

## **Terms of Reference**

### **International consultancy:**

### **Conceptualization and implementation of the Living lab Uruguay**

The National Institute of Agricultural Research (Instituto Nacional de Investigación Agropecuaria, INIA Uruguay) is engaged in the search for a consultancy within the framework of the project “Living lab Uruguay: validating agtech solutions for greater resilience to climate change”, project co-financed between the IDB Lab, the innovation laboratory of the Inter-American Development Bank (IDB) Group and INIA.

The objective of this project is to create a first pilot experience of a “living lab” in which technological solutions are co-innovated, articulating public-private efforts, with a focus on sustainability and resilience to climate change of productive systems, with an emphasis on small and medium agricultural producers in Uruguay. This living lab aims to become a “hub” where the productive sector, innovators, institutions that support the entrepreneurial ecosystem, investors, the academic sector and research meet, contributing with solutions for those who work from the technological supply side and for some of the bottlenecks in the productive sector.

To achieve this objective, is foreseen the design of protocols for the validation of digital technological solutions, both at the experimental station level and at the commercial level. In this way, startups and local, regional, and global innovative companies will be given the opportunity to generate robust information for the productive sector, on the economic and environmental benefits of their solutions. Moreover, alliances will be established with organizations that bring together farmers and other relevant actors (cooperatives, farmers organizations, ect.) with technological companies. In this context, master classes will be given to reduce knowledge gaps.

It is expected that after the solutions pass satisfactorily through this evaluation and validation space, potential adopters can be provided with better quality information that reduces their risk of adoption.

In order to improve the value proposition of Agtech solutions through the co-creation, improvement and validation of technical and commercial aspects, generating greater confidence in the user, it is proposed to conceptualize and implement the first Living Lab in the LAC region. In this context, it is expected to have specialized international technical advice for this purpose, co-creating with producers, innovators, and key players in the country's Agtech ecosystem. Living labs have emerged around the world as key and effective research infrastructures, involving different actors (e.g. companies, citizens, researchers, students, etc.) in an open, iterative and user-centered innovation ecosystem, which encourages co-creation in a real environment. According to Ballon et al. (2005) a living lab is “an environment for experimentation where technology is shaped in real-life contexts and where end users are considered co-producers”. These innovation spaces include areas related to energy efficiency, resilience to climate change, sustainability, among other disciplines and approaches that are planned to be implemented within the framework of the project.

### **Objective:**

Contribute to the definition and value proposal of the “Living Lab” as a digital AgTech solutions validation space, and support its implementation and follow up.

### **Activities:**

The consultant should review the current state and progress of the project, through the analysis of documentation and virtual exchange meetings with the project stakeholders. Base on that and her/his experience, recommend on how to direct the efforts in order to achieve the best possible results in terms of two specific goals:

- 1) establish the process and protocols that will be used to evaluate and validate Agtech solutions, and
- 2) establish the Living Lab internal organization, work processes, and communication strategy.

The suggestions made by the consultant must be feasible within the 3-year duration of the project, in the socio-economic context of Uruguay. The proposed approach should consider that this will be the first living lab in the region focused on digital solutions for agriculture.

The consultant should conceive the Living Lab as a platform that addresses technological issues (technology validation), aspects related to business models of the validated solutions and a platform to organize activities towards a wider public.

It is expected that the proposal arises from the interaction with relevant actors of the Agtech ecosystem, at a national and international level, including those involved in the execution of the project object of this call.

### **Coordination**

The information systems and digital transformation (GRAS) area of INIA will be responsible for coordinating and articulating actions with the consultant.

### **Deadlines**

The execution period of the activities of this work will have a maximum of 1 month from the confirmation to the selected consultant.

### **Evaluation criteria and fee**

The evaluation of the proposals will consider technical aspects based on the experience of the consultant, technical quality, etc.

Under this modality, the hiring of 3 consultants is foreseen in order to obtain a complementary vision and thus achieve a more inclusive "Living lab" proposal. The amount allocated to each of these consultancies will be U\$S 3,300 (three thousands three hundred American dollars).

### **Modality of the call and application**

The selection will be made based on the evaluation of the proposal along with the CV of the consultant. Documentation must be sent by email to [rrhh@inia.org.uy](mailto:rrhh@inia.org.uy) indicating in the email subject: **REF: Living lab Uy Consultancy**, and must include:

- Updated CVs of the consultant and other people involved in the proposal, in PDF format.
- Work proposal that includes the way in which the consultancy and the products will be developed, the methodology to be used, the schedule of activities, the costs and the main aspects to be considered in the conceptualization, design and implementation of the Living Lab Uruguay.

**Application submission deadline: July 30th, 2023.**

**INIA promotes job applications without distinction of race, gender, religion or physical condition.**