



WATER and  
ENERGY  
for FOOD

EAST AFRICA  
REGIONAL  
INNOVATION  
HUB

## WATER AND ENERGY FOR FOOD (WE4F) INNOVATION CALL IN EAST AFRICA

Thematic Focus:	Scaling Business Solutions for Water and Energy for Food		
Country Focus:	East Africa (Kenya, Uganda, Rwanda, Somalia, Ethiopia, Tanzania, Malawi)	Term:	From: 18 May 2021
			To: 15 June 2021

Contact person (NIRAS)

Steve Tawia – Team Leader

### IMPLEMENTING PARTNERS



### FOUNDING PARTNERS



Government of the Netherlands



## ABBREVIATIONS AND ACRONYMS

BMZ	German Federal Ministry for Economic Cooperation and Development
EU	European Union
GDP	Gross Domestic Product
M&E	Monitoring and Evaluation
MENA	Middle East and North Africa
OPIC	Overseas Private Investment Cooperation
PAEGC	Powering Agriculture: An Energy Grand Challenge for Development
RIH	Regional Innovation Hub
SDG	Sustainable Development Goals
SIDA	Swedish International Development Cooperation Agency
SME	Small and Medium sized Enterprise
SMEI	SME Innovators
SWFF	Securing Water for Food
TA	Technical Assistance
USAID	United States Agency for International Development
WE4F	Water and Energy for Food

## CONTENTS

<b>ABBREVIATIONS AND ACRONYMS.....</b>	<b>2</b>
<b>CONTENTS.....</b>	<b>3</b>
<b>1. BACKGROUND AND RATIONALE.....</b>	<b>4</b>
1.1. Water and Energy for Food (WE4F) initiative .....	4
1.2. WE4F Rationale .....	4
1.3. NIRAS/ Intellecap Role.....	4
<b>2. PROJECT CONTEXT.....</b>	<b>5</b>
<b>3. OVERVIEW OF THE INNOVATION CALL.....</b>	<b>6</b>
3.1. What is an Innovation? .....	6
3.2. Benefits for Selected Innovators.....	8
3.3. Eligibility Criteria .....	8
3.4. Shortlisting and Selection process.....	8
3.5. Evaluation Criteria.....	9
3.6. Timeline .....	12
3.7. Monitoring, Evaluation, Learning and Communication .....	12
3.8. Reporting Requirements.....	13
3.9. Intellectual Property.....	13
<b>4. FREQUENTLY ASKED QUESTIONS (FAQS) .....</b>	<b>13</b>

## 1. BACKGROUND AND RATIONALE

### 1.1. Water and Energy for Food (WE4F) initiative

Water and Energy for Food (WE4F) is an international initiative that aims to support the growth of small and medium-sized enterprises (SMEs) in the water, energy, and food sectors. The Water and Energy for Food (WE4F) programme is funded by Federal Ministry for Economic Cooperation and Development (BMZ) and the European Union (EU) and is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in two regional hubs in East and West Africa. It forms the German and European contribution to the international initiative Water and Energy for Food that is jointly implemented by the Netherlands Ministry of foreign Affairs, the Swedish International Development Cooperation Agency (Sida) and the United States Agency for International Development (USAID), who fund further regional hubs in South East Asia and the MENA region.

WE4F is represented by GIZ in East and West Africa. The Hubs work closely with private sector partners and other stakeholders in the fields of water, energy and food/ agriculture in East and West Africa, and to provide a network function for partners, SMEs as well as government agencies, research institutions and industry associations in the region. The aim is to scale up innovations, to strengthen the capacities of end-users and multipliers to adapt and scale innovations, to support innovation ecosystems and to share and disseminate knowledge around the water-energy-food nexus.

The initiative draws on a near decade of experiences to address the challenges in the named nexus. Two global Grand Challenge programmes jointly implemented by USAID, Sida, BMZ and GIZ, the Dutch and South African government as well as Duke Energy Cooperation and the Overseas Private Investment Cooperation (OPIC) were launched in 2012: "Powering Agriculture: An Energy Grand Challenge for Development" (PAEGC) and "Securing Water for Food" (SWFF), both of which ran through 2019. Moreover, Sida developed and financed guarantees to mobilise capital for developmental purposes as a complement to traditional aid modalities, such as grants.

