

## FONTAGRO KNOWLEDGE MANAGEMENT PHASE III

### I. Basic Information

Country/Region:	Regional
TC Name:	FONTAGRO knowledge management Phase III
TC Number:	RG-T2979
Associated Loan/Guarantee Name:	FONTAGRO knowledge management Phase III
Associated Loan/Guarantee Number:	RG-T3072
Team Leader/Members:	Hugo Li Pun, (FTG/STA) and Kai Hertz, (ORP/GCM) – co-team leaders; Eugenia Saini, (FTG/STA), Maria del Pilar Jimenez de Arechaga,(LEG/SGO).
Operational Support, Client Support, or Research & Dissemination	Knowledge and Dissemination
Date of TC Abstract authorization:	
Beneficiary (countries or entities which are the recipient of the technical assistance):	Member Countries of the Regional Fund for Agricultural Technology (FONTAGRO)
Executing Agency and contact name:	IDB (ORP/GCM), through the Regional Fund for Agricultural Technology (FONTAGRO)
Donors providing funding:	Knowledge Partnership Korea Fund for Technology and Innovation (KPK), and FONTAGRO (RFA)
IDB Funding Requested:	KPK: US\$100,000 RFA: US\$45,000
Local counterpart funding:	N/A
Disbursement period (which includes Execution period):	Execution Period: 18 months as of project approval Disbursement Period: 18 months as of approval
Required start date:	July, 2017
Types of consultants:	Firm / Individual consultants
Prepared by Unit:	FONTAGRO (ORP/GCM)
Unit of Disbursement Responsibility:	ORP/GCM
TC Included in Country Strategy (y/n):	N/A
TC included in CPD (y/n):	N/A
GCI-9 Sector Priority:	Regional integration, Environment and climate change, Food Security.

## II. Background, Objectives and Justification of the TC

- 2.1 Agriculture in Latin America and the Caribbean (LAC) is becoming increasingly important for attaining global food security. Growing exports of agricultural and livestock products from the region, as well as recent estimates show that this is the only region<sup>1</sup> in the world with the potential to significantly contribute to meeting growing global food demand. Moreover, there is enormous potential to increase productivity across LAC. Compared to other key regions, if Total Factor Productivity (TFP) growth rate in LAC remains at current levels, the region will exceed its food demand by 166% by 2030.
- 2.2 Although several countries have increased agricultural production, the region still faces many challenges to achieve progress in agricultural development, especially in the family farming sector. There are 17 million family farms, which are critical for the region's food security, and contribute to 40% of the production and 64% of agricultural employment. Yet, they have not been the focus of most research and development efforts until recent years.
- 2.3 **Agricultural research and development**, and the strengthening of innovation processes are the most important predictors of a country's ability to sustain long-term [Total Factor Productivity - TFP] growth.<sup>2</sup> A study of the International Food Policy Research Institute (IFPRI) showed that farmer's adoption of new technologies obtained average returns of 43%<sup>3</sup>. Still, the region invests only 1.15% of its agricultural gross domestic product in agricultural research and development, less than half of what developed countries invest, and only three countries (Argentina, Brazil and México) account for 80% of the region's public investments in R&D<sup>4</sup>. Given these discrepancies, regional agricultural research organizations have been playing an important role in promoting a common agenda and supporting cooperative projects and initiatives.
- 2.4 **FONTAGRO (The Regional Fund for Agricultural Technology)** is a unique mechanism to promote cooperation for the innovation of family farming. It was created in 1998 by 15 countries<sup>5</sup> with the sponsorship of the IDB and the Inter-American Institute for Cooperation on Agriculture (IICA). The Fund, which has received contributions from all its member countries, has currently a paid-in capital of US\$100 million that is being administered by the Bank. FONTAGRO functions as an endowment, operating mainly with the interests accrued from the invested capital and the mobilization of resources from other donors and project executing agencies.
- 2.5 Through the years FONTAGRO has supported 110 projects and initiatives in the region, for a total of over US\$88M. That amount includes its own funds as well as

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<sup>1</sup> *The Next Global Breadbasket How Latin America Can Feed the World* (IADB) 2014

<sup>2</sup> Keith Fuglie, "Productivity Growth and Technology Capital in the Global Agricultural Economy," *Productivity Growth in Agriculture: An International Perspective*, ed. K. Fuglie, S. L. Wang, and V. Eldon Ball (Oxfordshire, England: CAB International, 2012).

