



**Consultancy: Evaluating Digital Tools Campaign as an Approach Aligned to Defined Principles for Transformational e-Extension Services as Defined in Agricultural e-Extension Services in Ghana -Strategy and Plan (2022-2030)**



This assignment is perfect for someone looking to apply their experience and Knowledge within an organisation that is focused on helping to deliver 8 of the Sustainable Development Goals: (1) No Poverty; (2) Zero Hunger; (3) Quality Education; (5) Gender Equality; (12) Responsible Consumption and Production; (13) Climate Action; (15) Life on Land; and (17) Partnerships for the Goals.

**We live in a world where the demand for multiple land uses constantly rises and climate change places additional stress on the sustainable use of natural resources. While solutions to issues such as hunger and poverty are now within our reach, how we act today will make a big difference to how we live tomorrow.**

## Introduction and Background

CABI envisions a world in which women, youth and marginalised communities are included in agriculture, and become key to ensuring equity, increasing participation in agribusiness, and reducing youth unemployment; promoting livelihood improvement; increasing production and reducing poverty. CABI's *Medium-Term Strategy (2023-25)* pursues five major goals: 1. Improve the food security and livelihoods of smallholder communities 2. Help communities adapt to the impacts of climate change 3. Reduce inequality through better opportunities for rural women and youth 4. Safeguard biodiversity and support the sustainable use of natural resources 5. Increase the reach, application, and impact of science in agriculture and the environment.

Promoting digital tools was a central focus of activities at the CABI Ghana centre throughout 2024 and into 2025. This was done through a series of workshops and training events, with strong efforts to build partnerships with educational institutions. A key driver of visibility and uptake was the Digital Champions campaign—an innovative and impactful approach to increasing traffic to the tools and enhancing their use. The tools were showcased in over 30 events. Outreach also extended to universities and agricultural colleges, leading to significant engagement opportunities with the University of Ghana and six agricultural colleges.

To further expand reach, the Digital Champions Campaign was launched. Twenty-four Regional Agricultural Officers from eight regional Departments of Agriculture—Ashanti, Western, Western North, Central, Eastern, Volta, Oti, and Greater Accra—were trained with the goal of directly reaching at least 560 individuals and indirectly reaching over 5,600. So far, the campaign has generated more than 11,000 clicks and brought in around 9,000 new users across four key digital tools. Nearly all these activities were implemented in close partnership with the Plant Protection and Regulatory Services Directorate (PPRSD) of the Ministry of Food and Agriculture. This collaboration is designed to foster institutional knowledge and ensure local ownership.

**By sharing knowledge and science, CABI tackles global issues like poverty, hunger, education, equality, sustainability, climate change and biodiversity. We do this by helping farmers grow more and lose less of what they produce, combating threats to agriculture and the environment from pests and diseases, protecting natural habitats from invasive species, and improving access to scientific knowledge.**

CABI is an international, inter-governmental, not-for-profit organization that improves people's lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment. Our approach involves putting information, skills and tools into people's hands. CABI's 48 Member Countries guide and influence our work which is delivered by scientific staff based in our global network of centres.

CABI is committed to making a difference, playing its part in creating a brighter, more equitable and sustainable future.

You can learn more at: [www.cabi.org](http://www.cabi.org)

All efforts are aligned with the Agricultural e-Extension Strategy and Plan led by Ghana's Directorate of Agricultural Extension Services (DAES), which envisions that by 2030, "all Ghanaian agricultural producers and value chain actors will be reliably and sustainably served by transformational, remote-led, technology-enabled extension services."

The overall goal of this strategy and plan is to provide all agricultural producers and value chain actors in Ghana with transformational ICT-driven extension services which are effective, efficient, inclusive, sustainable, demand-driven and pluralistic in a nationally coordinated, decentralized system with the active involvement of the private sector.

