



Consultancy: Consultancy to evaluate the effectiveness and impact of PlantwisePlus Digital tools dissemination activities in Ghana

Timeline: November – December 2025



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.

1. 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, and increasing production and reducing poverty. PlantwisePlus is a global program implemented by CABI. The program aims to help shape a world where smallholder farmers are empowered to manage evolving plant health threats, increase their incomes, enhance food security and safety, and mitigate biodiversity loss. PlantwisePlus' activities are built around 3 pathways, Pest Preparedness, Pesticide Risk Reduction and Farmer Advisory.

2. Description of the Activity

Promoting the use of PlantwisePlus' digital tools was a key activity at the CABI Ghana centre throughout 2024 and 2025 program. This was done through a series of workshops and training events, with strong efforts to build partnerships with agricultural educational institutions at the tertiary level. A key driver of visibility and uptake of PlantwisePlus digital tools was the **Digital Champions Campaign**—an innovative and impactful approach to increasing traffic to the digital 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.

Further, the **Digital Champions Campaign** targeted the Regional Departments of Agriculture, whereby twenty-four (24) Regional Agricultural Officers from eight Regional Departments of Agriculture—Ashanti, Western, Western North, Central, Eastern, Volta, Oti, and Greater Accra—were trained, to directly reach at least **560 individuals**, and indirectly reach over 5600 in 2024. In 2025, the Campaign was further extended into five (5) Regions with 15 Regional Agricultural Officers directly reaching at least **400 individuals**, and 5000 indirectly. So far, the Campaign has generated more than 20000 clicks on tracking links, and reached around 15000 new users across four key digital tools- **CABI Academy, Plantwise Factsheet Library, Crop Sprayer App and Plantwise Plus Knowledge Bank**. Most of these activities were implemented in partnership with the Plant Protection and Regulatory Services Directorate (PPRSD) of the Ministry of Food and Agriculture. This

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 49 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

collaboration is designed to foster institutional knowledge, build local ownership and ensure sustainability.

3.Objectives of the evaluation

The objectives of this evaluation are:

- Assess the changes in public and private Agri-service providers and farmers due to using digital tools
- Identify which tools are most used in the field, by whom and why
- Document **human-interest stories** or stories of change among the users of PlantwisePlus' digital tools
- In consultation with MoA and CABI, build a case for the adoption and integration of the tools into national systems, by demonstrating how these interventions and activities are aligned with the Agricultural [E-Extension Strategy and Plan](#), led by Ghana's Directorate of Agricultural Extension Services (DAES) of the Ministry of Food and Agriculture

Evaluation criteria

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

Effectiveness:

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

Efficiency:

- Were the activities and outputs delivered according to the Activity implementation plan (i.e., on time and within the budget)?
- Was the digital tools promotion activity a cost-effective contribution to addressing the needs of the activity participants?

Relevance:

- To what extent do the digital tools, learning products features and content, and digital tools promotion approaches respond to needs of Agri-service providers, farmers, partners/institution. "Needs" include policy needs, daily workflow needs, and crop protection needs.

Coherence:

- To what extent do PlantwisePlus 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

Impact:

- What real difference (positive /negative, expected and/or unexpected) has the Digital tools promotion activity made, or is likely to have on the participants?

Sustainability:

- Do the stakeholders, targeted with the Digital tools promotion activity, have the necessary capacity to sustain the use of the digital tool into the future?
- What are the major factors influencing, or likely to influence the sustainability of the use the digital tools?

4.Scope of the evaluation

The evaluation will be conducted in at least 2 districts in the Ashanti, Eastern, Greater Accra, Volta, Oti, Western, Western North, Central, Northern, Northeast, Savannah, Upper East and Upper West Regions of Ghana. The evaluation will target the regional Digital Champions, extension officers, farmers and selected input dealers. Other key players the evaluation will target are tutors and students of selected Agricultural colleges, and select staff of the Plant Protection and Regulatory Services Directorate of the Ministry of Food and Agriculture at the Head Office, in Accra

5. Evaluation design, process, and methods

This assignment expects that the Consultant will employ a variety of data collection (primary and secondary), and analysis techniques for both quantitative and qualitative data to ensure comprehensive analysis and reporting. The Consultant shall develop a sampling frame (area and population represented, rationale for selection, mechanics of selection, limitations of the sample) and specify how it will address the diversity of stakeholders in the intervention. To ensure robust information, the Consultant should take measures to ensure data quality, and reliability of the data collection tools and methods; for example, the limitations of the sample (representativeness) should be stated clearly, and the data should be triangulated (cross-checked) against other sources.

These processes will include, but not limited to:

- **Document review:** Ghana's E- extension policy, PlantwisePlus Annual Reports, activity reports and PlantwisePlus user Analytics.
- **Survey:** Implement a limited structured survey among a reasonable sample of Digital Champions, private and public extension officers, students, farmers, input dealers and policy makers, to gather information on the use and benefits of the digital tools.
- **Focus Group Discussions (FGDs):** Implement FGDs among farmers and extension officers to draw experiences and lessons on the usage, and benefits of the digital tools.

In addition, document how the tools can further be improved to complement the existing extension approaches.

- **Key Informant Interviews (KIs):** Implement KIs among the activity key partners and relevant stakeholders to draw lessons on the implementation approaches that worked well, the strategies that should be sustained going forward, contributions to policy debates, and the partnership arrangement that contributed to effective use and dissemination of the digital tools.

These findings will also be used for organizational learning.

