

Terms of Reference (ToR)

For consultation, planning, set-up & implementation of the Inclusive Business Challenge (IBC) Online Campaign & Platform

1 Introduction

1.1 Katalyst

Katalyst is one of the largest market development projects in Bangladesh. It increases the income of rural farmers by integrating them better in the market systems and making them more competitive. Phase 1 and Phase 2 of the project lasted from 2002-2013. The current Phase 3 commenced in March 2014. The project works in the following sectors: maize, vegetable, farmed fish, information channels, women's economic empowerment, local agribusiness networks and capitalisation.

Katalyst is co-funded by the Swiss Agency for Development and Cooperation (SDC), the UK Government, and the Danish International Development Agency (Danida). It is implemented by Swisscontact under the umbrella of the Ministry of Commerce, Government of Bangladesh.

1.2 Approach

The livelihoods of poor people depend on their integration into market systems as labourers, producers, entrepreneurs and consumers. Often however, the poor are systematically excluded from the markets. Katalyst uses the approach of Making Markets Work for the Poor (M4P) to break this vicious cycle of poverty. M4P identifies the barriers that prevent poor people's participation in the markets and finds solutions to overcome them in partnership with the public and private sectors. As they start to cater more to the needs of poor people, the poor will be more involved in the market systems and increasingly get access to better inputs, services, knowledge and products. Empowering the poor to participate successfully in the markets thus enables them to increase their income and lift themselves out of poverty.

One central element/strategy of the M4P approach is the establishment and scaling-up of **Inclusive Business (IB)** activities that Katalyst wants to promote throughout Bangladesh. The UNDP defines inclusive business as models that "include the poor on the demand side as clients and customers and on the supply side as employees, producers and business owners at various points in the value chain". The goal of inclusive business models is to integrate people at the 'Base of the Pyramid' (BoP) within the market system so they can realize their full potential. Not only do low-income people benefit when these businesses provide greater access to basic goods, services, and livelihoods—the businesses benefit as well. Inclusive business is not CSR or Philanthropy, but it expands access to goods, services, and livelihood opportunities for low-income people in commercially viable, scalable ways - it is a win-win situation.

2 Background

The **Inclusive Business Challenge (IBC)** initiative will be part of Katalyst's capitalization strategy. For Katalyst, capitalisation is the process through which the project identifies and shares learning outcomes from its own and other's experiences and knowledge in order to contribute to inclusive development. The underlying rationale of capitalisation is based on the premise that a facilitative, indirect approach, knowledge, and experience currently practiced by Katalyst could also be promoted and utilized by a greater number of stakeholders. With a greater number of stakeholders voicing appreciation for and promoting a similar approach, there will be far greater level of outreach and impact, resulting in both direct and indirect benefits to the poor. This is of utmost importance, because as a project with limited life span, Katalyst would like to see that target groups are benefited beyond the project's life.

As part of the capitalisation strategy, Katalyst now aims to reach out to a broad, **younger target audience consisting of students from various subjects (from agriculture to arts, to business, social sciences, natural sciences, etc) and young professionals from various backgrounds**, that can be influenced to take up inclusive business (IB) activities and act as agents of change among their peers and friends to increase public awareness on inclusive business and its potential as an effective and sustainable development strategy for Bangladesh.

In order to reach out to this younger target audience, Katalyst plans to set-up a **web-portal/competition portal ('IBC platform')** that features **interactive, multimedia content and hosts competitions based on the theme of inclusive business** throughout the year. The IBC platform will serve as a **one-click platform for a young target audience to get to know the most important elements of Inclusive Business in a comprehensible, interactive way and in short time, while they participate in the challenge(s) on the platform**. The IBC platform will feature all relevant basic information on IB, interactive quizzes on IB, interactive apps, videos, pictures and short, comprehensible case study examples, and a blog (content managed by Katalyst), as well as other appropriate innovative ideas & formats suggested by the service provider. In close cooperation with the service provider, Katalyst aims to develop a number of different apps and interactive formats to be featured on this platform that help to convey what IB is in an easily comprehensible, fun and interactive way that connects with a young target audience.

In order to attract a huge following and establish a basic, gradually increasing understanding of IB, the contest & campaign will unfold in various stages/editions throughout the year with varying grades of difficulty. The first edition will feature two competitions running in parallel – one targeted especially to agriculture university students and one competition for a general audience with focus on university students and young professionals as described above. As part of Katalyst's promotional activities with some agriculture universities that includes a large case study competition, Katalyst will use the IBC platform for a first round of the agriculture university case study competition. For a general audience, the first competition

will start with a simple task that is easy to do and helps to make participants more familiar with the very basics of inclusive business, while the agriculture university competition will be more specific and advanced due to the student's pre-existing knowledge. Tenderers are requested to suggest an **appropriate format/approach for the online competition targeted at the general audience (i.e. interactive quiz, app, interactive task they have to complete, providing a short statement/definition what inclusive business is, etc.)** that ensures a large number of audience is participating in the challenge. The competition will also be additionally hosted and promoted through the Katalyst Facebook Platform and other social media channels (if applicable) and there should be a close link between the Katalyst Facebook Page and the IBC platform so it is ensured that participants will actually visit the IBC platform and there is a learning outcome for them.

3 Objectives

The broad objective of the work to be carried out by the service provider, among others, would include:

- i. To educate and inform target audience about Inclusive Business in a unique, interactive way
- ii. To utilize Katalyst's vast experience and knowledge, embodied in various formats, in an easily comprehensible, attractive, interactive way for the target audience
- iii. To help organize and technically implement the first two competitions on the theme of Inclusive Business with a vast number of participants and valuable output

4 Scope of Work

Scope of work will include:

- i. To develop an appropriate, interactive format/approach for the first round of competition targeted at the general audience
- ii. Development and Design of the IBC online platform
- iii. Development of appropriate concept, design and formats such as apps and other interactive elements to educate target audience about Inclusive Business in a unique, interactive way on the IBC online platform
- iv. Planning and Technical implementation of the first round of competition
- v. Counselling on how to increase outreach of the campaign by using Katalyst Facebook Page and other social media platforms (if applicable)
- vi. To train Katalyst staff on how to handle the competition platform without external support (i.e. upload/edit new content, host new rounds of competition, etc.)

5 Mode of Operation

Katalyst will provide input, ideas and content for the online platform and competition through regular discussions, periodic meetings, visits, and other forms of communication. Regular interaction between Katalyst and the service provider will enable smooth collaboration and coordination.

Katalyst and the service company will assign staff/consultant to monitor the implementation of this program and provide necessary backstopping and guidance to third parties.

6 Key responsibilities of the Contractor

- i. To have a thorough understanding of Katalyst's area of work
- ii. Develop new, fresh, interactive concepts for the IBC platform and a format/approach for first round of competition that help to reach out to a young target audience
- iii. Technical implementation of the IBC platform and first round of competition
- iv. Assist in helping to maximize the outreach of the campaign by innovative and effective use of online and social media tools to promote the platform and competition
- v. Train Katalyst staff on how to handle the IBC platform

7 Activities

The activities will produce the following deliverables:

Deliverables
1. Approved work plan for the tasks
2. Approach/Format for first round of competition targeted at the general audience
3. Design of the IBC platform
4. Content, Format and Apps development for the IBC platform and App development for Facebook Page (if applicable)
5. Technical implementation of IBC platform & competitions
6. Online & Social Media promotion to increase outreach of the campaign
7. Training on how to handle the IBC platform

8 Duration of Agreement

This contract will be valid for one year, starting from 01 April 2015 (tentative date). Both the parties will decide on the specific activities and time required for the activities stated below.