To achieve this goal, a substantial and increasing portion of agricultural extension services in Ghana will be delivered through transformational e-Extension services. These are defined as remote-led, technology-enabled services that support agricultural producers and value chain actors using a diverse range of ICT and digital tools—such as radio, mobile phones, video, television, mobile applications, social media platforms, and emerging technologies. These services are considered transformational when they align with the guiding principles outlined in Ghana's agricultural extension policy. Specifically, they are:

- **Effective**, driving change at an optimal scale, helping women, men and youth agricultural producers improve the quality of rural life.
- **Demand driven and client-focused**, with the needs, realities, expectations and demands of small-scale farming women and men, young and old, driving the e-Extension service.
- **Equal and inclusive**, actively including and responding equally and equitably to the particular and sometimes distinct needs, realities and interests of all genders and ages, language groups and people of varying physical ability.
- **Pluralistic, flexible and adaptive**, with multiple points of entry that are appropriate, adaptive, and responsive to the needs, capacities and preferences of various agricultural producers.
- **Publicly led, with strong private sector involvement**. E-Extension, like all agricultural extension services, is a public good and should be delivered according to the policies and standards of, and with leadership by, the public sector. At the same time, e-Extension requires and benefits from the inputs and involvement of the private sector to ensure sustainability and relevance.
- **Financially, socially and institutionally sustainable**, with financial and other inputs from the private and civil society sectors contributing to the sustainability of transformational e-Extension service models.
- **Climate smart and environmentally sustainable**, because transformational e-Extension services help producers understand and adapt to climate change.
- **Research-informed**, with the advisories offered to farmers through the e-Extension system being informed by sound, field-tested agricultural research findings.
- **Interactive**, because there is more effect in two-way or multi-way communication than in one-way information dissemination.

## Objectives of the consultancy

The consultant is expected to structure the evaluation around the defined evaluation questions, applying the OECD DAC Evaluation Criteria as the guiding framework:

- **Effectiveness:**

1. To what extent have CABI's digital tools promotional approaches such as marketing, workshops, training sessions, digital tool champions, and partnerships boost the use of digital tools among Agri-Service providers?
2. To what extent have Agri-Service providers, through their use of CABI's digital tools and learning products, successfully promoted Integrated Pest Management (IPM) practices to farmers, including women and youth?

- **Relevance**

1. To what extent does the design of the intervention (digital tools and learning products features and contents, digital tools promotion approaches) respond to target users' needs (Agri-Service providers, farmers, partners/institution needs). "Needs" include policy needs, daily workflow needs, and crop protection needs.

- **Coherence**

1. To what extent do CABI digital tools and learning products support the Agricultural e-Extension Strategy and Plan of Ghana's Directorate of Agricultural Extension Services (DAES) and other policies? (This includes complementarity, harmonisation and co-ordination with others, and the extent to which the intervention is adding value while avoiding duplication of effort)

## Responsibilities of consulting company

The contracting organization will be expected to propose mechanisms to:

- **Engage with trained Agri-Service providers (Digital Champions)** to assess how useful they find CABI's digital tools in supporting their day-to-day workflows.
- **Engage with ground-level Agri-Service providers and Agro-Input dealers:** beneficiaries of cascade or scaled-down training to evaluate how well the approach has helped them in advising farmers on Integrated Pest Management (IPM) practices.
- **Engage with recipients of advisory services** (e.g., farmers and other value chain actors) to understand the relevance and usefulness of the advice provided by Agri-Service providers using CABI's digital tools.
- **Specifically reach out to women and youth** in the pilot areas to explore how they have benefited from the advice given through digital tools and to assess the inclusivity of the approach.
- **Assess whether the current approach has influenced behavioural change** among stakeholders, particularly their willingness to adopt digitally driven information for addressing crop protection needs.

- **Explore whether users have been able to access information and support** through various digital entry points, such as social media platforms and blogs, when using CABI digital tools.
- **Analyze disaggregated data from CABI Analytics** to gain insights into the extent of outreach and inclusivity achieved by the intervention.
- **Evaluate the effectiveness of marketing strategies** used to promote CABI's digital tools in terms of increasing awareness, encouraging uptake, and supporting the adoption of digital technologies.

## Deliverables

- A well-documented report on the above proposed structure clearly evaluates CABI digital tools and approaches used to ensure Agri-Service providers are aligned to nine principles set by the Strategy and Plan outlined in this document.
- Synthesis of existing approaches with an understanding on what works and what doesn't in terms of tools and approaches.
- Presentation of the evaluation report with some used case examples during the regional workshop held in Accra in September.

## Timelines

- The first draft of the report will be submitted by 30<sup>th</sup> June 2025.
- This would be followed by discussions and improvisations to finalize the report.
- The final report can be submitted by end of July.
- The presentation to be made in August/September once the date is finalized for Regional Workshop.