<sup>3</sup> Julian M. Alston et al, *A Meta-Analysis of Rates of Return to Agricultural R&D: Ex Pede Herculem?*, (Washington, DC: International Food Policy Research Institute, 2000).

<sup>4</sup> Gert-Jan Stads, et al. 2016 "Agricultural Research in Latin America and the Caribbean". *A Cross-Country Analysis of Institutions, Investment, and Capacities*. ASTI led by IFRPI - IDB.

<sup>5</sup> 14 LAC countries plus Spain

- those from various donors, including the IDB, World Bank, and the governments of Korea, Japan, and New Zealand, and the executing agencies<sup>6</sup>.
- 2.6 With its renewed vision and mission, FONTAGRO brings together different organizations to improve food security and reduce poverty based on standards of equity and sustainability. In its 2015-2020 Medium-Term Plan (MTP), strategic objectives include research and innovation through support for projects and initiatives. Another key objective is to improve knowledge management and result dissemination of FONTAGRO funded-initiatives, thus contributing to the adoption of research results by end users.
  - 2.7 To promote the use of knowledge products generated by FONTAGRO projects, participating entities need to improve their knowledge management. A recent survey of over 170 FONTAGRO users was carried out to identify needs regarding knowledge management. It was determined that most institutions have active programs and strategies for knowledge management, however, there are common issues limiting knowledge sharing. These include: insufficient budgets, lack of resources for training in knowledge management, and, inadequate communication skills.
  - 2.8 To that effect, innovative information and communication channels, and activities have been implemented by FONTAGRO to reach targeted audiences. They have increased its visibility and the dissemination of outputs and outcomes to their stakeholders. FONTAGRO's Board of Directors (BoD) is fully committed to those efforts and recently approved a Knowledge and Communication Management Strategy.
  - 2.9 This proposal will continue to contribute to the Overarching Objectives and Strategic Goals of the GCI-9 (AB-2764), and the updated Institutional Strategy (UIS). FONTAGRO's actions are aimed at increasing productivity and reduce inequality in a sustainable way through research and innovation in the agricultural sector. FONTAGRO's Medium Term Plan strategic objectives include: consolidating regional platforms to respond to agricultural opportunities and challenges, strengthening the capacity of national agricultural systems, as well as breaking down barriers that prevent the adoption of new knowledge and technologies. FONTAGRO's strategic plans also include "Adaptation to and mitigation of climate change and Sustainable intensification of agriculture and natural resources management."
  - 2.10 The **Government of Korea** through the initial support from the Knowledge Partnership Korea Fund for Technology and Innovation (KPK) in 2009, contributed to

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<sup>6</sup> A recent external evaluation (Sain et al, 2014) concluded that FONTAGRO was a sound regional platform fostering innovation and contributing to the strengthening of quality applied agricultural research. It indicated that 69% of project results were being used by beneficiaries and that 77% of project results had been incorporated by the national research and innovation systems. While these results are encouraging, the magnitude of their impact is still limited due to the scale of the operations and insufficient knowledge dissemination. *Sain, G., J.E. Sepúlveda, J. Ardila, N. Chalabi, P. Henríquez y H. Li Pun.* 2014. Contribución de FONTAGRO al desarrollo agrícola de América Latina y el Caribe: Evaluación *ex post* de proyectos colaborativos. San José, Costa Rica. IICA, BID. 73 p.

- an upgrade of FONTAGRO's website capacities. The website was redesigned, facilitating the capturing and archiving of project outputs and passive dissemination of knowledge products. A "Digital Library" (DL) was created, which contains all the basic information and results of FONTAGRO projects. As a result, it was possible to monitor visits to the Website. Since 2011 to 2014 visits increased by over 65%.
- 2.11 In 2014 the Korean Poverty Reduction Fund (KPR) granted FONTAGRO resources (Phase II-A) to strengthen its knowledge management (KM) capacity, focusing on enhancing the visibility of research results, hence the applicability by agricultural producers, the wider research community and policy makers. An overview of the products achieved during the implementation of Phase II-A and its effects is presented in Annex III.
  - 2.12 In 2015 the Knowledge Partnership Korea Fund for Technology and Innovation (KPK) granted FONTAGRO resources for the continuity of the previous project. Resources for that project (Phase II-B) were used to finance activities to promote the adoption of innovative technologies by private sector entities and end users. A summary of the main results achieved by Phase II-B are included in Annex IV.
  - 2.13 Previous project results as well as outcomes expected from this new TC are aligned with the objectives of the Knowledge Partnership Korea Fund for Technology and Innovation (KPK) and the use of its resources (GN-2374-1). Resources will be used to continue strengthening technological and institutional capacities to improve the adoption of new technologies by the national research institutions / community, and private sector entities.
  - 2.14 The project's main objective is to further the adoption of technology innovation in family agriculture in LAC. To that effect, this project will build upon the achievements in terms of knowledge management and dissemination to obtain the following specific objectives: (a) reinforce FONTAGRO's brand positioning; (b) strengthen dissemination and visibility of research results to a broader audience; and (c) strengthen researchers' ability to successfully share and transmit their findings to targeted audiences.