### 1.2. WE4F Rationale

The overall objective of the WE4F (impact) is to increase food production and income of smallholder farmers through greater agricultural productivity and more sustainable practices of natural resources use. The specific objective (outcome) is the strengthening and upscaling of climate-friendly, energy- and/or water-efficient innovations by SMEs for a more productive and ecological sustainable food production.

The underlying assumption is that the private sector can have a transformational effect on agricultural systems and therefore, seeks to work closely with businesses in the fields of water, energy and food/ agriculture. The proposed project, *Scaling Business Solutions for Water and Energy for Food*, seeks to support SMEs working in the fields of water, energy, food and agriculture by providing customized TA to help build the capacity of these organizations enabling them to sustainably scale and maximize impact.

### 1.3. NIRAS/ Intellecap Role

The NIRAS-Intellecap consortium has been appointed as the implementing partner for the WE4F East Africa regional innovation call. Specifically, the consortium will support the delivery of two out of the five programme outputs, namely:

- **Output 1:** Business capacities of innovators (SMEs) that offer innovative solutions (technological, digital, financial, etc. new to a context) for up-scaling climate friendly, energy and/or water efficient innovations are improved through financial and technical assistance; and

- **Output 3:** Access to appropriate financing options for climate friendly, energy and/or water efficient innovations is improved and new, suitable financing mechanisms for end user of innovations are in place.

The consortium will deliver the outputs of the project through three key work packages namely:

- **Work package 1:** The objective of this work package is to design, prepare, launch, and manage the regional competitive innovation call to identify at least 15 SMEs to be supported under the WE4F programme. The work package activities and the grant application process are guided by the overriding principles of *fair competition, transparency and equity*.
- **Work package 2:** This work package will focus on strengthening business capacities of innovators by addressing a myriad of challenges faced by enterprises while trying to expand market share, distribute products, finance their enterprise, and change customer perceptions among others. A business acceleration plan will be developed for each innovator informed by the need assessment that will be undertaken by the consortium.
- **Work package 3:** This work package will focus on supporting innovators to access finance for scaling their businesses. The activities to be undertaken include; 1) Package the SMEs to investors; 2) Set up or use existing platforms for matchmaking where innovators can showcase their innovations to potential investors 3) Leverage local and international investors to deploy innovative financial mechanisms for and 4) Facilitate SMEs to close deals with interested investors.

## 2. PROJECT CONTEXT

Agriculture, like few other sectors, has the potential to achieve broad-based economic transformation in Africa, contributing to the development of inclusive agribusiness, increase productivity and incomes for smallholder farmers, and reducing hunger and poverty.

Nevertheless, in many countries in East Africa, agriculture is at a subsistence level due to a complex web of inter-related challenges ranging from low productivity, the use of outdated technologies, climate change, lack of access to finance and markets, poor infrastructure and a weak enabling environment. SMEs and cooperatives can play a key role in overcoming these challenges and contributing to food security and rural development. They provide a main source of employment, accounting for up to 45% of total employment and 33% of GDP in emerging economies. This calls for a greater focus on private sector cooperation to achieve agricultural transformation.

There is enormous entrepreneurial energy in East Africa as well as huge potential and an increasingly acute need for job creation. Enabling local businesses to reach scale constitutes a significant opportunity for investors and an essential part of economic development. Extending energy access potentially has a major role to play in boosting productivity (e.g., by developing cooling solutions to avoid food losses). Smart water management ensures the sustainability of operations in the long run. Capacity development of skilled labour and management creates the potential to scale and develop businesses further.

For this potential to be realised, SMEs must be able to identify business opportunities, access and manage financial resources, control costs, negotiate sales with buyers and achieve profitably. Business development services can enable SMEs to innovate, produce and market a particular product; increase access to markets, revenue; profitability and productivity; forecast, manage and mitigate risks; and add value to or diversify production. At the same time, SMEs need to be able to identify financing and investment mechanisms available to them.

Despite their importance, SMEs in emerging markets frequently suffer from insufficient access to financing, preventing these businesses from expanding their production and making a larger social and economic impact. Entrepreneurs seeking financing in these markets are up against the perception of local commercial banks that SMEs are too risky for traditional loans, and yet they are also too large for the growing number of microfinance programmes. This gap in financing leads to what has increasingly been referred to as the missing middle.