## Application Documents

Interested consultants should include the following with their application

- Technical Proposal. This should include the following
  1. Academic qualifications
  2. Evidence of experience on the subject matter
  3. A brief description of your understanding of the assignment
  4. Methodology
  5. Plan for analysis
  6. Statutory documents of the company/individual
- Financial proposal inclusive of all costs and taxes
- Cover letter

## Submission details

- Interested consultants should submit their technical and financial proposals, to [procurement-africa@cabi.org](mailto:procurement-africa@cabi.org) by 24<sup>th</sup> April 2025 COB

## Africa

### Ghana

**CABI, CSIR Campus**  
**No.6 Agostino Neto Road**  
**Airport Residential Area**  
**P.O. Box CT 8630,**  
**Cantonments**  
**Accra, Ghana**  
**T: +233 (0)302 797 202**  
**E : westafrica@cabi.org**

### Kenya

**CABI, Canary Bird**  
**673 Limuru Road,**  
**Muthaiga**  
**P.O. Box 633-00621**  
**Nairobi, Kenya**  
**T: +254 (0)20 2271000/20**  
**E: africa@cabi.org**

### Zambia

**CABI, Southern Africa**  
**Centre**  
**5834 Mwange Close**  
**Kalundu, P.O. Box 37589**  
**Lusaka, Zambia**  
**T: +260 967619665**  
**E:**  
**southernafrica@cabi.org**

## Americas

### Brazil

**CABI, UNESP-Fazenda**  
**Experimental Lageado,**  
**FEPAP (Escritorio da CABI)**  
**Rua Dr. Jose Barbosa De**  
**Barros 1780**  
**Fazenda Experimental**  
**Lageado**  
**CEP: 18.610-307**  
**Batutut, San Paulo, Brazil**  
**T: +55 (14) 3880 7670**  
**E: y.colmenarez@cabi.org**

### Trinidad & Tobago

**CABI, 59 Gordon Street,**  
**Curepe, St. Augustine**  
**TUNAPUNA 331323**

Trinidad & Tobago

**T: +1 868 6457628**  
**E: caribbeanLA@cabi.org**

### USA

**CABI, 6 Liberty Square**  
**#2775**  
**Boston, MA 02109**  
**T: +1 (617) 682 9015**  
**E: h.jansen@cabi.org**

## Asia

### China

**CABI, Beijing Representative**  
**Office**  
**Internal Post Box 85**  
**Chinese Academy of**  
**Agricultural Sciences**  
**12 Zhongguancun Nandajie**  
**Beijing 100081, China**  
**T: +86 (0)10 82105692**  
**E: china@cabi.org**

### India

**CABI, 2nd Floor, CG Block,**  
**NASC Complex, DP Shastri**  
**Marg**  
**Opp. Todapur Village, PUSA**  
**New Delhi – 110012, India**  
**T: +91 (0)11 25841906**  
**E: india@cabi.org**

### Malaysia

**CABI, Building A19**  
**43400 UPM Serdang**  
**Selangor**  
**Malaysia**  
**T: +60 (0)3 894329321**  
**E: cabisea@cabi.org**

### Pakistan

**CABI, Opposite 1-A,**  
**Data Gunj Baksh Road**  
**Satellite Town, PO Box 8**  
**Rawalpindi-Pakistan**  
**T: +92 51 9292062/ +92 51**  
**8434979**  
**E: cabi.cwa@cabi.org**

## Europe

### Netherlands

**CABI, Landgoed Leusderend 32**  
**3832 RC Leusden**  
**The Netherlands**  
**T: +31 (0)33 4321031**  
**E: netherlands@cabi.org**

### Switzerland

**CABI, Rue des Grillons 1**  
**CH-2800 Delemont**  
**Switzerland**  
**T: +41 (0)32 4214870**  
**E: europe-CH@cabi.org**

### UK

**CABI, Nosworthy Way**  
**Wallingford, Oxfordshire**  
**OX10 8DE, UK**  
**T: +44 (0)1491 832111**  
**E : corporate@cabi.org**

**CABI, Bakeham Lane**  
**Egham, Surrey**  
**TW20 9TY, UK**  
**T: +44 (0)1491 829080**  
**E: microbialservices@cabi.org**  
**E: cabieurope-uk@cabi.org**