

Market Systems diagnosis study for honey in Mulanje/Phalombe, Malawi

1) Overview of WeForest

Mission: Building upon corporate and scientific partnerships, WeForest empowers communities to sustainably advance and implement innovative, high-standard, scalable and lasting solutions to restore forest landscapes.

Programmes: WeForest is a Belgium-based non-profit organization, which works with communities and local partners to develop scalable Forest Landscape Restoration projects mostly in tropical regions to sustain nature's diversity, benefit our climate, and support human well-being. Since 2009 we have grown very fast: after having restored 22,000ha, we recently developed a project capacity to reach 85,000ha (100 million trees) by 2024.

2) Overview of the project

The multi-year (2023-2034) co-management project, led by WeForest aims to bring 9000 ha of miombo woodland within the Mt Mulanje Forest Reserve under co-management between communities and the Forest Department. Approximately 12 Forest Block Committees (FBCs) will be revamped/established to take the lead in the sustainable forest management activities of the woodlands. To sustain the long-term finance needed to carry out those activities, forest businesses will be supported to generate a continuous cash flow.

Beekeeping has been identified as a potential business and a trial pilot project of 600 Kenyan top-bar hives in the Forest Reserve has been kicked off in 2020. The current negotiated modality lists that Forest Block Committees sub-contract independent beekeeping groups who are tasked to manage the apiary, receiving a 25% profit share. The 75% remaining profit share is to be used by the FBC to manage the forest. Before scaling up (potentially to up to 4000 hives), WeForest requires an in-depth assessment of the beekeeping sector market system to design a strong intervention, embedding sustainability in the process (avoiding dependency on WeForest). The assessment will focus on all market players, supporting functions of the beekeeping sector and rules governing the system (the market system 'doughnut'), with particular attention to the following functions: production, processing and sales of honey and equipment supply (mainly focused on quality beehives as initial information indicates a big quality issue).

3) Justification for the study

Within this project, improving the financial sustainability for community institutions driving sustainable forest management is one of WeForest's objectives. This market systems diagnosis study will provide us with (a) key information on the beekeeping sector (with a focus on honey and beehives), (b) propose high-level intervention scenarios (c) where relevant, identify potential partnerships and collaborations (e.g. local beekeeping groups, Sapitwa Beekeepers' Association...).

4) Objectives of the study

General objective: To understand existing and potential opportunities and challenges within the beekeeping sector in Mulanje and Phalombe District and to identify intervention scenarios, using a Market Systems Development lens.

Specific objective 1 – Market systems diagnosis: To complete detailed market maps with visual representations and narrative descriptions of the different steps of the value chains which may include: overall supply and demand of honey, input supply (focus on wax and beehives), equipment production (hive manufacturing), processing, transport, wholesaling, retailing, marketing, consumption, policies, and training. The study will include:

- An analysis of direct and indirect market players involved in the different steps of the beekeeping sector value chains
- An analysis of market player strategies and activities along the value chain
- An analysis of opportunities and constraints observed along the value chain
- A financial assessment of the existing value chain: costs, incomes, margins, financing and cash flow plans
- A backed-up estimation of average honey quantities (and seasonality) that can be expected in Kenyan top-bar beehives in Mulanje/Phalombe district
- **Specific objective 2 – Comprehensive SWOT analysis of the market system:** To gather, analyse and present information (categorized under strengths, weaknesses, opportunities and threats) on potential customers (consumers and intermediaries), potential competitors, with attention to (NB: this is a non-exhaustive list): Thickness and rotation speed of market
- **Current and potential demand:** the current situation and perceptions of consumer households and intermediaries in terms of product consumption, the different kinds of customers, wholesalers and retailers that have an interest in these products, the quality standards desired by customers, buying frequency and desired quantities, where they are based and where they usually buy; preferences of potential clients, prices that they would agree to pay, household perceptions on the utilisation of these products.
- **Current and potential supply:** the current situation and perceptions of input suppliers, producers and processors, the quality standards applied, the methods applied, the equipment and supply used, the existing and potential financing models.