### **III. Description of components and activities:**

- 3.1 In order to achieve these objectives, the project comprises the following components and activities:

#### **COMPONENT I: Reinforce FONTAGRO's brand positioning.**

- 3.2 Over the past months, FONTAGRO has been implementing the knowledge management and communications strategy developed during Phase II-A. As mentioned in Annex IV, a logo restyling is being developed to modernize FONTAGRO's image. However, FONTAGRO's brand positioning needs to be reinforced to engage relevant stakeholders through the production of specific tools and communication products.

**Activity 1.1: Knowledge and promotional products designed and disseminated among stakeholders.** This activity will finance the production of quality knowledge products on innovations generated by FONTAGRO's projects, to be distributed electronically to FONTAGRO's stakeholders. Also, innovative communication pieces such as standardized digital reports will be prepared to reach specific audiences. In addition, promotional material with the new image will be developed and distributed to target audiences.

**Product 1:** One knowledge product on innovations generated by FONTAGRO published on its website.

**Product 2:** Preparation of knowledge products based on select FONTAGRO financed research project findings for communication and publication purposes.

**Product 3:** One annual report on FONTAGRO's activities and results digitalized with innovative features, and published on its website.

**Product 4:** One promotional material with new logo produced.

## **COMPONENT II: STRENGTHEN DISSEMINATION AND VISIBILITY OF RESEARCH RESULTS.**

Enhanced visibility of research results is crucial for its application by relevant stakeholders such as policymakers, private sector entities and farmers. With the objective to help spread the adoption of best practices, and to develop concrete tools that improve decision making at all levels, this component will finance innovative dissemination activities such as:

**Activity 2.1: Project results and best practices disseminated as enhanced contents through various communications channels.** For that matter, a Regional Agricultural Communications network will be formed for communicators and media professionals within the agricultural research community. The network's objective is to share best practices on the dissemination of agricultural research and raise awareness in one or more of the main strategic themes of FONTAGRO's Medium-Term Plan 2015-2020 (i.e. adaptation to and mitigation of climate change in family agriculture). This network, led by FONTAGRO's TAS will convene twice for the duration of the project. Subsequently it is expected to continue operating on FONTAGRO's web-platform.

The activity will also comprise the design and implementation of a Transmedia storytelling<sup>7</sup> plan to disseminate enhanced FONTAGRO content. Select content such as results of four FONTAGRO projects will be created as compelling stories to raise awareness about specific topics. Contents will be distributed across multiple platforms, using available digital technologies such as social media, online newspaper articles, podcasts, TV-format produced videos, infographics animations, among others. This is aimed at engaging FONTAGRO's target audience thus reaching broader audiences: content will be created to reach

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<sup>7</sup> Bernardo, Nuno (2011). The Producer's Guide to Transmedia: How to Develop, Fund, Produce and Distribute Compelling Stories Across Multiple Platforms.

policymakers (i, e, feed into public programs or policies); private sector entities (use of research findings by private companies), and the farmer community (access to specific seeds, water irrigation systems, etc.). The Network will also generate its own knowledge products, and its members will also use the network to effectively communicate research results.

**Product 1:** Two main events organized for the launching of a Regional Agricultural Communications network: one in the Central American Region and one in the Southern Cone. The network will continue sharing their knowledge on FONTAGRO's website platform, beyond the life of this project.

**Product 2:** Knowledge products on the results of network activities.

**Products 3:** Four press articles and four blog posts published, four project videos and one animated video produced.

**Activity 2.2: New functionalities to FONTAGRO's website added.** To provide FONTAGRO's stakeholders with accurate information on projects and their results, new functionalities will be added to the website. The current indicators database will be adjusted and updated.