SMEs can greatly benefit from advice on possible financing and investment options as well as facilitated linkages with investors, investor networks and financial institutions. Ultimately, this should result in the leveraging of additional funding and reduction of the funding gap of the missing middle. Innovative financing or cooperation mechanisms beyond expensive bank loans should be offered and facilitated such as crowd funding, North South joint ventures, participation in pitches of venture capital, funds, foundations, etc.

By supporting SMEs through business development and investment advisory services, SMEs have the potential to innovate, diversify and grow. They can reach greater markets and customer groups, expand into new countries, and spread their innovative solutions for a more climate-friendly, water and/or energy-efficient food and agriculture system.

As such, the project can contribute to the following SDGs: **SDG2** – zero hunger (especially Target 2.3. on agricultural productivity and incomes of smallholder farmers); **SDG 7** – clean energy (Target 7.2 on renewable energy and Target 7.3 on energy efficiency); **SDG 8** – economic growth (Target 8.2 on economic productivity through diversification, technological upgrading and innovation; and Target 8.4 on resource efficiency); and **SDG 17** – partnerships (especially Target 17.7 on technology transfer and diffusion).

### 3. OVERVIEW OF THE INNOVATION CALL

The objectives of this project are to strengthen and upscale climate-friendly, energy- and/or water-efficient innovations by SMEs for a more productive and ecological sustainable food production. For this, NIRAS and Intellecap will provide technical support to SMEs operating at the energy-water-food/ agriculture nexus with sustainable business models. Ultimately, this will contribute to 1) enhanced business capacities of innovators (SMEs) that offer innovative solutions (technological, digital, financial, etc.) for up-scaling climate friendly, energy and/or water efficient innovations that could be improved through financial and technical assistance, and 2) improved access to appropriate financing options for SMEs.

#### 3.1. What is an Innovation?

An innovation is often viewed as new, creative idea and its application to meet new requirements, unarticulated needs, or existing market demand. Innovations are sometimes existing solutions that are introduced or that are adapted to fit into a new context. An innovation is not the same as an invention. Rather, it refers to the practical implementation of a solution to have a meaningful impact in a society and for the environment.

The WE4F Innovation Call is looking for climate-friendly and resource-efficient solutions, such as the provision of products, processes, services, technologies, or business models for the agriculture and food sectors, that are already on the market. These solutions may be digital or non-digital, technological, organisational or financial in nature. There is no pre-determined conception of what the innovation for WE4F will look like, though the WE4F programme is particularly interested in easily accessible, adaptive, low-cost solutions with immediate impacts and benefits for smallholder farmers and other value chain actors, as well as net positive impacts on natural resources, especially water and energy. Potential innovation themes to be considered are outlined below.

#	Innovation Type	Description
1	Energy - Farm Input	<p>This includes innovations which are used as energy efficient inputs or pre-harvest treatments themselves or improve the energy efficiency of existing inputs.</p> <p><b>Examples:</b> Biofertilizers, nature-inspired organic inputs (fertilizers and pest control); drone spraying, precision application of inputs (precision agriculture)</p>
2	Energy - Farm Production	<p>This includes innovations focused on increasing the energy efficiency and renewable energy in agricultural production and/or harvesting processes. This may include labor saving technology or the replacement of: human or animal labor with machines, existing machines with more energy efficient machines, or the improvement of existing machines.</p>

