

TERMS OF REFERENCE

Landscape Analysis Study

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Position Title: Landscape Analysis Study Consultant

Type: Company

Engagement: Contract

Location: Nairobi, Kenya | Remote.

Reports To: Programme Manager

ABOUT AVPA

The African Venture Philanthropy Alliance (www.avpa.africa) is a unique Pan-African network of social investors working together to increase the flow of capital into African social investments and ensure its effective use for maximum social impact. Broadly, AVPA aims to address the SDG financing gap on the continent by not only mobilizing more philanthropic capital but also attracting private capital into social investments. We collaborate with various social investors deploying grants, debt, and equity (the full spectrum of capital) into social investments. These include foundations, corporations, family offices, individual philanthropists, angel investors, impact fund managers, PE & VC funds, bilateral and multilateral donors, governments, DFI, and non-financial service providers. Our network strives to enhance and apply innovative finance approaches and models.

AVPA has its headquarters in Nairobi, with regional offices in Johannesburg and Lagos. AVPA is aligned with thriving sister networks in Europe (Impact Europe), Latin America (Latimacto), and Asia (AVPN), as well as the newly launched Arab Impact Network, thereby forming a dynamic global force for social impact.

BACKGROUND

In 2020, AVPA conducted its inaugural Africa Social Investment Landscape Mapping Study, which provided a baseline assessment of social investment trends in 18 African countries.

Since then, the landscape of impact investing in Africa has been undergoing a significant transformation. According to the Global Impact Investing Network, about 8% of global impact investment funds are focused exclusively on Africa. This focus underscores a growing trend towards generating both social and environmental benefits alongside financial returns.

While Nigeria, Egypt, Kenya, and South Africa continue to be major hubs for impact investing, other countries are gradually emerging on the radar. Rwanda, Ghana, and Tunisia are seeing increased interest due to their evolving startup ecosystems. However, more established markets like Kenya and Nigeria still command the largest share of investments due to their substantial populations and sectoral focus.

Given the rapidly evolving social investment ecosystem, AVPA seeks to conduct an updated Africa Social Investment Landscape Mapping Study (2024-2025) to track progress, identify emerging trends, and assess new opportunities for collaboration among social investors.

The study is part of AVPA's approach to enhancing knowledge sharing and learning anchored under the AVPA Knowledge Sharing and Learning Centre with a goal: *To be recognized as the leading provider of learning opportunities and knowledge resources on Africa's social investment landscape, using events, programmes and thought capital to provide a robust learning experience for all categories of social investment stakeholders.*

Positioned as Africa's premier hub for social investment intelligence, AVPA's Knowledge Sharing & Learning Centre delivers transformative learning experiences through cutting-edge programs, strategic events, and actionable thought leadership.

The Assignment: Landscape Analysis on "Strengthening Impact Investment in Africa: Supply of Capital"

Over the past five years, Africa has faced three significant crises, each highlighting the continent's vulnerabilities. In 2020, the COVID-19 pandemic revealed our limited vaccine production capacity, placing us at the end of the queue for vaccine supplies. The Russia-Ukraine war underscored our heavy reliance on food imports, despite possessing 6% of the world's arable land and favourable agricultural climates. Recently, global aid budgets have been cut by major donors like the US, Netherlands, Belgium, France, and the UK. This situation presents Africa with an opportunity to develop sustainable and resilient solutions using available resources. The AVPA 2020/2021 study on the landscape of social investments in Africa noted a 30% decline in aid to southern Africa, and the continent faces a \$200 billion annual financing gap for Sustainable Development Goals (SDGs), worsened by reduced aid, limited government funds, and a growing population.

Funding market-based solutions - Traditionally, philanthropy has funded grant-based solutions. However, these can face sustainability challenges due to their reliance on grants for survival. In the future, where beneficiaries are willing and able to pay for services, philanthropists might consider funding market-based solutions like social enterprises that generate profits to sustain themselves and offer services to communities. This approach aims to provide affordable, sustainable, and reliable services. On this basis, AVPA would like to deploy a landscape analysis study to review the current trends in 2024/2025.

