



Terms of Reference–Service Contract

Title: Supporting innovations and start-up business ideas to enhance food security in Ethiopia (Innovation Slam)

Country of assignment and location: Addis Ababa, with expected travel to some regions within Ethiopia.

Starting Date: 1st July, 2017 **Ending Date:** 31st December, 2020

I. Background

The BMZ Special Initiative ‘One World - No Hunger’ addresses some of the greatest challenges facing humanity. Over 800 million people in the world still do not have enough to eat. Over a billion more suffer from ‘hidden hunger’. They suffer malnutrition because their diets are unbalanced and fail to provide the nutrients they need for a healthy life.

In Ethiopia, the programme is covering four thematic areas: Green innovation centres for the food and agriculture sector in Ethiopia, nutrition, soil rehabilitation highland and soil rehabilitation lowland.

Innovation slam is a project to encourage and support outstanding ideas within Ethiopia to tackle the challenges regarding food security. The first round of the competition was held in 2016, with four winning ideas awarded resources and support to test their ideas during 2017.

II. Objectives of Consultancies

- To run a campaign to select social and environmental innovators and start ups within four thematic areas, which will be defined by the several SEWOH projects every year, and selecting 4 winners annually.
- To conduct a one day entrepreneurship event with all the involved stakeholders (the Innovation Slam Conference) annually.

- To create awareness about the ‘One World - No Hunger’ programme in Ethiopia through community outreach, media, and social media
- To provide continuous mentorship and support to the four winning ideas
- To connect the four winning ideas to relevant networks in their respective areas and potential funding sources

III. Competencies and Minimum Qualification Required

- The consultant(s) should have previous experience working in the field of entrepreneurship, innovation, community oriented activities and technology
- The consultant should have experience in organizing innovation competitions, including:
 - Entrepreneurship Event organization
 - Understanding of event organisation in an Ethiopian context
 - Experience of facilitation of public and other stakeholder consultations, especially high-level and senior government consultations
 - Ability to produce deliverables in due time and quality standard
 - Community Outreach
 - Use of social media
 - Youth community involvement
 - Strong communication and writing skills
 - Necessary connections and networks in Ethiopia
 - Documentation of lessons learnt
 - Innovation Competition
 - Experience in coordinating entrepreneurs and start-ups
 - Coordination of jury members to select best innovations
 - Defining objective criteria for competition and winners

- The consultant should have previous experience in mentorship and business consulting for start-up businesses, including:
 - Experience of providing business support and mentorship to start-ups;
 - Network of potential mentors and investors in relevant fields;
 - Facilities for hosting trainings and workshops ;
 - Ability to produce deliverables in due time and quality standard.

IV. Consultant Skills Required

The consultant(s) will be required to have the following skills and experience:

- 5 years of years of experiences in the field of innovation facilitation, start-up support preferably including the Ethiopian context
- Experience in supporting start-ups in the field of food security, technology and related topics.
- Experience in organizing pitch competitions and investors connection
- A good command of communication skills in the English language

V. Expected outputs/ Tasks

The expected outputs of the team of consultants will include:

- The team of consultants will work with the Green Innovation Centre and other ‘One World - No Hunger’ programmes in order to effectively communicate with beneficiaries and line ministries and attract innovative products and services in the area of agriculture, nutrition and soil rehabilitation.
- Organise the innovation competition including media outreach and selection of innovations including:
 - Organising open call to collect local innovative solutions in the areas of agriculture, nutrition and soil rehabilitation.
 - Pre-selection of the top 12 (3 from each thematic area) innovations
 - Prepare and train the innovation teams for the pitch for the jury
 - Define selection criteria for the jury and prepare profiles for the ideas/start-ups

- Preparation of a one-day pitching session with jury and interested participants
 - Selection of jury who will choose the winner in each category
- Organise a one-day innovation slam conference. The conference should be designed to create awareness on food wastage, organic food production and innovations. The design of the conference should be innovative in order to engage all the stakeholders around the thematic topics. This includes:
 - Inviting relevant participants and stakeholders
 - Venue preparation
 - Prepare visual communication tool for the conference
 - Prepare program structure
 - Invite speakers
 - Award and closing ceremony of the winners
 - Audio-visual documentation
- Organise the necessary support for the four winners in order to ensure development of viable business models, product and market development, and technical feasibility of ideas, and connections between winners and relevant mentors, funding agencies, projects and investors
- Organise outreach activities creating awareness about the four winning ideas, 'One World - No Hunger' programmes in Ethiopia and the Innovation Slam project

VI. Implementation Arrangements

- The consultant(s) are advised to include their own preferred working schedule in the proposal.
- It is expected that the Consultants will work in close collaboration with GIZ-Green Innovation Centre, Program Director, throughout the whole process.