



Vi Agroforestry

Terms of Reference

*Call for Proposals: **Intermediary Services for the Sale of Carbon Credits***

Date: 2026-10-19

Objective of the procurement:

Vi Agroforestry invites qualified organisations to submit proposals to act as intermediaries for the marketing and sale of carbon credits generated by the Kenya Agricultural Carbon Project (KACP) on the voluntary carbon market.

Vi Agroforestry may select one or more intermediary organisations. Selection does not constitute a commitment to a specific sales volume.

Background

Vi Agroforestry is an international development organisation working with smallholder farmers in East Africa to strengthen livelihoods, restore landscapes, increase biodiversity and build resilience to climate change through agroforestry. Through its agroforestry carbon projects, farmers contribute to climate mitigation while improving their livelihoods.

KACP is registered under the Verra Verified Carbon Standard (VCS Project ID 1225). The credits combine climate mitigation with socioeconomic and environmental benefits linked to smallholder agroforestry.

The assignment

The selected intermediary or intermediaries will support Vi Agroforestry with:

- Sale and marketing of carbon credits with additional socioeconomic and environmental benefits.
- Identification, screening and engagement of prospective buyers.
- Sales strategy, market positioning, pricing advice and management of credits from different vintages.
- Transaction processes, negotiations and contractual management.
- Market intelligence, buyer insights and transparent reporting on sales activities and pricing.

The final scope of services, division of responsibilities and sales volume will be agreed through subsequent dialogue and reflected in the contract.

Requirements

Applicants should provide evidence of:

- A proven track record of successfully marketing and selling carbon credits in the voluntary carbon market.
- Access to relevant buyer networks and market segments.

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- Experience with agroforestry, nature-based solutions or projects with strong social and environmental co-benefits.
- Experience developing sales strategies and pricing approaches, including for credits from different vintages.
- A demonstrated commitment to transparency, accountability and responsible business practices.
- Relevant references and examples of completed transactions.

Ethical, sustainability and compliance requirements

Applicants must demonstrate:

- Policies and procedures covering anti-corruption, human rights, labour rights and environmental responsibility.
- Procedures for due diligence and screening of prospective buyers.
- An approach to assessing and managing reputational, ethical and sustainability-related risks in carbon credit sales and buyer relationships.
- Compliance with applicable laws, sanctions, regulations and relevant industry standards.
- Disclosure of any actual or potential conflicts of interest.

The selected intermediary will be subject to due diligence and sanctions screening before contract signature.

Buyer eligibility

Vi Agroforestry reserves the right to approve or reject any prospective buyer. Approval will be assessed against Vi Agroforestry's mission and values, applicable policies and due diligence requirements, including human rights, environmental responsibility, anti-corruption and reputational risk considerations.

Credits may not be sold to organisations whose activities, business practices or public positions are inconsistent with these requirements. This may include, but is not limited to, organisations primarily involved in fossil fuel extraction, coal production, tobacco, gambling, pornography, arms manufacturing, severe environmental harm or human rights violations, as well as other activities that may create material ethical, sustainability-related or reputational risks.

The intermediary must conduct appropriate buyer screening and consult Vi Agroforestry before engaging with or concluding transactions involving potentially sensitive buyers.

Commercial proposal

The proposal should describe:

- The proposed sales model, market approach and buyer segments.
- The expected support and engagement required from Vi Agroforestry.

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- Reporting and communication processes.
- The fee structure, commission model, pricing methodology and any additional costs.
- The approach to pricing transparency, including access to transaction-level pricing information.
- Proposed contractual and commercial terms.

The proposed strategy shall include strategies for selling both recent and older vintages, including expected timelines, market segments and pricing implications.

Evaluation criteria

Proposals will be evaluated based on:

- Experience, track record, market access and buyer network
- Alignment with Vi Agroforestry's mission, values and applicable ethical and sustainability requirements.
- Sustainability performance, governance, integrity and transparency.
- Commercial model, pricing transparency and expected value generation.
- Quality of the proposed collaboration approach and organisational capacity.
- Timeframe for sale of the credits

Vi Agroforestry may also exclude applicants due to sanctions, corruption, insolvency, conflicts of interest, serious environmental or labour-rights violations, anti-competitive conduct, previous poor contract performance or other circumstances that could compromise the integrity of the procurement process.

Submission requirements

Please include the following in the proposal:

- Company profile and key contact persons.
- Relevant experience, references and examples of carbon credit transactions.
- Market focus, buyer networks and sales strategy.
- Sustainability, governance, ethical and conflict-of-interest policies.
- Buyer-screening and due-diligence approach.
- Proposed commercial model, including fees, commissions, pricing structure and other costs.
- Approach to pricing transparency, reporting and access to transaction data.
- Track record of securing buyers and achieving strong pricing outcomes.
- Collaboration approach and expected engagement from Vi Agroforestry.

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- Declaration of any actual or potential conflicts of interest or relevant business or personal relationships with Vi Agroforestry.

Work plan and schedule

Milestone	Date
Publication of call	2026-10-12
Deadline for questions	2026-11-01
Application deadline	2026-11-12
Contract award	Q4 2026
Assignment start	Q1 2027

Reporting

The selected intermediary will provide regular reporting on market outreach, buyer engagement, pipeline status, pricing, negotiations, transactions and relevant market intelligence. The reporting format and frequency will be agreed at contract stage. Transaction-level pricing and fee information must be transparent and accessible to Vi Agroforestry.

Declaration of relationships

Applicants must describe any business or personal relationships involving the organisation or its employees that are connected to Vi Agroforestry, and disclose any other actual or potential conflict of interest.

Submissions and contact:

For submission of proposals, please contact:

Procurement@viskogen.se

For any questions, please contact: Charlotta Szczepanowski

Email: charlotta.szczepanowski@viskogen.se

Submission method: email

Organisation number: 802012-8081

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