Objectives

The study aims to:

- Update the 2020 baseline data on social investment flows, key players, and trends across sub-Saharan Africa.
- Identify new and emerging actors in philanthropy, impact investing, private capital deployment, and corporate sustainability programs.

- Analyse shifts in sectoral preferences, investment strategies, and geographic distribution of capital.
- Assess challenges and opportunities for scaling social investments, including barriers to collaboration and innovative financing models.
- Provide actionable recommendations for policymakers, investors, and development stakeholders to enhance capital mobilization for social impact.

Scope of Work

The consultant(s) will undertake the following tasks:

A. Desk Research & Methodology Development

- Review the previous AVPA reports and other relevant studies (e.g., GSG, GIIN, AVPN, ANDE).
- Develop a research methodology (quantitative & qualitative approaches).
- Design data collection tools (surveys, interview guides, focus group discussions).
- Define sampling strategy (covering financial institutions, DFIs, foundations, corporate investors, impact funds, etc.).

B. Stakeholder Engagement & Data Collection

- Conduct key informant interviews (KIs) with:
 - Development Finance Institutions (DFIs)
 - Impact investors, venture philanthropists, and private equity firms
 - Corporate social investors (CSIs) and corporate foundations
 - Government agencies and policymakers
 - Nonprofits and social enterprises
- Administer structured surveys to gather quantitative data on capital flows, sectoral allocations, and investment trends.
- Organise regional focus group discussions (East, West, Southern Africa) to validate findings.

C. Data Analysis & Report Drafting

- Analyse capital deployment trends (grants, debt, equity).
- Map key players (investors, intermediaries, enablers).
- Identify sectoral gaps (e.g., healthcare, education, climate, agribusiness, fintech).
- Benchmark regional differences in investment approaches.
- Draft a comprehensive report with visualizations (graphs, infographics, case studies).

D. Validation & Dissemination

- Present preliminary findings to AVPA and key stakeholders for feedback.
- Incorporate inputs into the final report.
- Support AVPA in dissemination efforts (webinars, policy briefs, social media campaigns).

Deliverables

Deliverable	Description	Timeline
Inception Report	Research methodology, work plan, data collection tools	5 days
Interim Data Report	Preliminary findings from surveys & KIIs	15 days
Draft Final Report	Full analysis with key trends, gaps, and recommendations	20 days
Final Report	Revised report with stakeholder feedback	15 days
Dissemination Materials	Executive summary, policy briefs, infographics	5 days

Consultant Qualifications

The ideal consultant(s) should have:

- Proven experience in social investment research, impact investing, or development finance.
- Strong data analysis skills (quantitative & qualitative).
- Knowledge of Africa's investment ecosystem (DFIs, impact funds, philanthropy).
- Excellent report writing and presentation skills.
- Regional expertise in East, West, and/or Southern Africa.

Duration

Timeline: 60 days between July - September, 2025

Submission Requirements

Interested consultants/firms should submit:

A. Technical proposal (not exceeding 10 pages)

- A summary/profile of the consulting firm or individual consultant, including experience with similar research.
- Proposed approach and methodology
- Work plan and timeline

B. Financial proposal/Quotation

- Detailed cost breakdown

C. CVs of key team members.

How to apply

- Interested and qualifying candidates to complete the online application form here: [AVPA Consultancies](#)
- Please submit one soft copy (by email) of your Expression of Interest detailing (technical and a tentative financial offer -To compare prices, bid prices shall be converted to US\$) to jobs@avpa.africa with a copy to learning@avpa.africa with the subject line: **AVPA Landscape Analysis Study** by the **15th of July, 2025**

Language skills

The program of work requires that the consultant have a strong working knowledge of English.

Misrepresentation.

The process of AVPA making its decision is largely reliant upon the information supplied by the bidder. Should it be found that aspects of such information are incomplete, untrue, or misleading, AVPA reserves the right to terminate /disqualify the bidder.