Specific objective 3 – Identification of high-level intervention scenarios based on findings:

- **Identify opportunities to support specific areas of the sectors:** analyse constraints and opportunities to benefit the project's target groups (Forest Block Committees and their subcontracted beekeeping groups)
- **Identify individual entrepreneurs, companies, programmes and other relevant stakeholders or initiatives that could potentially impact the value chains and benefit our target groups:** companies interested in buying products, government, NGOs or institutions supporting cooperatives, producer groups, etc. Map out the potential partners with reference to their will and skill to engage in a partnership to bring about market system change.
- **Propose intervention scenarios:** based on findings, propose intervention strategies and scenarios for the project, specifying which partners to work with and why. Specify the facilitation intensity, balancing direct delivery with longer-term market

facilitation, considering that we have a 10-year implementation timeframe to work towards market change. There is no need to go into costing scenarios or cost-benefit analyses yet, though a well-structured rationale for each intervention scenario is required.

5) Expected results

The following results are expected:

- The market system and the different steps in the value chain are well described and understood
- Existing and potential opportunities for both supply and demand are identified
- Intervention scenarios are identified; potential partnerships and collaborations are recommended

6) Methodology

The study will be phased in 3 steps:

Step 1: Preparation

- **Start up meeting:** Harmonisation of understanding of terms of references, finalise methodology and workplan
- **Desk research:** Review relevant literature and reference documents
- **Design and validation of tools:** Design tools to be used in the field to collect quantitative and qualitative information. These tools will have to be validated by WeForest.

Step 2: Field research

- **Information collection:** Collect qualitative and quantitative data from relevant stakeholders and players (note that an NDA can be signed with partners to protect sensitive info).
- **Information analysis:** Analyse data collected in order to draft report.

Step 3: Report and validation of findings

- Share temporary report and incorporate WeForest feedback
- Present results to relevant stakeholders for validation. This will be organized in a one-day interactive workshop with the WeForest team and potential invited key stakeholders.

7) Deliverables and timeframe

Key findings will be compiled, analysed and clearly presented in a final, structured report, which will include the consultant's key findings, results and recommendations. All deliverables will be submitted to WeForest in English in soft copy, modifiable versions.

The consultancy will start on 15th of January 2023 at the latest. The final version of the report will need to be submitted at the latest by 25th of May 2023. The consultancy should not last more than 45 days of effective work.

#	Deliverable	Timeframe
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1	Detailed methodology, workplan and data collection tools, updated and validated by WeForest	1 st of February 2023 at the latest
2	First draft of report submitted to WeForest for comments	15 th of April 2023 at the latest
3	Final, validated version submitted	25 th of May 2023 at the latest

Note: based on performance, the consultant(s) will be invited to carry on with a more in-depth costing of intervention scenarios, conducting cost-benefit analysis of each, including the development of District-specific business plans.

8) Consultant profile specifications

- At least 10 years of relevant experience, of which at least 2 in market systems studies and demonstrable track record in the Malawian beekeeping sector
- Experience in developing and using action research tools and participatory methods
- Experience in conducting similar studies in the project areas
- Academic background in relevant topics eg. Economics, Management, Marketing, Entrepreneurship, Rural development
- Experience in qualitative and quantitative research and analysis methods, including in-depth questioning and open questions
- Experience of working in private sector in a rural setting

9) Consultancy proposals

Consultants may apply individually or as teams. In the case of teams, roles & responsibilities should be clearly presented. Applicants are invited to submit their offers by 15th December 2022 at the latest at the following address: malawi@weforest.org, indicating the reference “MSD honey Mulanje” in the email subject. Offers must include:

- A technical offer (no more than 3 pages)
- A financial offer including daily rates and potential local travel costs
- Consultant’s CV demonstrating their ability to fulfil the study
- At least two professional references
- One or two studies or reports produced and written by the consultant(s) for similar tasks