**Product 1:** Website database of indicators updated and adjusted, and project results uploaded by project leaders.

### **COMPONENT III: KNOWLEDGE MANAGEMENT AND COMMUNICATIONS SUPPORT**

This component aims at increasing FONTAGRO's researcher's ability to share his research results. FONTAGRO has been organizing technical workshops and meetings to foster knowledge sharing and experiences among researchers. A closer follow-up of the knowledge management of FONTAGRO's projects under execution is necessary to improve an effective communication and dissemination of their research activities and results.

**Activity 3.1: Knowledge and outreach activities with FONTAGRO member entities.** This activity will finance a consultancy to monitor and support knowledge management outputs and outreach activities of projects co-financed by FONTAGRO. In addition, the consultant will support researchers and project leaders in identifying innovative tools to improve communication and dissemination of project results.

**Product 1:** Web-based report on the progress in the implementation of knowledge management activities in FONTAGRO projects.

## Results Matrix

Outcomes	Unit of Measure	Baseline	Baseline Year	P	2017	2018	2019	EOP	Means of Verification
Outcome: FONTAGRO's brand positioning reinforced	Unit of Measure	Baseline	Baseline Year	P	2017	2018	2019	EOP	Means of Verification
Outcome Indicator: Mentions in the press	Mentions (#)	60	2016	P	-	-	-	70	Clipping report
Outcome: Visibility of research results of FONTAGRO's funded projects enhanced	Unit of Measure	Baseline	Baseline Year	P	2017	2018	2019	EOP	Means of Verification
Outcome Indicator: Mentions in all channels	Mentions (#)	104	2016	P	-	-	-	110	Annual report
Outcome: FONTAGRO's researchers ability to manage knowledge of its projects, increased	Unit of Measure	Baseline	Baseline Year	P	2017	2018	2019	EOP	Means of Verification
Outcome Indicator: Tools available and knowledge shared by FONTAGRO's TAS	Tools (#)	1	2016	P	-	-	-	2	Web-based Report

Components/Physical Progress																Financial Progress: <i>Cost by year is OPTIONAL; Total cost is REQUIRED</i>
Original TC Indicator	Indicator Themes	Standard Output Group	Standard Output #	Standard Output Indicator	Standard Output Unit of Measure	Indicator	Unit of Measure	Baseline Year	Baseline	P	Year 1	Year 2	Year 3	EOP	Means of Verification	Total Cost
<b>COMPONENT 1: Reinforce FONTAGRO's brand positioning</b>																<b>\$30,000</b>
Knowledge product published in FONTAGRO's website.	Regional Integration	Knowledge products	39.3	Monographs developed	Papers (#)	Number of monographs developed	Papers (#)	2016	0	P	1	1	-	2	Knowledge Product published	\$13,000
Editorial edition and translation of documents and publications.	Regional Integration	Methodologies and tools	33.2	Tools designed/strengthened	Tools (#)	Number of tools designed/strengthened	Tools (#)	2016	2	P	6	10	4	20	Documents edited	\$5,000
Digitalized report delivered and published in website.	Regional Integration	Methodologies and tools	33.2	Tools designed/strengthened	Tools (#)	Number of tools designed/strengthened	Tools (#)	2016	0	P	1	1	-	2	Reports published	\$10,000
Promotional material with new logo produced.	Regional Integration	Methodologies and tools	33.2	Tools designed/strengthened	Tools (#)	Number of tools designed/strengthened	Tools (#)	2016	4	P	1	1	-	2	Promotional material produced	\$2,000
<b>COMPONENT 2: Strengthen dissemination and visibility of research results</b>																<b>\$57,000</b>
Regional Agricultural Communications network events organized.	Regional Integration	Events	37.3	Workshops organized	Workshops (#)	Number of workshops organized	Workshops (#)	2016	0	P	-	1	-	1	Workshops organized	\$10,000
Knowledge products on the results of network activities.	Regional Integration	Knowledge products	39.3	Monographs developed	Papers (#)	Number of monographs developed	Papers (#)	2016	0	P	-	2	-	2	Monographs developed	\$10,000
Press articles, blog posts, project videos and animated video produced.	Regional Integration	Methodologies and tools	33.2	Tools designed/strengthened	Tools (#)	Number of tools designed/strengthened	Tools (#)	2016	3	P	6	12	6	24	Articles and videos developed	\$22,000
Database of indicators updated and published in website	Regional Integration	New databases	34	New databases created	Databases (#)	Number of new databases created	Databases (#)	2016	0	P	-	1	-	1	Database published	\$15,000
<b>COMPONENT 3: Knowledge management and communications support</b>																<b>\$58,000</b>
Consultancy for Web-based annual report on progress of FONTAGRO projects knowledge management prepared.	Regional Integration	Knowledge products	39.9	Web-based annual report developed	Reports (#)	Number of annual reports published	Papers (#)	2016	1	P	-	1	-	1	Web-based report published	\$58,000
														<b>OTHER COSTS</b>	<b>\$</b>	
														<b>TOTAL COSTS</b>		
														P	<b>\$145,000</b>	

