



PELUM KENYA



MURANG'A COUNTY GOVERNMENT

TERMS OF REFERENCE FOR CONSULTANCY TO DEVELOP MURANG'A COUNTY GOVERNMENT AGROECOLOGY POLICY & ACT IMPLEMENTATION STRATEGIC PLAN 2026-2035

1.0. INTRODUCTION

1.0 PROJECT TITLE: Development of Murang'a County Government Agroecology Policy & Act Implementation Strategic 2026-2035

Validity of Plan: 10 years period (from 2026 to 2035).

Commissioning organization: PELUM-Kenya in collaboration with the Murang'a County Government.

Host organization: Murang'a County Government (Department of Devolution & External Linkages)

Location: Murang'a County

Type of consultants: Independent and registered firms, companies, individuals or consortiums

Application deadline: 7th November 2025

Expected start date: 14th November 2025

Completion date: 14th January 2025

2.0. BACKGROUND AND RATIONALE

Murang'a County Government was the first County in Kenya to have developed an Agroecology Policy 2022 to 2032 and an Agroecology Development Act promulgated in 2022. To give guidance to the policy implementation, the department responsible for agroecology in partnership with Murang'a County Agroecology Multi stakeholders Platform (MSP) developed a short term 2 years implementation plan that has since expired early this year. The MSP through the department of Devolution, External Linkages and Partnerships that is also responsible for coordination of Agroecology implementation has secured financial support from PELUM Kenya for the development of the above Strategic plan to be able to roll out its long-term vision in the implementation of Agroecology and Food systems transformation for Murang'a County Government.

The proposed strategic plan is expected to be the campus through which the County Government and its partners under the Agroecology Multi stakeholders platform will be able to plan its annual activities for the next ten years, be a basis on which the monitoring and measurements of milestones to be developed and evaluation of performance will be based, be the single most reference document for further resource mobilization and engagement with partners both internal and externally and on which the vision for food system transformation in Murang'a county will be delivered.

3.0. PURPOSE AND OBJECTIVES OF THE STRATEGIC PLAN

Overall objective: To contribute towards resilient and sustainable food security and nutrition of smallholder agriculture and improved livelihoods in Murang'a County by 2035

Purpose of Strategic Plan: Provide a reference document to both Murang'a County Government and the Agroecology Multi stakeholder Platform and the individual MSP partners for immediate and future strategic planning on implementation of agroecology in Murang'a County.

Specific Objectives:

- a) To unbundle policy statements in the Murang'a agroecology policy 2022-2032 and Act 2022 alongside other various policy proposals developed by Murang'a County Government related to agroecology and food systems into consolidated and actionable proposals and activities that forms the strategic interventions for the proposed period.
- b) Consolidate relevant policy and strategic proposals under the proposed strategic plan 2026-2035 as outlined in the agroecology policy and other local and related policies developed on coordination role under County Agricultural Sector Steering Committee (CASSCOM) coordination mechanism on production, health and nutrition policy 2024 , conservation and environment policies 2022, Education and school feeding policy, 2024 among others.
- c) Create clear linkages of the Murang'a County Government Agroecology policy 2022-2032 to the National Agroecology Strategy for Transformation (2024-2033) with clear relevance to other related agriculture and food national, regional policies and relevant global conventions.
- d) To develop a strategic plan that serve as a benchmark for all agroecology related planned activities, where project teams can refer to for the purposes of making project management decisions.
- e) To define the strategic priority areas for the government and its MSP partners that will deliver expected impact of the agroecology policy implementation with a clear implementation framework that gives an informed estimate on costs implication to the Government.
- f) To develop a comprehensive monitoring framework for the Strategic Plan that is Specific, Measurable, Accountable, Relevance and Time bound (SMART), that defines the desired performance indicators that not only delivers impact of the agroecology policy but clearly links with both the devolved and the national aspirations and links well with public expectations.

