



ADVERT

CONSULTANCY SERVICES TO CONDUCT A STAKEHOLDER MAPPING IN THE BEVERAGE SECTOR

Summary of Assignment:

Nature of assignment	Short term
Timeframe	30 working days
Reporting	To Executive Director/CEO
Deadline for submission of the proposal	10 th November 2024

1. Background

The East African Business Council (EABC), founded in 1997, represents private sector associations and companies from the eight East African Community (EAC) Partner States. EABC is committed to promoting a borderless EAC for trade and investment by addressing barriers that impede business development and cross-border trade within the region.

In recent years, the EAC has faced challenges regarding the standardization of beverage products. These issues include the blending of natural and artificial sugars, pH levels in bottled water, and the use of preservatives such as sodium benzoate. Further complicating the matter are conflicting standards across EAC Partner States, which have resulted in discrepancies in product safety and quality. Public concerns raised via social media about the health risks of certain beverages—such as claims linking products to carcinogens or diabetes—highlight the need for a standardized approach.

To address these issues, EABC is seeking consultancy services to conduct a stakeholder mapping exercise. This exercise will identify key scientific and non-scientific stakeholders in the region, focused on specific areas related to sugar, water quality, artificial sweeteners, blending of natural and artificial sugar, front-of-pack nutritional labeling, and processed foods. The consultant will provide insights that will guide future EABC engagements and collaborations in research and policy formulation within the beverage sector.

2. Objective

The main objective is to map key stakeholders including Key Opinion Leaders (KOL) in the beverage sector in East Africa, particularly concerning:

- Sugar regulation and health impact.
- Water quality and usage in beverages.
- Artificial sweeteners and their regulatory landscape.
- Blending of natural and artificial sugars.
- Front-of-pack label (FOPL) and nutritional profiling standards.
- Processed and ultra-processed foods, including the use of additives like sodium benzoate.
- Packaging (plastics).

Specifically, the consultant is required to:

- i. Determine key stakeholders: Identify the individuals and organisations that play a significant role in the additives/ingredient regulatory ecosystem. This can include regulatory authorities, lawmakers, industry experts, scientific experts, consumer advocacy groups, trade unions, health professionals, media influencers and other relevant stakeholders.
- ii. Rate the Key Opinion Leaders (KOLs) and stakeholders according to positioning (Positive, Neutral, Negative) and their perceived impact (high, medium, low) on the key topics.

3. Scope of Work

The consultant will undertake the following tasks:

1. **Stakeholder Identification:** Identify stakeholders from both scientific and non-scientific backgrounds in the East African region. Stakeholders should include regulatory authorities, industry experts, scientific researchers, consumer advocacy groups, and relevant media influencers.
2. **Topics of Interest** (i.e., production, regulation, health impact, quality use in beverages, types, standards, consumer impact): Gauge the topics of interest for the stakeholders Sugar regulation and health impact, Water quality and usage in beverages, Artificial sweeteners and their regulatory landscape, blending of natural and artificial sugars, Front-of-pack label (FOPL) and nutritional profiling standards, Processed and ultra-processed foods, including the use of additives like sodium benzoate, and Packaging (plastics).
3. **Contentious Issue Mapping** (i.e., Neutral/Positive/Negative): Map positions of identified stakeholders on key beverage-related issues such as the blending of sugars and the use of sodium benzoate.
4. **Stakeholder Profiling:** Develop detailed profiles for each key stakeholder, including:
 - Contact information.
 - Areas of expertise.
 - Topics of interest.
 - Position on key issues.
 - Publications and Opinion Pieces (including online links and abstract/summary).
 - Status (whether Active/Passive/Dormant engaged in topical issues).

- Affiliations (Membership in Professional organisations, Industry groups, regulatory bodies etc.).
 - Additional notes/Any other information.
5. **Network Analysis:** Analyze relationships between stakeholders to assess their influence, alliances, and any conflicts of interest.
 6. **Deliverables:** Provide a comprehensive report including:
 - A list of 15 key stakeholders including KOL per focus area and country.
 - Stakeholder relationship mapping (visual representation).
 - Detailed profiling of stakeholders and KOL per focus area.
 - Recommendations for effective engagement strategies.