#### IV. Budget

- 4.1 The total estimated cost of the project is US\$205,000. The Bank, through the Knowledge Partnership Korea Fund for Technology and Innovation (KPK), will contribute US\$100,000. FONTAGRO will provide, under a separate but related operation, additional cash resources in the amount of US\$45,000 and an estimated in-kind contribution of US\$60,000<sup>8</sup>. The cost break-down by component is as follows:

Components	FONTAGRO	KPK	Total
<b>Component I: Reinforce FONTAGRO's brand positioning</b>	<b>20,000</b>	<b>10,000</b>	<b>30,000</b>
<b>Component II: Strengthen dissemination and visibility of research results of FONTAGRO's projects</b>	<b>25,000</b>	<b>32,000</b>	<b>57,000</b>
Project results disseminated as enhanced contents through various communications channels.	20,000	22,000	42,000
New functionalities to FONTAGRO's website added.	5,000	10,000	15,000
<b>Component III: Knowledge management and communications support</b>	<b>-</b>	<b>58,000</b>	<b>58,000</b>
<b>Total</b>	<b>45,000</b>	<b>100,000</b>	<b>145,000</b>

#### V. Executing agency and execution structure

- 5.1 The project will be executed by the Bank (ORP/GCM) through the Technical-Administrative Secretariat of the Regional Fund for Agricultural Technology (TAS/FONTAGRO), which will administer and coordinate the execution of all activities pertaining to the TC. The Bank, as stated in the Administrative Agreement<sup>9</sup> with FONTAGRO, has the legal representation of the Fund.

The Bank will hire individual consultants, consulting firms in accordance with the Policy for the Selection and Contracting of Consulting Firms for Bank-executed Operational Work (GN-2765-1).

#### VI. Major issues

- 6.1 No risks are foreseen in the execution of this project.

#### VII. Exceptions to Bank Policy

- 7.1 No exceptions are foreseen in the execution of this project.

#### VIII. Environmental and Social Strategy

- 8.1 Environmental and Social Classification (ESG) of this TC is "C", since there are no environmental or social impacts associated with this TC activities.

<sup>8</sup> In-kind contribution will comprise staff hours, logistics, and other inputs needed to implement the project.

<sup>9</sup> The Administrative Agreement (IDBDOCS#38849757) between FONTAGRO and the Bank is currently in its Eighth extension, valid until June 30, 2019.



Annexes:

Annex I. Procurement Plan

Annex II. Terms of Reference.

Annex III: Knowledge Management (KM) and Communication Milestones achieved in Phase II-A

Annex IV: Documents of FONTAGRO's main results.

[2014-2015 FONTAGRO ANNUAL REPORT](#)

[2015-2016 FONTAGRO ANNUAL REPORT](#)

[FONTAGRO 2016 in brief](#)