#	Innovation Type	Description
		<p><b>Examples:</b> Affordable, efficient production equipment; equipment sharing platform; e-solutions for farm equipment and implements; solar powered, solar powered agro-mechanisation</p>
3	Energy – Agricultural Processing	<p>This includes innovations which use renewable energy or aim to improve the energy efficiency of value-added food processing including the transformation of raw agricultural goods to food stuffs or the changing of food stuffs to other more valuable forms.</p> <p><b>Examples:</b> solar-powered productive-use agricultural appliances (Solar driers, grain mill, oil press, nuts thresher etc.), solar thermal fisheries-aeration.</p>
4	Energy – Energy Production and Infrastructure in Agriculture	<p>This includes innovations which improve the energy efficiency of existing energy production methods, energy distribution infrastructure, or energy storage methods which are being used to support agricultural processes</p> <p><b>Examples:</b> Mini grids, Usage of process heat, grid access, Energy of by-products</p>
5	Energy – Aggregation and Storage in Agriculture	<p>This includes innovations used post-harvest in food aggregation, packaging, and storage which use renewable energy or aim to improve the energy efficiency of these agricultural processes.</p> <p><b>Examples:</b> Solar powered cold storage; biogas powered cooling system, solar powered drying, solar thermal seasoning, bio-degradable packaging</p>
6	Energy –Rural Transport	<p>This includes innovations which improve the energy efficiency of the transport in rural areas using renewable energy or using other energy efficient solutions, such as e-mobility.</p> <p><b>Examples:</b> Solar powered refrigerated trucks; electric tuk-tuks or motor for transporting produce, Supply chain management</p>
7	Water – Irrigation	<p>This includes innovations which are new water efficient methods or improve the water efficiency of existing processes used to divert water from its source and distribute or redirect water resources for the purpose of agricultural production.</p> <p><b>Examples:</b> Drip kits, hydroponics, aquaponic, solar water pumps, precision irrigation</p>
8	Water – Capture/Storage in Agriculture	<p>This includes innovations which aim to improve water efficiency in agriculture by collecting and storing water, including rainfall, for agricultural purposes.</p> <p><b>Examples:</b> Rainwater harvesting</p>
9	Water – Reuse in Agriculture	<p>This includes innovations which treat wastewater or support the reuse of water resources to improve the water efficiency of agricultural processes.</p> <p><b>Examples:</b> Bio-agent treated water</p>
10	Water – Quality/Salinity in Agriculture	<p>This may include technologies which use poor quality or saline water to improve the water efficiency of agricultural processes or which treat poor quality or saline water to increase freshwater resources for agricultural use.</p> <p><b>Examples:</b> Desalination plants, water treatment facility, saline tolerant crops</p>
11	Digital Solutions	<p>This includes innovations which are digital in nature and improve the water and/or energy efficiency of agricultural processes but cannot be defined by one single other innovation type listed. Any digital innovation which does not match only one definition for an existing innovation type should be categorized under that innovation type.</p> <p><b>Examples:</b> Soil moisture sensors, crop stress detection by drones, IOT platforms for agriculture</p>
12	Financial Solutions	<p>This includes innovations which improve the financial access or financial resources of actors within the food value chain including food producers, food processors, and direct end-users of agricultural goods.</p> <p><b>Examples:</b> Pay-per-harvest model, pay-as-you-go model, digital based crop insurance</p>
13	Other	<p>This includes innovations which are not digital in nature, improve the water and/or energy efficiency of agricultural processes, and cannot be defined as any other one innovation type</p>

### 3.2. Benefits for Selected Innovators

- ***Be part of the accelerator first cohort in East Africa:*** At least 15 enterprises from across 7 countries will be shortlisted to be part of the first regional programme. Support will be delivered over a 15 to 18-month period.
- ***The program will provide business advisory and access to finance*** support of between €50,000 to €500,000 to:
  - Expand your business to other geographies, products, or services,
  - Unlock investments for your business to scale, and
  - Increase your business's annual turnover.
- ***Financing opportunities:*** Select enterprises may qualify for results-based financing opportunities to help achieve scaling goals.

### 3.3. Eligibility Criteria

WE4F is looking for innovative Small and Medium-sized Enterprises (SMEs) who are addressing the water-energy-food nexus in East Africa. The enterprises must offer solutions that increase sustainable food production, reduce greenhouse gas emissions and / or reduce water and energy intensity of the food chain, while increasing income for smallholder farmers, women and youth. The enterprises should also meet the following minimum criteria:

1. ***Geography:*** Legally incorporated as a for-profit company in at least one of these focus countries: Ethiopia, Kenya, Tanzania, Uganda, Rwanda, Malawi, or Somalia.
2. ***Age:*** Businesses must be operational for a minimum of 18 months in at least one of the focus countries
3. ***Size:*** We are looking for established enterprises with annual revenue of €50,000 to €500,000 equivalent – not at pilot or prototype stages. Applicants should also have a well-established team of between 5 to 200 employees.
4. ***Ambition:*** Applicants must have an established current customer base with ambitions to scale to new geographies, products, customer segments, and/or increase annual turnover. They should be seeking debt, equity, or blended finance investments to scale the business.
5. ***Impact:*** The best candidates will demonstrate direct/indirect positive impact to the smallholder farmers, the environment, women, and youth.