6. Timeframe for the evaluation

The evaluation is expected to begin no later than **10th November 2025**, with the consultant(s) expected to complete the assignment within a total of sixty (60) working days from the day of contracting, allowing sufficient time for the iterative feedback process on the deliverables. The following is a breakdown of the timeframe required for each phase:

Task	Time frame	Person Responsible
Inception phase	5 days (post contract signing)	Service provider (team)
Conduct stage (data collection)	20-30 days (post inception report submission)	Service provider (team)
Reporting stage (analysis and presentation of preliminary findings)	14-20 days (post final data collection)	Service provider (team)
Use and follow-up	After final report is submitted	CABI team and the service provider (making a presentation to the MoA in 2026)

7. Expected deliverables

All written documentation shall be submitted in English using Microsoft Word in electronic format. The main body of the report should be written in simple, non-technical language, with any technical material presented in the annexes. All primary data collected, and analysis conducted for the evaluation shall remain the property of CABI. They must be submitted electronically in a clear and comprehensible format, preferably in Excel or other statistical software.

Deliverable	Timeframe for submission	Person responsible
Inception Report	Within 5 working days	Consultant

	of contract signing	
Preliminary Report	Within 20 working days of evaluation launch	Consultant
Final Report	Within 40 working days of evaluation launch	Consultant
Presentation on Results	At a workshop to be communicated	Consultant

8. Management of evaluation

The consultant will report directly to the CABI PlantwisePlus Digital Tools Promotion Coordinator and MEL Manager. Three meetings for debriefing and updates will be held with the consultant. This will be planned in consultation with the Digital Tools Promotion Coordinator for Ghana. These meetings will take place at the inception, mid-way, and at the conclusion of the assignment. In addition, the Consultant will also be expected to closely consult with national partners for further information on how the actions were implemented, the effects of the actions on target participants, and the workings of various partnerships related to the activity. Any proposed changes to the team composition listed in the application requires CABI's approval.

The Consultant shall be responsible for:

- Proposing the evaluation design and implementation plan, including developing a detailed evaluation methodology, identifying key sources of data, sampling procedure, and determining a sufficient sample size that can identify clear changes catalysed by use of the digital tools
- Develop appropriate data collection tools targeting the various respondents (questionnaire and checklists)
- Conduct desk reviews and field data collection. The use of digital data collection tools is highly recommended
- Perform data cleaning and data quality assurance, analysis and reporting, in a clear and accessible format
- Cater for all his /her field expenses and those of the team of enumerators
- Provide regular progress reporting to the Activity coordinator and MEL manager, including responding to any comments, or technical inputs within agreed timelines.
- Seek comments and feedback from CABI, through the Activity coordinator and MEL manager, in sufficient time to discuss and incorporate these into the final report
- Produce deliverables within agreed timelines, and in accordance with quality requirements from CABI
- Produce the final end-line report
- Submit to CABI clean datasets of the activity evaluation.
- Prepare to present report in a validation workshop

CABI shall provide:

- Guidance and technical support as required throughout the assignment
- Copies of all key background documents and reports available information resources

- Introductory meetings with key partner staff, and other stakeholders
- Comments and feedback on, and approval of all deliverables, within agreed timelines.

9. Team composition, skills, and experiences

Essential

- Experience of 5-10 years of implementing project evaluations and impact assessments, with a focus on agricultural, extension advisory and information interventions
- Demonstrable academic and practical experience in quantitative and qualitative research methodology, baseline, end-line and evaluation design, and implementation
- Possess strong analytical, data interpretation, facilitation and communication skills
- Demonstrate excellent reporting and presentation skills
- The lead Consultant should possess a minimum of postgraduate qualifications in agriculture, environmental or agricultural economics, agricultural extension, development studies, or related subjects.
- All team members should be fluent in spoken and written English and the mostly used local language in the sites, where the activity was implemented
- Demonstrate experience working with rural communities in conducting evaluations, studies, and assessments.

Desirable

- In-country knowledge of public agricultural extension and farmer advisory services
- Good understanding of the measurement of the use of digital tools in agricultural extension
- At least three (2) publications in reputable journals within the past three years.

10. Ethical code of conduct

While conducting this assignment, the Consultant is expected to observe and adhere to the ethical standards of conduct expected of all data collection activities involving human subjects. These are geared towards protecting privacy, confidentiality and minimizing safety risks to respondents. All survey data collected should comply with Ghana's Data Protection Legislation.

11. Submission details

Interested consultants should include the following in their application and upload their technical and financial proposals to the CABI contractors work suit platform using the link below.

- Technical Proposal. This should include the following
 1. A brief description of your understanding of the assignment
 2. Methodology
 3. Plan for analysis
 4. Academic qualifications
 5. Evidence of experience on the subject matter

6. Statutory documents of the company/individual

- Financial proposal inclusive of all costs and taxes
- Cover letter
- For existing contractors who are yet to update their profiles
<https://cabi.worksuite.com/invite/58edd5c5e4e14b44b49c4933f786d18b/>.
- For new contractors who should first create an account into the system and also update their profiles.
<https://cabi.worksuite.com/invite/d48e3ba552a6484eb3d2759f4aec5b38/>.
- For any queries/clarification/challenges in uploading the proposal, please write to procurement-africa@cabi.org
- The deadline for submission of proposals is 31st October 2025.

Upon review of the submissions, CABI may require additional documentation to fulfil due diligence requirements. Requests for this will be made on a case-by-case basis, and a timeframe for turnaround mutually agreed.

Annex I highlights the criteria upon which all potential proposals shall be evaluated.

CABI reserves the right to exclude an interested party from further participation in this tender procedure in the event that any of the required documents that must be submitted as part of the proposal, are absent or incomplete.

***Only those applicants who satisfy the proposal evaluation criteria will be contacted.
For more information about CABI, please visit www.cabi.org.***

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, PO Box 210
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