## Annex I - Procurement Plan

PROCUREMENT PLAN FOR NON-REIMBURSABLE TECHNICAL COOPERATIONS											
Country: Latin America and the Caribbean (LAC)						Executing agency: IDB (ORP/GCM), through FONTAGRO			Public or private sector: Public		
Project number: RG-2979						Title of Project: FONTAGRO Knowledge Management Phase III					
Period covered by the plan: 2017-2019											
Threshold for ex-post review of procurements:				Goods and services (in US\$):			Consulting services(in US\$):				
Item Nº	Ref. AWP	Description (1)	Estimated contract cost (US\$) by KK	Estimated contract cost (US\$) by FTG	Procurement Method (2)	Review of procurement (3)	Source of financing and percentage		Estimated date of the procurement notice or start of the contract	Technical review by the PTL (4)	Comments
							I DB/MIF %	Local/other %			
1		<b>Individual Consultants</b>									
		Consultant 1:									
		Individual consultant with experience in communications, knowledge management and international development.	58,000	-	SSS	ex-post	100%		Aug-17		Individual. Knowledge management and communications support (press articles, blogs and other related products). Knowledge and outreach activities. web-based report on progress of knowledge management implemented in FONTAGROs' projects.
2		<b>Consulting services</b>									
		Service 1:									
		Professional services in graphic design, printing, digital marketing, events and marketing related products.	2,000	20,000	QCBS	ex-post	100%		Aug-17		Individuals or firms.
		Service 2:									
		Professional edition and translation services Spanish=Spanish and Spanish=English	18,000		QCBS	ex-post	100%		Aug-17		Individual or firm
		Service 3:									
		Technical services for website enhancement	20,000	5,000	QCBS	ex-post	100%		Aug-17		Firm
		Service 4:									
		Storytelling and video productions	2,000	20,000	QCBS	ex-post	100%		Aug-17		Individual or firm
Total			100000	45000	Prepared by:			Date: June 2017			

\*Procurement Processes will be performed according to Procedure GN-2765-1.

## **Annex II**

### **TERMS OF REFERENCE**

#### **Individual Contractual for Knowledge Management and Communication Strategy Implementation. Continuation (DTC)**

**Background:** FONTAGRO has supported over 100 projects and initiatives in the region. Considerable knowledge has been accumulated on agricultural technologies and innovation practices to increase productivity, reduce poverty, and sustain natural resources. However, management of this knowledge has been limited. A strategy is being implemented to manage this knowledge and ensure that it is widely available throughout the region, using innovative tools. Resources from the Knowledge Partnership Korea Fund for Technology and Innovation (KPK) and FONTAGRO would be used to continue developing and implementing the strategy. Thus, FONTAGRO member countries will benefit and increase impacts from previous investments.

#### **Objective of the consultancy**

The individual contractual will assist in the implementation of FONTAGRO's knowledge management (KM) and communication strategy and plans. Specifically, the contractual will:

- Advise on the development and implementation of FONTAGRO's outreach activities, knowledge management and communications strategy, including:
- Manage activities for FONTAGRO's image and visual identity enhancement.
- Design of knowledge products, programs and tools for communication and project results dissemination.
- Coordinate FONTAGRO's website enhancement of IT functionalities.
- Write press releases, announcements, video scripts, social media outputs, blog posts, case studies, newsletters and other communications pieces that illustrate the results and impact of FONTAGRO's work.
- Design and coordinate training activities for FONTAGRO's stakeholders.
- Monitor, support and report on progress of FONTAGRO's project knowledge management.
- Support the FONTAGRO in Knowledge Management and resource mobilization as it is deemed necessary.
- Organize high-level events, technical workshops and meetings as required by FONTAGRO Secretariat.
- Undertake other responsibilities as agreed upon with the FONTAGRO Secretariat.

#### **Deliverables:**

Production of key outreach tools and documents: brochures, briefings, videos, press releases, social media posts and ICT platforms.

KM and communication strategy implementation assessment and reports.

Digitalized reports published in website.

Web-based report on progress of FONTAGRO projects knowledge management.

Training modules designed and implemented aimed at strengthening FTG stakeholders' capacity in KM and Communications.

#### **Contractual Characteristics:**

**Type of consultancy:** Defined Term Contractual / DTC / monthly

**Post of Duty:** FONTAGRO, Technical Administrative Secretariat (ORP/GCM)

**Place of work:** IDB Headquarters

**Time frame:**

**Responsible Office and Org. Unit:** FONTAGRO Fund Coordinator at ORP/GCM and FONTAGRO Executive Secretary.

**Qualifications:**

- A minimum of a M.A. in communication or equivalent professional experience with 5 years of relevant international experience.
- Individual must be specialist in knowledge management and communication research with knowledge in international development.
- Individual must have relevant experience in digital marketing and multimedia production to conceptualize and support the production of key outreach documents such as brochures, briefings, institutional video, among others.
- Individual must have an excellent track record, experience and capacity to deliver expected results. S/he should also have full command of Spanish and English.
- Must show excellent interpersonal and team work skills.
- Ability to work independently with minimal supervision
- Individual must perform part of the work at the IDB Headquarters.
- Convey ideas with clarity.

**Supervision:**

The contractual will work under guidance of the Technical Administrative Secretariat of FONTAGRO, which will approve the final products.