#### **Please Note:**

- The programme specifically encourages applications from women-owned / women-led enterprises with a set gender quota of 30% of enterprises in the portfolio being women-owned or being/ becoming women-led within the coming two years.
- Government entities, non-profit organizations, academic and research institutions, and individuals are not eligible to apply.

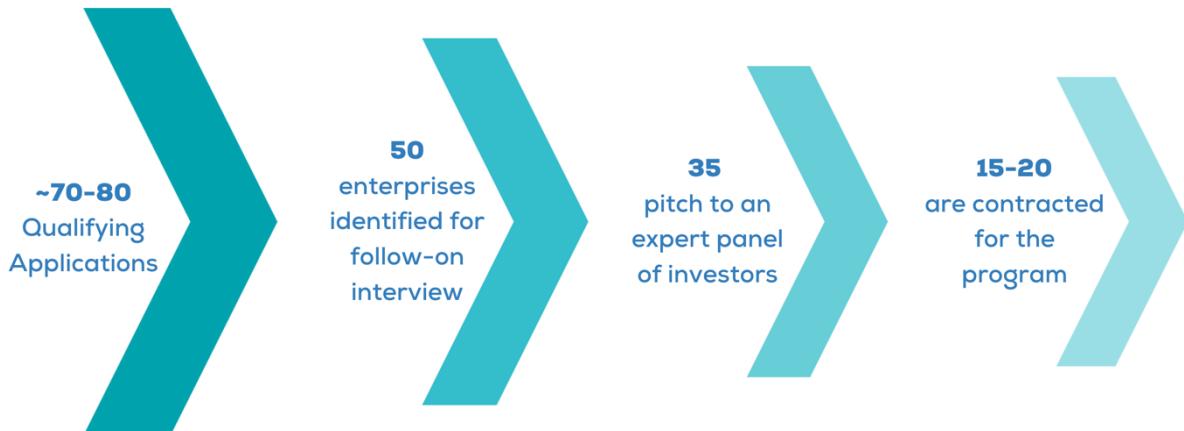
### 3.4. Shortlisting and Selection process

The innovation call will adopt a one stage full proposal application process where the applicants will be requested to fill out an application form gathering information on the business model, innovation to be scaled, team, financial performance and impact generated. We will adopt a four-stage shortlisting and selection process that will include:

- ***Stage 1: Eligibility verification*** – An initial screening of the applications will be undertaken by the internal evaluators to select applications that meet the minimum eligibility criteria defined for the call.
- ***Stage 2: Initial evaluation/scoring*** – The eligible applications will then be assessed based on the defined evaluation criteria described below with the top 50 applications to be proceeded to the due diligence stage.
- ***Stage 3: Due diligence*** – As a second level assessment to shortlist approximately 35 innovators, we will conduct due diligence for the shortlisted applications to verify and validate the information provided. This will be done through secondary research (website review, Google search) and primary review (submitted documents, telephone

conversations and in-person visits if needed and where possible). Shortlisted enterprises will also be requested to submit a financial proposal indicating the amount of funding they are seeking and the breakdown of costs. The WE4F team will provide guidance on how the financial proposal can and should be structured.

- **Stage 4: Pitching to external expert panel** – We will prepare a virtual one to two days boot camp with the semi-finalists where they will be trained on how to prepare effective pitch decks. We will also hold mock pitches and give feedback to the semi-finalists on areas of improvement before presentation to an external expert panel.



### 3.5. Evaluation Criteria

The evaluation and scoring framework will be informed by three categories that seek to assess the scalability, sustainability, and adaptability of the proposed innovations. The categories to be considered include *a) business model, b) investability and c) impact* that account for 40%, 40% and 20% of the total score respectively. The application form will include questions on each of the categories highlighted above. Each question will be evaluated and scored on a scale of 1 to 5; 1 being the lowest and 5 being the highest score. All questions are weighted equally. Below is the evaluation framework developed for all the questions that fit into the scoring criteria.

