 

**Farmer to Farmer East Africa**

**Volunteer Assignment Scope of Work**

**NOTE: THIS SCOPE OF WORK AWAITING FINAL EDITS**

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| **Summary Information** | |
| Country | Kenya |
| Assignment Code | KE109 |
| Country Project | Horticulture Country Project |
| Host Organization | Eco Fuels Kenya (EFK) Group |
| Assignment Title | Initiation of franchises through Small Business training for Eco Fuels Kenya |
| Assignment preferred dates | February – March 2017 |
| Assignment objective | To initiate EFK’s croton nut franchises through supply-chain focused small business training with croton agent |
| Type of volunteer assistance | Technology transfer (T) |
| Type of value chain activity | Extension services (S) |
| Desired volunteer skills/ expertise | Knowledge in agriculture, small business management, supply chain management |

1. **BACKGROUND**

Eco Fuels Kenya (EFK) Group is an innovative social enterprise committed to sustainable agribusiness development through the production of high value, renewable energy, and organic agricultural outputs. As the first and only producer of croton bioenergy and agricultural products, EFK has found a viable and scalable solution using the croton nut, an indigenous East African nut that has no other commercial, productive or edible use. Founded in 2012, EFK’s business model incorporates a holistic approach that has many benefits in the agricultural value-chain. These include clean energy and agricultural products targeted at smallholder farmers, SMEs and larger agribusinesses; additional income for 5000 rural bottom-of-the-pyramid nut collectors - 85% of whom are women and unemployed youth; and, the promotion of sustainable agroforestry systems. EKF produces poultry feed, biofuel for generators, tractors and irrigation pumps, and organically certified fertilizers – all produced through a no waste manufacturing process from the croton nut.

In 2015, EFK moved from proof-of-concept into a growth stage. This has included scaling up croton nut production as well as establishing farmer development programs to further strengthen EFK’s commitment to poverty alleviation and environmental sustainably in our local rural communities that make up our supply chain.

The croton tree may be propagated by direct sowing at site (recommended), seedlings (sow seed directly in pots) or wilding. It's fast growing in high potential areas, slow elsewhere; lopping, pollarding and coppicing may be employed. It takes 10 to 25 years to mature. In Kenya, it is found under mixed farming systems, woodlots, boundaries and agroforestry systems. It has the following economic uses;

* Fodder: The seed is incorporated in poultry feeds, as its protein content is high (50%).
* Fuel: Well-dried nuts are reportedly used in some areas together with charcoal in cooking stoves. The tree is also utilized for firewood.
* Apiculture: This species produces a dark-ambered honey with strong flavor.
* Timber: Wood is of medium weight, hard, termite-resistant, strong; it is used for timber and building poles.
* Medicine: Seed contains up to 32% oils, which have been used favorably as medicine. Bark decoction is used as a remedy for worms and whooping cough
* It is said to have almost the same potential as Jatropha curcas in production of fuel
* Shade/shelter; It has a flat crown and horizontal layers of branches which make it useful in providing light shade and serving as a windbreak.
* Soil improver: the leaves have high levels of nitrogen and phosphorus which they can add into the soil when used. Leaves also serve as a source of mulch
* Ornamental: It has conspicuous flowers which make it suitable as an ornamental.
* Boundary or barrier or support: The species is not browsed by livestock and therefore a suitable species for live hedge.

1. **ISSUE DESCRIPTION**

What began as informal network of 500 local farmers sporadically collecting croton nuts when EFK has available funds has turned into a network of 5000 farmers located in 60 collection centers across 12 counties in Central Kenya. EFK has done extensive outreach in communities to source croton and as our demand for croton has grown, an agent model emerged where one or two entrepreneurial farmers per collection area has taken the lead to organize collections in their communities and coordinate with EFK for croton delivery. Agents on average have 70-100 collectors in their local communities.

As EFK will need an increasing amount of croton to scale its business in the coming years, farmer development programs were established in early 2016 to support our harvester network. Through these programs, we are facilitating a stronger understanding of agricultural industries to facilitate the development of croton as a new cash crop for them. We also wish to support the entrepreneurial endeavors of our croton agents by providing small business training and financial management to enable the growth of agent franchises across the region. Through surveys conducted with our croton agents, they have specifically requested support in agroforestry and business trainings.

1. **OBJECTIVES OF THE ASSIGNMENT**

The objective of this assignment is to initiate EFK’s croton franchises through small business trainings, potentially incorporating marketing, sales, and finance, with croton agents. EFK’s croton agents will acquire the knowledge and skills to engage in successful agent franchises, coordinating the collection and delivery of the croton nuts as well as selling EFK products.