**Payment and Conditions:** Compensation will be determined in accordance with Bank's policies and procedures. The Bank, pursuant to applicable policies, may contribute toward travel and moving expenses. In addition, candidates must be citizens of an IDB member country.

**Visa and Work Permit:** The Bank, pursuant to applicable policies, may submit a visa request to the applicable immigration authorities; however, the granting of the visa is at the discretion of the immigration authorities. Notwithstanding, it is the responsibility of the candidate to obtain the necessary visa or work permits required by the authorities of the country (ies) in which the services will be rendered to the Bank. If a candidate cannot obtain a visa or work permit to render services to the Bank the contractual offer will be rescinded

**Consanguinity:** Pursuant to applicable Bank policy, candidates with relatives (including the fourth degree of consanguinity and the second degree of affinity, including spouse) working for the Bank as staff members or Complementary Workforce contractuales, will not be eligible to provide services for the Bank.

**Diversity:** The Bank is committed to diversity and inclusion and to providing equal opportunities to all candidates. We embrace diversity on the basis of gender, age, education, national origin, ethnic origin, race, disability, sexual orientation, religion, and HIV/AIDs status. We encourage women, Afro-descendants and persons of indigenous origins to apply.

## **Terms of Reference –Firm for FONTAGRO’s website products**

FONTAGRO (The Regional Fund for Agricultural Technology) seeks a firm to design web-based products.

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### **Objectives:**

A firm will be hired to design web-based products and new **website IT functionalities**. Specifically, based on FONTAGRO’s communication strategy, the firm will work on:

- Web applications and functionalities: analysis, design, implementation.
- Creating digitalized web-based reports
- Designing web-based reports on progress of knowledge management implemented in FONTAGROs’ project prepared
- Creating and uploading an enhanced website database of indicators and project results.
- Determining technical web solutions.

### **Expected products:**

- Digitalized web-based reports
- Web-based of FONTAGROs’ projects
- Visual database of indicators and project results.

### **Procurement procedures:**

A competitive process will be followed.

### **General Requirements**

The firm must be specialized in website development, graphic design, digital marketing, and related specialized technological services.

The firm must prove full command of Web Design Content Management Systems such as Drupal and/or Wordpress.

The firm must have an excellent track record, experience and capacity to deliver expected results both in Spanish and English.

### **Proposal process**

The firm should submit a proposal addressing the objectives and products described in these Terms of Reference to the attention of Eugenia Saini via email to [esaini@iadb.org](mailto:esaini@iadb.org) by no later than .....

Interested firms should provide to the Technical Administrative Secretariat (TAS):

- A brief description of the firm's experience and qualifications, including CVs of assigned personnel.
- Professional references.
- Proposal of the methodology to be used for the proposed tasks.
- Provide a detailed work plan, time frame and schedule of the tasks and its different stages.
- Provide a detailed cost proposal.

**Estimated Fees and schedule of payments:**

A global fee will be offered based on qualifications and available budget. It will cover all services provided including graphic design, digital marketing, web related products and visit(s) to FONTAGRO offices (IDB Headquarters).

It will be paid according to the following deliverables (to be negotiated with the firm):

- Project kickoff: 25% of consultancy cost
- First draft of content structure and graphic design. 25% of consultancy cost.
- First draft of extranet platform and georeferenced map with FONTAGRO's projects. 25% of consultancy cost.
- Final delivery of the above-mentioned products. 25% of consultancy cost.

## Annex III

### **FONTAGRO Knowledge Management Phase II-A (RG-T2454) Results and Milestones**

The implementation of the activities financed by the KPR in Phase II-A have contributed to the following main products and results:

#### **Component (i): FONTAGRO's KM and Communications assessment**

**Result 1. Diagnosis of FONTAGRO's current knowledge management capacity:**

**Product:** A survey of over 170 FONTAGRO users was carried out to identify their needs and aspirations regarding FONTAGRO's KM products. Response: 30% (51 answers).

**Result 2. Definition of FONTAGRO's KM and Communications Strategy. Product:**

FONTAGRO's KM and communications strategy was developed and approved by 2015. Standardized templates of institutional materials were developed with FONTAGRO's logo.

#### **Component (ii): Knowledge Management and Communications Strategy Implementation**

**Result 1. Website communications effectiveness. Products:** A Website audit and monitoring on the content, showed the need to modernize its graphic design, and update its contents and structure. Migration of FONTAGRO's website to a faster internal IDB Server was carried out achieving faster navigation by **350%**. Website visitors' traffic, increased **more than three times** since 2011 and **more than two and a half times** since **2014**.