Question	Evaluation Criteria
<b>Section A: Business Model (40%)</b>	
What are the challenges/ problems that your solution is addressing for the customers/ beneficiaries?	Clear articulation of the challenge, how big and pressing the challenge is and alignment of the same to the objectives of the WE4F programme. Higher points will be awarded to innovators that are solving multiple challenges and cut across various innovation themes.
Provide a brief description of your solution/business highlighting What makes your solution or business innovative. (Innovations are not limited to software enabled technology but includes process, product, organisation, and non-tech innovations)	Clear articulation of the company's products and services and how they fit in the objectives of the WE4F programmes. Compelling response on the product/service's unique selling proposition (USP) and what makes it more attractive than the competitors.
How do you make money? (Indicate different revenue streams for the business, contribution to total revenue and relevant price points.)	Clear indication of diversity of revenue sources and stability of the same.
What is the total market size for your innovation/solution? Indicate the dollar value of the market size, and the total number of customers reached.	Demonstrate a high level of target market understanding - the evaluation will consider the thought process being used and logic implemented.
How does your innovation uniquely solve your customers' problem compared to the alternatives? What are the alternatives you have considered and why is your innovation more suitable for your customers?	Clear articulation of what makes the solution more innovative than competitors, and a demonstrated understanding of the current competitive landscape including alternatives.
Who are your target customers or end users?	Evaluate clear articulation of the target customers. Higher points to be awarded for businesses that have a high focus on women, youth, and low-income population.

Question	Evaluation Criteria
What intellectual property is owned by your business (for example, have you developed your own technology?)	Evaluate existence of patented technology/solution and any plans towards the same
How many paying customers have you had in the last 12 months?	5 = >5,000 for a B2C/ >50 for a B2B 4 = 3,501 - 5,000 for a B2C/ 36-50 for a B2B 3 = 2,001 - 3,500 for a B2C/ 21-35 for a B2B 2 = 501 - 2,000 for a B2C/ 6 - 20 for a B2B 1 = < 500 for a B2C/<5 for a B2B
What proportion of your paying customers are Female (to date)?	5 = 81-100% 4 = 61 - 80% 3 = 41 - 60% 2 = 21 - 40% 1 = 0 - 20%
How do you get your products/services into the hands of your customers?	Evaluate clarity and effectiveness of distribution channels, sales and marketing strategy and the ease of accessing the innovator's products.
In which country(ies) is the product/service currently available?	5 = In more than 3 countries 3 = 2-3 countries 1 = In only one country
How have you assessed your customers' willingness and ability to pay for your innovation/solution in your target market(s)?	Evaluate understanding of customer willingness to pay for the enterprises' products, check on frequent customer surveys and/or close links with the customers
Do you provide after sales support to your clients	Evaluate the type of after sale support offered and the impact on solution/product use.
Please outline any end user financing mechanism/ strategy that enables target customers with low /irregular incomes to access quality your solution/innovation	Evaluate existence of mechanisms to facilitate uptake of the product by the customers including; existing partnerships with financial institutions, pay as you go model etc.
<b>Section B: Investability (40%)</b>	
How does applying to WE4F aligns to your 5-year strategic vision?	Evaluate existence of growth plans and how these align to WE4F objectives
Please outline how you plan to expand/scale operations to other geographies, verticals or customer segments in the next 3 years?	Evaluate clearly articulated and advanced plans to expand operations, in any of the focus countries, new customer segments. Consider how realistic the expansion plans are.
How many customers do you expect to have by 2023 (Outline the assumptions that went into your analysis)	Evaluate understanding of market growth potential and how well substantiated those growth plans are.
Do you have any plans to reaching out to more women customers?	Evaluate existence of clear plans to reach women customers
Do you have existing partnerships with stakeholders that could help scale your business? If yes, describe your partnership strategy.	Evaluate advanced partnership plans, including existing partnership documents such as MoUs.
What do you perceive as significant risks to implementation of your business plan and how do you propose to overcome those risks? (i.e. legal and regulatory, political, environmental, operational, financial, staffing, etc.)	Evaluate clearly articulated business risks and implementable mitigation measures
What proportion of the fulltime employees are female?	5 = 81-100% 4 = 61 - 80% 3 = 41 - 60% 2 = 21 - 40% 1 = 0 - 20%
What proportion of the fulltime employees are under 35 years old?	5 = 81-100% 4 = 61 - 80% 3 = 41 - 60% 2 = 21 - 40% 1 = 0 - 20%
What proportion of employees are residents of your country(ies) of operations	5 = 81-100% 4 = 61 - 80% 3 = 41 - 60% 2 = 21 - 40% 1 = 0 - 20%