Key volunteer activities during this assignment will include:

* Visit selected EFK collection centers to review landscape and visit with farmers to understand knowledge gaps.
* Conduct small business trainings with croton agents to facilitate franchise formulation for the Spring croton harvest season
* Provide a foundation and identify gaps for future trainings conducted by other CRS F2F volunteers and/or EFK staff

**Host Contribution** - Trainings will take place in Nanyuki, Kenya where EFK’s office and factory are located. EFK has coordinated its first croton agent meeting in February 2016 and will provide the support to coordinate CRS F2F trainings. EFK will have at least 2 staff on hand to provide support, assistance or any needed translation and will provide transportation for any site visits conducted.

1. **ANTICIPATED RESULTS FROM THE ASSIGNMENT**

The anticipated deliverables include:

* Trainings conducted and people trained
* Assignment related photos
* EFK franchise plans
* Debriefing with USAID and in country group presentations after assignment
* Field trip report
* Outreach activity, press release or a media event back in US

1. **TENTATIVE SCHEDULE OF VOLUNTEER ACTIVITIES**

***Note: All Sundays are rest days***

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| Day | Activity |
| Day 1 | Leave US |
| Day 2 | Upon arrival, you will be picked by a cab driver from Europcar company. The driver will have a placard bearing **CRS logo** & **your name** and will drive you to The **Zehneria Portico** 10 Karuna Road, Westlands | P.O. Box 66249-0800 | Nairobi | Visit us at: [www. zehneriahotel.com](http://zehneriahotel.com/); Telephone: +254 731617469/264 | Mobile: +254 733988813 | Email:[reservation@zehneriahotel.com](mailto:reservations@zehneriahotel.com) |
| Day 3 | Briefing meeting at CRS offices with CRS F2F staff and become fully briefed on logistics and itinerary of trip. Discuss anticipated outcomes and work plan, prepare any handouts |
| Day 4 | Travel to Nanyuki  Briefing with host, including introductions, EFK background |
| Day 5 | Site Visits to local agents collection centers |
| Day 6 | Site Visits to local agents collection centers |
| Day 7 | Day off |
| Day 8 | Work with EFK on supply chain and croton franchise model |
| Day 9 | Review training objectives and development of training materials |
| Day 10 | Training with Agent group 1 |
| Day 11 | Training with Agent group 2 |
| Day 12 | Debriefing session with F2F staff with EFK and the plans for the next steps |
| Day 13 | Travel to Nairobi |
| Day 14 | Debriefing at CRS office with USAID Mission and CRS staff.  Complete Trip Report (TR),  Depart Kenya |

# DESIRABLE VOLUNTEER SKILLS

The volunteer must have the following qualifications and competencies:

* University degree in agribusiness with a focus on supply chains and/or finance.
* Familiarity with supply chains in rural low-income areas
* Excellent- hands-on training skills to an adult audience is necessary
* Good writing and analytical skill as well as good communication skills

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1. **ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS**

While in Nairobi, the volunteer will stay at The **Zehneria Portico** 10 Karuna Road, Westlands | P.O. Box 66249-0800 | Nairobi |Website: [www. zehneriahotel.com](http://zehneriahotel.com/); Telephone: +254 731617469/264 | Mobile: +254 733988813 | Email:[reservation@zehneriahotel.com](mailto:reservations@zehneriahotel.com) or any other hotel identified by CRS and communicated to the volunteer prior to arrival. While in Nanyuki, the volunteer will stay at a hotel to be communicated before arrival.

CRS will pay for hotel accommodation, and provide volunteer with per diems to cater for meals and other incidentals. The volunteer may get an advance which has to be liquidated before departing Kenya. For more information, please refer to country information that will be provided.

**G. RECOMMENDED ASSIGNMENT PREPARATIONS**

* CRS-F2F designs assignments with the assumption of some pre-departure preparation by the volunteer. Actual preparation time will vary based on the experience of the volunteer, as well as informational or training resources the volunteer has readily available. CRS relies on the volunteer to assess the tasks outlined in this SOW and to make his or her own judgment about how much and what kind of preparation is needed prior to arriving in Kenya.
* The volunteer should prepare materials for hand out which can be printed at CRS office in Nairobi before commencement of the assignment. Flip charts, markers, masking tapes can be obtained at CRS offices. Depending on the training venue the volunteer may use a laptop and projector for power point presentations. But if the training venue is in the community, it will be difficult to use PowerPoint.
* CRS strongly recommends that the volunteer become familiar with CRS programs in Kenya, the livestock project description, other information in the briefing pack before arrival to Kenya

1. **Key Contacts**

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| **CRS Baltimore** | **CRS EA. Regional Office** |
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| **Host Contacts** | |
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