4. Key Focus Areas

The mapping will target key topics and contentious issues:

- **Sugar Regulation:** Health and regulatory impacts of natural and artificial sugars.
- **Water Quality:** Standards for water usage in beverages.
- **Artificial Sweeteners:** Impact and regulation of artificial sweeteners.
- **Blending of Natural and Artificial Sugars:** Regulatory challenges and health concerns.
- **Nutritional Labeling:** Front-of-pack labeling and consumer impact.
- **Processed Foods:** Standards and health concerns, focusing on additives like sodium benzoate.

5. Deliverables

The consultant is expected to provide the following:

1. **Inception Report:** Detailed work plan, methodology, and stakeholder engagement strategy.
2. **Draft Stakeholder Mapping Report:** Initial findings, including stakeholder profiles, mapping, and analysis.
3. **Final Stakeholder Mapping Report:** Incorporating feedback from internal and external stakeholders.
4. **Presentation at Validation Workshop:** Present findings to EABC and selected stakeholders.
5. **Policy Brief:** A policy brief summarizing findings and recommendations for EABC's future engagement with the beverage sector.

6. Duration:

The assignment is expected to be completed within 30 working days from the commencement of the contract.

7. Qualifications and Experience

The suitable consultant should have the following qualifications:

- **Academic Background:** A postgraduate degree in food science, nutrition, public health, social science, public relations, event management or related fields.
- **Work Experience:** A minimum of three (3) years of experience in food regulation, stakeholder engagement, or related fields.
- **Regional Expertise:** Knowledge of the EAC region and its regulatory frameworks.
- **Proven Track Record:** Experience in delivering similar stakeholder mapping assignments.
- **Languages:** Fluency in English is required. Knowledge of Kiswahili or French is an advantage.
- **Nationality:** Open to nationals of any EAC Partner States: Burundi, Kenya, Rwanda, Tanzania, Uganda, Republic of South Sudan & Somalia.
- **Knowledge of EAC integration**

8. Evaluation Criteria

The proposals will be evaluated based on the following criteria:

Evaluation Criteria	Weight (%)
1. Academic Background: A postgraduate degree in food science, nutrition, public health, social science, public relations, event management or related fields.	10
2. Experience in Similar Assignments: Proven experience in delivering stakeholder mapping or similar consultancy projects, particularly in the EAC region and the beverage sector.	20
3. Proposed Methodology: The adequacy and soundness of the proposed approach, tools, and methodology to conduct the mapping and deliver the expected results.	20
4. Work Plan: Clear and realistic timeline and work plan to complete the assignment within 30 days.	15
5. Knowledge of Regional Context: Demonstrated knowledge of the regulatory framework within the EAC and relevant experience in the beverage sector.	5
6. Financial Proposal: Reasonableness of the proposed budget relative to the scope of work.	30

Total: 100%

9. Mode of Payment

The mode of payment will be in five installments as follows:

Milestone	Payment
Upon submission and approval of the Inception Report (including methodology and work plan)	20% of the total contract amount
Upon submission of stakeholder identification and topics of interest report	15% of the total contract amount
Upon submission and approval of the Draft Stakeholder Mapping Report	20% of the total contract amount
Upon presentation and validation of the findings at the workshop	25% of the total contract amount
Upon submission and approval of the Final Stakeholder Mapping Report and Policy Brief	20% of the total contract amount

10. Application Process

Applicants are required to send technical proposals to procurement@eabc-online.com with a copy to director@eabc-online.com marked "**CONSULTANCY SERVICES TO CONDUCT A STAKEHOLDER MAPPING IN THE BEVERAGE SECTOR**"

Interested consultants should submit their technical proposals outlining:

- Detailed work plan and methodology.
- CVs of the team.
- A list of relevant previous assignments.
- Financial proposal in a separate, password-protected document.

Applications close on 10th November 2024 at 12:00 midnight.

EABC is an equal opportunity employer, and recruitment is based on merit, with no regard to age, gender, marital status, disability, race, or creed. Canvassing shall lead to automatic disqualification. Environmental aspects will be taken into consideration.

END