4.0 SCOPE OF THE ASSIGNMENT

i. Scope

The assignment will cover among others target groups outlined within the geographic area:

ii. Geographic Scope:

Murang'a County.

iii. Target Groups:

- a) Policy makers and county officers in Devolution and Agroecology
- b) Policy makers and county officers (Agriculture, Livestock, fisheries and Trade)

- c) Leadership and members of Murang'a MSP and partner organizations
- d) Policy makers and County government health professionals (nutritionists)
- e) Policy makers and County government environment professionals
- f) Policy makers and County government municipality/urban public health professionals
- g) County government education professionals (School feeding program)
- h) Various and Lead Agroecology individual producing farmers, groups, individual vendors and marketing groups and companies' potential or providing food outlets in Murang'a and sampled end markets off taking from County
- i) Members of committee of agriculture in Murang'a County Assembly
- j) Various major commodity value chain actors incl of avocado, coffee, bananas, tea, macadamia, vegetables, maize and dairy
- k) Bio inputs manufacturers and supplies located in Murang'a
- l) Murang'a Agroecology Multistakeholder Platform (MSP) members
- m) Other lead actors in agroecology that the methodology outlined by consultant will sample.

5.0 DESIGN AND METHODOLOGY

The consultant is specifically expected to:

- i. **Review internal documents** (e.g. Muranga County Agroecology Policy and Act).
- ii. **Benchmark** with similar institutions/organizations to integrate best practices.
- iii. **Engage different stakeholders** through surveys, interviews, focus group discussions and workshops to set priorities for the strategic period.
- iv. Facilitate planning and validation workshops with all the key stakeholders to further build on the strategic plan.
- v. **Consolidate findings** from the workshop into a draft strategic plan and incorporate comments from different stakeholders towards finalizing the Strategic Plan document, including analysis and a first draft of Theory of Change to serve as framework for the strategic plan.

Design and Methodology: The consultant will provide detailed approach/design and methodology to be used for the delivery of the strategic plan. It is expected that the consultant will develop own methodology and scientific process for engagement with target population and methodology for analysis to be used. He or she shall share in the preliminary design stage once selected questions to be used in collection of qualitative and quantitative data alongside the inception report.

Reporting: The Consultant(s) will liaise with PELUM Kenya throughout the strategic development process and hold regular progress review meetings between PELUM Lead that may include Murang'a County Government lead team and the TWG. The consultant will also hold and organized debriefing meetings with both parties above where they will present preliminary reports and proposed outcomes of their studies and /or changes to the report contents and designs.

6.0 PROPOSED TIMEFRAME: This assignment will last approximately for **21 days to final validation** starting after the signing of the contract. The consultant is to provide a self-detailed workplan that does not exceed last date indicated of **14/11/2025** for start and on **16/12/2026** for delivery of final draft as per **article 1.0** for approval and due validation by stakeholders.

7.0 EXPECTED DELIVERABLES

- I. The deliverables will include the following:
- II. Combined Inception meeting and inception report briefs (content of not more than **10** pages) by the consultant during signing of the consultancy contract.
- III. Draft zero strategic plan with clear findings, conclusions, and recommendations for review.
- IV. First stakeholder workshop report presentation and inputting of recommendation from first workshop.
- V. Validation stakeholder workshop report presentation and inputting of recommendation from validation workshop
- VI. Detailed and popular Version (softcopy) of the ten-year Strategic Plan (2026–2035) inclusive of the Theory of Change, results framework, resources framework and sustainability framework.
- VII. Outline of report (As shall be agreed at inception meeting)
- VIII. Any other technical or process reports used/photos/.materials generated from surveys

Deliverable	Description	Timeline
Inception Report	Detailed methodology, sampling plan, tools, and work schedule for engagement with the population sample stating 13/11/2025	During contract, acceptance and signing engagement- Approved required before fieldwork by 14/11/2025
Study, information gathering and engagements on primary and secondary data	Actual engagement with the population sample in field	17 th Nov- 1 st Dec
Draft strategic Plan report	Draft zero shared with TWG and client within 2 weeks	By 5/12/2025
First stakeholder consultation	One day/Organized by client in consultation with client and the TWG leads	By 9/12/2025
Validation Workshop	One day/ Broad stakeholder mobilized	By 15/1/2026
Final Strategic plan both popular and detailed version in both editable soft copies	Comprehensive report submitted	23/1/2026

8.0 CONSULTANT QUALIFICATION AND EXPERIENCE The consultant (s)/consultancy firm lead person shall:

- a) Possess at least a masters degree in any Agriculture related field and/or in strategic planning, Environment, Ecology, Project management, Rural development, or related social sciences

and/or in any management field. Applicants with background in agroecology and food systems have an edge in evaluation process.