Question	Evaluation Criteria
What is the proportion of women in the management team? Please provide details i.e names and positions	5 = 81-100% 4 = 61 - 80% 3 = 41 - 60% 2 = 21 - 40% 1 = 0 - 20%
What is the proportion of youths in the management team? Please provide details i.e names and positions	5 = 81-100% 4 = 61 - 80% 3 = 41 - 60% 2 = 21 - 40% 1 = 0 - 20%
What proportion of the management team are residents of your country of main operations?	5 = 81-100% 4 = 61 - 80% 3 = 41 - 60% 2 = 21 - 40% 1 = 0 - 20%
Provide qualification for at least 3 key management team members (i.e. technical expertise, prior startup experience, etc.)	Demonstrated experience in start-up businesses and technical expertise in energy, water and/or food across the management team members.
Is the business or key leadership members of any regional networks, associations, partnerships? If yes, please specify. (i.e. GOGLA, Lighting Africa, etc.)	Higher evaluation points for SMEs who are members of technical associations focused on water, energy and/or food.
Describe the ownership structure of the business and subsidiaries if available and specify the shareholders and % shareholding (shareholding must equal to 100%)	5 = >50% women ownership 4 = 31 – 50% women ownership 3 = 16-30% women ownership 2 = 1-15% women ownership 1 = No women ownership
When will your business be profitable (EBITDA margin, Net Profit Margin)?	Evaluators to consider whether financial statements and financial models attached are ambitious, yet achievable. Higher points to be awarded for SMEs with a clear path towards profitability.
Have you received any type of grant funding? If yes, how much, from whom and how was the grant used?	Evaluate previous grants received, the source, use of the grants and impact generated on the business.
Have you secured any commercial capital (debt, equity, convertible notes, etc.) in the past? If yes, what was the amount, and what type of funding was it?	Evaluate the type of commercial capital that the SME has previously received, this demonstrates attractiveness of the business to commercial investors.
Are you actively looking to raise funds from commercial investors?	Higher points awarded for innovators that are looking to raise funds and are already scouting for investors and/or are already in discussion with investors.
If yes, how much, what type of funding, and what will you use it for? Please answer as elaborately as possible.	Higher points awarded for innovators seeking scale up funding, based on the articulation of the needs of funding and how it would be utilized.
Has the promoter/owner(s) injected their own capital into the business? If yes, how much?	Evaluation to assess skin in the game based on the amount of capital that the promoter has injected in the business.
Why should we select you for the WE4F program?	Evaluate motivation behind the SME applying for the award. The SME should demonstrate clear link with the overall objectives of WE4F.
<b>Section C: Impact/ESG Integration (20%)</b>	
How are you currently working with farmers and/ or other food value chain actors? Describe the services and activities the business is providing to and/or engaging smallholders (without describing the proposed innovation in detail)	Evaluate the level of farmer engagement through the supply chain. Higher points to be awarded for multiple levels of engagements e.g. production, processing/value addition, marketing etc.
How many farmers has your business worked with over the last 12 months? (either directly for B2C business models or indirectly for B2B business models)?	5 = >5,000 for a B2C/ >50 for a B2B 4 = 3,501 – 5,000 for a B2C/ 36-50 for a B2B 3 = 2,001 - 3,500 for a B2C/ 21-35 for a B2B 2 = 501 – 2,000 for a B2C/ 6 – 20 for a B2B 1 = < 500 for a B2C/<5 for a B2B
What proportion of the farmers/smallholder farmers you have worked with (indirectly or directly) since inception are Women?	5 = 81-100% 4 = 61 - 80% 3 = 41 - 60%

