is a significant factor in the region´s high poverty levels, resulting from numerous challenges faced by small-scale food producers. As a consequence, Cabo Delgado relies heavily on imports - a study in Metuge found that 35% of formal vendors purchased vegetables outside

the region, even internationally. The demand for poultry and eggs surpasses local supply, often relying on imports from Nampula or smuggling from Malawi. These challenges stem from a combination of socio-economic factors (low purchasing power to access to quality inputs, limited networking, limited access to financial services), technological (limited knowledge of regenerative farming practices, weak access to extension services and equipment, post-harvest losses management techniques) infrastructure (poor road networks, limited irrigation systems and aggregation, processing and preservation facilities especially for easily spoilt products such as fish, fruits and vegetables) and natural elements (dependency on rain-fed agriculture in times of erratic rainfalls, limited weather information, increased pests, cyclones, droughts). These factors ultimately contribute to high poverty rates and malnutrition, with 45% of children under five in Cabo Delgado suffering from chronic malnutrition compared to 37% nationally.

Within the AGROVIDA Project, a range of practices have been, are being promoted to improve sustainability, resilience, and productivity among farmers and fishermen. However, emerging evidence from the baseline suggests a significant gap: we still do not fully understand what drives or hinders the adoption of these practices.

This study is designed to fill that gap by investigating the behavioural determinants influencing beneficiaries' decision-making, exploring not only the practical and technical factors but also the motivations, perceptions, social dynamics, and constraints that shape adoption behaviour.

Understanding these determinants is essential to:

- Better target project support and messaging.
- Adjust expectations around uptake timelines.
- Inform future scaling strategies.

2. Objective of the study

2.1 General Objective

To investigate the behavioral drivers and barriers influencing the adoption of AGROVIDA-supported practices across agriculture, sustainable fishing, and economic development, with particular attention to gender dynamics.**2.2 Specific Objectives**

- Identify which practices have been adopted and to what extent.
- Explore reasons for adoption or non-adoption, including behavioral, attitudinal, and contextual factors across implementation districts.
- Understand key behavioural barriers such as risk aversion, distrust, lack of perceived benefit, limited agency, and the influence of gender and social norms.
- Provide actionable recommendations to improve communication, training, and delivery strategies tailored to different beneficiary groups.
- Additionally, considering that gender is one of the core pillars of our work and given its cross-cutting nature within the project, we propose to include a separate objective focused on gender. This objective will encompass dedicated research questions aimed at uncovering the

behavioral determinants associated with gender. The purpose is not only to understand these dynamics, but also to derive practical recommendations on which gender-sensitive approaches and methodologies are most appropriate to adopt in our specific context. In this way, project implementation can be adjusted to ensure that activities are both effective and inclusive, and that they contribute to the empowerment of women and other marginalized groups.To guide this work, we propose exploring questions such as:

1. What factors most influence women's ability to adopt new practices (for example, access to information, decision-making power in the household, or freedom of movement), and what practical measures can help overcome these challenges?
2. How do existing gender roles and norms affect the way women and men take part in community groups (such as cooperatives, water user associations, or resource management committees), and what can the project do to support more equal participation?

3. Consultant Role

The primary role of the consultant, or team of consultants, will be to provide technical expertise for the design and implementation of the study, and to recommend appropriate methodologies to ensure its effective execution. This support will help enable more robust follow-up, monitoring, and application of the study's findings and recommendations. Specific responsibilities will include:

- In collaboration with SmartFarming and h2n, develop a detailed workplan for the study, describing its methodologies, training approach, data collection processes, data analysis strategy/matrix, and reporting, including a chronogram.
- Develop data collection tools.
- Train the enumerators and provide support in the data collection process.
- Analyse the collected data.
- Facilitate a workshop with AGROVIDA Consortium to present and discuss preliminary findings.
- Write the evaluation report, incorporating elements of the discussion in the workshop, that must include sections for Findings, Conclusions, Recommendations and Lessons Learned.
- Ensure ethical and quality issues are addressed in data collection.

4. Study Methodologies

AGROVIDA recommends, but is not limited to, using methodological triangulation in carrying out this study. A qualitative footprint is preferred for this study; however, we are open to adopting a mixed-method approach. This may include a combination of quantitative and qualitative methods such as questionnaire-based surveys, in-depth interviews, focus group discussions, Discrete Choice Experiments (DCE), Q methodology, and other inclusive approaches. The purpose of methodological triangulation is to enhance the reliability and robustness of the information collected. In general, the selection of research methods and tools will be led by the consultant, in close collaboration with the AGROVIDA team working on

the study. The chosen methodology shall include participatory approaches and a results-validation step (a validation workshop with study participants).
The main study participants will be a selected group of project beneficiaries which comprises of: farmers, small-scale food producers and fishermen who have been exposed or participated in the project activities such as regenerative agriculture and nutrition practices and sustainable fishing practices.