**Result 2. Project results dissemination and Institutional Image Enhancement.**

**Products:**

**Project results dissemination**

- Six Quarterly FONTAGRO's Newsletter designed and sent to key contacts and published in the website.
- Three web stories created to disseminate results of successful projects.
- Three short bilingual video clips to report results of successful projects completed.
- One bilingual institutional video completed
- Press activities: 26 press releases prepared and issued announcing cooperation agreements signed by FONTAGRO and its partners, as well as meetings, project results and activities.
- Press clippings prepared with FONTAGRO's mentions in the press. More than 10 single-day press mentions in the media, one press agency release and a special press article.
- A field visit for local and regional media was held in Panama in 2015, to show results of one of the most successful FONTAGRO's projects.
- Blogs and Social Media presence: for the first time, FONTAGRO actively participated in the IDB and IICA social media channels as well as those of other partners, promoting its call for proposals and disseminating project results.

**Institutional image enhancement:**

- Three standardized templates of technical reports, and PowerPoint presentations were prepared for technical meetings.

- 21 new briefs were produced and distributed in meetings with potential new members and partners.
- FONTAGRO's 2013-2014 Annual Report was prepared including strategic information and results of successful projects.
- FONTAGRO's 2015-2020 Medium-Term Plan designed and printed
- One bilingual institutional brochure for donors produced and distributed.
- Promotional material developed with FONTAGRO logo and distributed in technical meetings.

#### **FONTAGRO's website**

- By December 2015, FONTAGRO's website was 53% bilingual.
- Faster website navigation by 350%.
- Increased visits to website more than two and a half times since 2014 with more than 251.000 visits up to October 2015.

#### **Component 3: Institutional Strengthening and Capacity Building**

**Result 1. Increased STA knowledge management skills:** A senior consultant in communications and knowledge management was hired to help in the design of a knowledge management and communications strategy, and implementation of various activities. The consultant also undertook other responsibilities as required by the FONTAGRO Secretariat. Meetings with peer institutions were carried out to review and learn best practices of the two main sponsors of FONTAGRO



## **FONTAGRO Knowledge Management Phase II-B (RG-T2711) Progress**

### **Component : I. Enhance FONTAGRO's institutional image**

Study on new image for FONTAGRO in progress.

New image (logo) competition in progress.

### **Component: II. Increase visibility of research results and foster an innovation-enabling environment**

Mass media plan for project results dissemination in progress. Results: 49 Press articles released by November 11, 2016. 63 mentions in the press achieved in 2015-2016.

Social Media engagement plan for FONTAGRO in progress. Results: FONTAGRO's new social media user accounts created (Twitter, LinkedIn, Vimeo, Google+)

Annual event plan for project results dissemination. Event proceedings in progress.

Newsletters reporting FONTAGRO's news and activities. Results: three Newsletters prepared by November 11, 2016.

New contributions to peers blogspace. Results: 10 Blog Posts produced.

FONTAGRO's website designed and content updated and new material uploaded. Results: update with new content by August 2016. Website 60% bilingual. Development of new functionalities in progress.

Digital Library in [www.fontagro.org](http://www.fontagro.org). Results: completed by August 2016.

100 FONTAGRO's Projects geo-referenced in progress.

### **Component: III. Strengthen institutional capacity and communication skills**

Knowledge and experience sharing incentives schemes prepared for and shared with FONTAGRO member entities.

- Inputs for a knowledge and experience sharing incentives-scheme prepared and distributed to FONTAGRO member entities. In progress.
- Online training course on effective communication skills for researchers / project team leaders, and on use of technology for project results dissemination. In preparation.
- Training course on effective communication skills conducted for at least 10 of FONTAGRO's member entities completed. 15 researchers participated.

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**Annex IV:**

**FONTAGRO's main products:**

New website: [www.fontagro.org](http://www.fontagro.org)

<https://www.fontagro.org/en/publications/fontagros-publications/>

[Summary of Dissemination Products](#)

[2014-2015 FONTAGRO ANNUAL REPORT](#)

[FONTAGRO 2015-2020 Medium Term Plan](#)

[FONTAGRO 2016 in brief:](#)

[Dissemination of FONTAGRO's successful projects](#)