Question	Evaluation Criteria
	2 = 21 - 40% 1 = 0 - 20%
What proportion of the farmers/smallholder farmers you have worked with (indirectly or directly) since inception are Youth?	5 = 81-100% 4 = 61 - 80% 3 = 41 - 60% 2 = 21 - 40% 1 = 0 - 20%
Which of the following areas of impact does your business align with? Select all that apply.	Evaluate the type of impact that the businesses focus on and alignment to WE4F impact objectives.
Please elaborate on the impact of your business in the categories selected above and provide numbers where possible.	Clearly described socio-economic and environmental impact matrices and numbers highlighted
How do you monitor and measure the impact of your business? Highlight tools, guidelines and frameworks used and the frequency of impact monitoring and measurement	Higher points to be awarded for businesses that leverage standard impact monitoring and measuring frameworks and tools with impact data collected frequently

### 3.6. Timeline

The innovation call will be open for a period of 30 days between 18<sup>th</sup> May and 15<sup>th</sup> June 2021. Business advisory and access to finance support will be delivered over a 15-18 month period post the announcement of the selected enterprises in August.

- May 18<sup>th</sup>: Applications Launch
- May 25<sup>th</sup>: Open information Q&A Session
- June 10<sup>th</sup>: Open information Q&A Session
- **June 15<sup>th</sup>: Deadline for submitting applications at 11:59pm EAT**
- Late June: Applications evaluated and scored against set criteria
- Mid July: Follow on interviews with high potential applicants
- July 30<sup>th</sup>: Announcement of 35 shortlisted finalists and preparation for pitching
- Late August: Pitch to WE4F expert panel
- **August 31<sup>st</sup>: Announcement of selected enterprises**

### 3.7. Monitoring, Evaluation, Learning and Communication

Key Monitoring and Evaluation activities will start during and post execution of the technical assistance and service contracts to SMEs to measure their progress against the Action Plans. NIRAS will be responsible for collecting data from the SMEs and updating against the project's M&E system, which explains the link between the projects M&E and overall M&E for the EA RIH. An external M&E firm, Bayesian Consulting Group, will coordinate M&E efforts at the smallholder farmer level. The M&E system will cover data collection, processing and validation, protection, analysis, and visualisation. Data will be used to track process in project implementation and steer resources effectively; generate information that is relevant for decision-making and reporting; distil success stories for public communications; bring to light areas of learning and change; and contribute to transparency and accountability towards donors. The selected innovators will each appoint an M&E Point of Contact (PoC) from the team of its permanent staff. His/her functions will include:

- To provide M&E support to their respective innovators' team.
- Ensure that appropriate and reliable data at innovator level is collected, analyzed, and reported on a periodic basis to the NIRAS M&E PoC/GIZ M&E Advisor.
- Responsible for organizing the processes surrounding innovator data collection, analysis, verification, and reporting.
- Responsible for M&E project data, both hard and soft copies that will be stored at the innovators' premises.

### 3.8. Reporting Requirements

Specific reporting requirements will be stipulated at the time of Award negotiation. Applicants should anticipate the following deliverables to demonstrate the project's progress and success:

- A detailed monitoring and evaluation plan, with expected timelines to completion;
- Semi-Annual progress report detailing the technical and programmatic achievements;
- A clear proof-of-principle demonstration described in the original proposal and documented as part of the final report, including detailed documentation of the technical work accomplished and success and lessons learned from the project; and
- Dissemination of knowledge through publications in peer-reviewed literature, patent applications, etc.

In addition, awardees will likely be responsible for the following activities and documentation during the life of the programme:

- Conducting ongoing assessment of progress and a final evaluation, and submitting periodic reports according to the requirements outlined in the Award;
- Briefing Water and Energy for Food Partners on project progress and outcomes;
- Cooperating with Water and Energy for Food Partners to facilitate rigorous program evaluations;
- Maintaining communication with key Water and Energy for Food staff; and
- Attending annual WE4F-related activities/events.

### 3.9. Intellectual Property

WE4F's goal is to facilitate the research and development that will lead to innovative, and potentially commercially viable, solutions. Understanding the sensitive nature of submitters' information, the WE4F East Africa RIH will work with organizations to protect intellectual property.

## 4. FREQUENTLY ASKED QUESTIONS (FAQS)

The FAQs will be updated on a regular basis at <https://eastafrica.we4f.org/faqs/>. The WE4F team will be updating the FAQs with questions that we receive from potential applicants throughout the process. Be sure to check this page frequently for the most up-to-date answers to all of your questions.