4.1 Sampling Strategy

2.

With 5,000 beneficiaries now registered, the consultant shall propose a sampling strategy that yields a sample representative of the full cohort.
The sampling must ensure:

- Geographic representation across all project districts.
- Gender and age diversity.
- Variation in exposure to project practices.
- Inclusion of different behavioural profiles and adoption (adopters and non-adopters) levels.

4.2 Suggestions of research questions about behavioural drivers

Category	Behavioural Driver	Description
Cognitive/Perceptual	Perceived risk vs. benefit	Do farmers believe that the new practices are worth the effort or risk involved? Do women and men perceive risks/benefits differently? Are women less confident due to lower access to information or prior experience?
	Self-efficacy	Do they believe they have the skills, knowledge, or resources to carry out the practice? Do women feel empowered to apply practices, or do they rely on others (husbands, leaders)? Are language or literacy barriers limiting women's self-efficacy?
	Habit	Are old farming habits too ingrained to allow space for change?
	Loss aversion	Are farmers more motivated by avoiding loss than by potential gains? Are women, with less control over resources and

		narrower margins of error, more risk-averse in adopting new practices?
Social	Social norms and peer pressure	What are others in the community doing, and how much does that influence individual choices?
	Role of community influencers	Do Green Champions, Wopolas, or religious leaders influence behavioral decisions? Who influences women most, and who influences men? Do women feel represented by these influencers?
	Gender roles and expectations	How do social expectations of men and women influence decision-making and labour allocation?
Emotional/Psychological	Fear of failure	Are farmers afraid of "wasting effort" or facing embarrassment if the new practice doesn't work?
Contextual	Trust	Do they trust the information or the project actors promoting the practice?
	Motivation (intrinsic vs extrinsic)	Are they driven by internal values (e.g. wanting to feed their families) or external pressures (e.g. rewards or punishments)?
	Time and labor availability	Do they have the time or energy required to implement the new practice?
	Resource constraints	Can they afford the inputs or take time away from other income-generating activities?
	Access to markets or services	Is adoption tied to whether they can sell or scale up a given practice?
	Climatic unpredictability	Do unpredictable rains, pests, or droughts make farmers hesitant to invest in new approaches?
Information/Communication	Clarity and relevance of messaging	Are the benefits and steps for adopting a practice communicated in a way that is actionable and contextually appropriate?
	Information overload or fatigue	Are farmers receiving too much information from too many sources, making it hard to decide?

5. Study expected results

The study is expected to generate actionable insights that will strengthen the design, implementation, and scaling of AGROVIDA-supported practices. Specifically, the following results are anticipated:

5.1. Adoption Landscape

- A clear mapping of adoption levels across different AGROVIDA-supported practices (e.g., regenerative agriculture, sustainable fishing, financial services, entrepreneurship).
- Identification of geographic, demographic, and socio-economic patterns in adoption, including differences by gender, age, and district.

5.2. Behavioural Drivers and Barriers

- A comprehensive understanding of key behavioural determinants influencing adoption, such as:
    - Perceived benefits and risks
    - Trust in information sources and service providers
    - Social norms and peer influence
    - Gender roles and intra-household decision-making
    - Youth aspirations and constraints
- Identification of barriers to adoption, including:
    - Psychological (e.g., risk aversion, low self-efficacy)
    - Structural (e.g., access to inputs, infrastructure)
    - Informational (e.g., lack of awareness or understanding)
    - Cultural or normative (e.g., gender restrictions, traditional practices)

5.3. Beneficiary Segmentation

- Development of beneficiary profiles based on behavioural patterns (e.g., early adopters, cautious adopters, non-adopters).
- Insights into how different groups respond to project interventions and messaging.

5.4. Recommendations for Program Improvement

- Evidence-based recommendations to tailor communication, training, and delivery strategies to different beneficiary segments.
- Suggestions for enhancing community engagement, trust-building, and inclusive participation.
- Guidance on timelines and expectations for adoption and scaling.

5.5. Contribution to Learning and Scaling

- Lessons learned to inform future programming within AGROVIDA and similar initiatives.

- Practical insights to support adaptive management, monitoring, and evaluation.
- Strengthened capacity of the AGROVIDA consortium to apply behavioural science in development programming.

For the points from 5.1 to 5.6, it is expected that gender-sensitive insights will be included. These should capture how men and women experience different drivers and barriers to adoption, along with recommendations on how to design practices and training that foster equitable participation, empowerment, and inclusion.