- b) Proven and verifiable experience (minimum 5 years) in development of strategic plans and/or feasibility studies in agroecology and agriculture field and rural development field.
- c) Demonstrated expertise in quantitative and qualitative research design and analysis.
- d) Strong understanding of food systems, systems approach to development. health and food linkages, ecology and agroecology.
- e) Possess experience working with NGOs and County Governments and conducting similar or related assignments; Such details should be included in the profile that will be submitted.
- f) Ability to analyze complex development contexts, or multi-sectoral approaches to development, draw relevant conclusions and produce comprehensive reports.
- g) Familiarity with Murang'a County or similar rural-urban contexts.
- h) Proven experience in strategic, food markets dynamics or feasibility studies will be an added advantage.
- i) Demonstrated ability to listen, use initiative in gathering and synthesizing information related to empowerment of rural communities and comprehend demand development.
- j) Flexibility and adaptability to changing context and dynamics in the field.
- k) Substantive knowledge and proficiency in **participatory M&E processes** and experience with multi-stakeholder/community development interventions.
- l) Excellent **analytical, facilitation and report-writing** skills.
- m) Demonstrated ability to assess complex situations to analyze critical issues clearly and draw conclusions and recommendations

9.0 SELECTION CRITERIA.

Technical proposal: The consultant should incorporate the following in the technical proposal which must be a different file from the financial bid.

1. A cover Letter expressing interest and availability for the tasks.
2. Title of the Strategic Plan, methodology to be used (state detail about the sampling, data collection systems, techniques /methods, key parameters, key questions, and respondents).
3. Understanding of the tasks/ TORs, design for collection and analysis of data relevant to generation of the Strategic Plan , similar works previously done/ track record, data quality assurance & management, sample size, data survey framework, expected deliverables and timelines, and brief profiles of the consultant team members.
4. Team composition should be mentioned in the technical proposal (proposed position/expertise, key tasks, allocation of time, Name, brief on education, and experiences required for this assignment.
5. Justification statement: A one-page write-up on why you think you are best suited for this consultancy
6. Recent curriculum Vitae (max.3-4 pages) of the lead Evaluators and team members as annexure.
7. Attach two similar assignments with reference contacts.
8. Names and contacts of two references from the appended assignment.

Financial proposal:

1. Number of days Required for the assignment.
2. All envisaged assignment costs (professional and ancillary costs such as travel, taxes, accommodation, validation etc.)
3. The budget must specify the daily professional fees/ consultancy rate.
4. All costs must be reasonable and in Kenya shillings.
5. Financial outlay must be summarized in table format

10.0 BUDGET AND PAYMENT

Financial Proposal must express the professional fees and all other costs such as travels, communications and accommodation for the assignment. Payment shall be made according to the following deliverables:

- Forty per cent (40%) after submission and acceptance of the Inception report;
- Thirty per cent (30%) after submission and acceptance of the draft Strategic Plan;
- Forty per cent (30%) after submission and acceptance of the final Strategic Plan.

11.0 Application Process

If you are interested in the above consultancy and can demonstrate your ability to meet the qualifications required and submit the deliverables within stipulated timelines, then submit your Expression of Interest (EOI) with the above-mentioned documents to procurement@pelumkenya.net and copied to cecddevolution@muranga.go.ke and gitahidan@gmail.com with the subject heading: **Bid for development of Agroecology Strategic plan – Murang’a County by COB 7th November 2025.**

“Only shortlisted applicants will be contacted”