6. Consultant Qualifications and Requirements

To ensure the successful design and implementation of the study, AGROVIDA seeks a consultant or team of consultants with a strong blend of technical expertise, contextual understanding, and practical experience in conducting research in rural and conflict-affected settings. The ideal candidate(s) will demonstrate the following qualifications:

6.1. Academic and Professional Background

- Advanced degree in Social Sciences, Agricultural Economics, Rural Development, Behavioural Science, Public Health, or a related field.
- Proven experience in designing and conducting mixed-methods research, especially in rural development, agriculture, food security, or nutrition contexts.
- Demonstrated ability to apply behavioural science frameworks to development programming, including behavioural determinants analysis.

6.2. Technical Expertise

- Strong skills in quantitative and qualitative research methodologies, including survey design, focus group facilitation, and key informant interviews.
- Proficiency in data analysis tools (e.g.,Excel, SPSS, STATA, R, NVivo, or similar).
- Experience in developing sampling strategies that ensure representation and diversity.
- Familiarity with ethical standards in research, including informed consent, data protection, and safeguarding.

6.3. Contextual Experience

- Prior experience working in Mozambique or similar contexts, particularly in conflict-affected or low-resource rural areas.
- Understanding of gender dynamics, youth engagement, and social norms in agricultural and fishing communities.
- Experience working with community-based organizations, farmer groups, and local governance structures.

6.4. Communication and Collaboration

- Strong facilitation and communication skills, including the ability to present findings to diverse stakeholders.
- Ability to work collaboratively with multi-stakeholder consortia, including NGOs, private sector partners, and community representatives.
- Fluency in Portuguese is required; knowledge of local languages (e.g., Emakhuwa, Makonde, or Swahili) is highly desirable.

6.5. Deliverables and Accountability

- Demonstrated track record of delivering high-quality reports and actionable recommendations.
- Ability to manage timelines and deliverables as per agreed chronogram.
- Commitment to inclusive and participatory approaches, ensuring that voices of marginalized groups are represented.

The consultant's work and performance will be evaluated and monitored by a supervisor appointed by SmartFarming/h2n to ensure full compliance with contractual obligations. The consultant will maintain ongoing coordination with their supervisor to effectively deliver and develop the outputs required under this consultancy.

7. Deliverables and payments:

#	Deliverables	%	Prazos
1	A detailed work plan, including an activity timeline and the corresponding research instruments	30%	15 days after the contract is signed
2	Draft report and corresponding evidence of the data collected	50%	Within 30 days of work plan approval
3	Final report and key findings presentation	20%	Within 15 days of draft report approval

Section 8. Procurement Requirements

- A minimum of three competitive quotations will be requested where feasible.
- All procurement-related records (TOR, quotations, evaluation notes, contract, invoices, deliverables) will be filed and retained for at least 10 years for audit purposes.

Section 9. Financial Requirements

- All proposals must be submitted exclusive of VAT, as VAT is not reimbursable.
- Financial offers must be in EUR. If quoted in another currency, the EUR equivalent and exchange rate must be clearly indicated.
- Proposals must provide a detailed cost breakdown, including:
    1. Daily or hourly consultant fee rate.
    2. Estimated number of working days.
    3. Travel and accommodation (economy class flights; per diem capped at UN Daily Subsistence Allowance rates).
    4. Any additional justified costs.
- Payments will be made only against approved deliverables and invoices, which must include itemization and supporting evidence (e.g., timesheets, receipts, boarding passes).
- The consultant must agree to:
    1. Retain all supporting documentation for 10 years.
    2. Accept possible inspection by RVO, the European Commission, or appointed auditors.
    3. Sign a compliance declaration confirming costs are true, directly related to the project, not double-funded, and subject to audit access.

Applicants should send an email to ***alessandra@smartfarmingtech.com*** *and in cc* ***hcuambe@h2n.org.mz*** *with* ***"Independent Consultant – AGROVIDA Project" – [candidate's name]*** *in the subject line. The email should include: a cover letter (maximum 20 lines), a CV with three contactable references, a technical proposal (maximum 12 pages) and a financial proposal, and optionally, a portfolio of previous consultancy work.*

The financial proposal should be presented using the following structure: Activity, Category, Unit Rate (EUR), Quantity, Subtotal (EUR), and Notes. Costs must be clearly divided by activity (e.g., Activity 1, Activity 2, Activity 3). Any applicant who does not follow these instructions will be automatically disqualified. The email must be sent no later than ***September 14th 2025, 5pm CET****. Candidates shortlisted in the first phase will be contacted for an in-person interview and/or test.*

Applications from women and persons with disabilities are strongly encouraged.