



TERMS OF REFERENCE

DEVELOPMENT OF INFORMATION, COMMUNICATION & TECHNOLOGY BASED KNOWLEDGE PRODUCTS IN THE SADC REGION

1 BACKGROUND AND CONTEXT

The Centre for Coordination of Agricultural Research and Development for Southern Africa (CCARDESA) is a sub-regional organisation that was established by SADC member states to coordinate agricultural research and development (AR&D) among its 16 member states. Since its establishment, CCARDESA has been building its capacity to deliver on its mandate of empowering smallholder farmers to improve production efficiency and generate higher incomes through increased market engagement by supporting the uptake of sustainable agricultural practices in the face of worsening climatic conditions. The main objectives of CCARDESA are;

- Coordination of Agricultural Research & Development among 16 SADC member states, knowledge transfer, as well as developing new knowledge and communications products for different audiences;
- Facilitating collaboration among stakeholders of the national agricultural research and extension systems (NARES);
- Promoting public-private partnerships in regional agricultural R&D; and
- Improving agricultural technology generation, dissemination and adoption in the region through collective efforts, training and capacity building.

2 COMPREHENSIVE AFRICA AGRICULTURE DEVELOPMENT PROGRAMME EX-PILLAR 4 (CAADP-XP4) PROGRAMME.

The Agricultural Research for Development (AR4D) institutions comprising African Forum for Agricultural Advisory Services (AFAAS), Association for Strengthening Agricultural Research in Eastern and Central Africa (ASARECA), Centre for Coordination of Agricultural Research and Development for Southern Africa (CCARDESA), West and Central African Council for Agricultural Research and Development (CORAF) and Forum for Agricultural Research in Africa (FARA) are currently implementing the Comprehensive Africa Agriculture Development Programme ex-Pillar 4 (CAADP-XP4) Programme. This Agricultural Research and Innovation Programme fall under the European Union's (EU) Development Smart Innovation through Research in Agriculture (DeSIRA) initiative. The CAADP-XP4 Programme is financially

supported by the EU and managed by the International Fund for Agricultural Development (IFAD) for a period of 4 years. The CAADP-XP4 Programme supports a science-led and climate-relevant agricultural transformation in Africa. It aims at strengthening the capacities of the above-mentioned organizations to deliver on their AR4D mandate and to collectively support their respective member states and country fora to implement relevant Programme.

The five sub-regional and supra-national agricultural research and development institutions anticipate delivering specific objectives through five (5) outputs areas, namely: (i) Strengthened capacities of African institutions for successful implementation of the Programme. Targeted competencies include technical, organizational, infrastructure, coordination, multi-stakeholder management, resource mobilization, fiduciary processes, monitoring, evaluation, and learning; (ii) multi-stakeholder partnerships for innovation established and in operation; (iii) strengthened policies in support of climate-relevant agriculture and food systems transformation formulated, investments increased, advocacy and market linkages; (iii) established knowledge management (KM) and communication systems for decision-making and sharing of innovation and for advocacy related to climate-relevant agriculture transformation; and (iv) enhanced planning, coordination, monitoring, evaluation and learning (MEL) and reporting within CCARDESA, the National Agricultural Research and Extension Systems (NARES), and other multi-stakeholder partners, thus minimizing existent weaknesses and ensuring successful Programme implementation.

CCARDESA is currently implementing the CAADP-XP4 Programme in 7 countries in the SADC region (Botswana, Eswatini, Namibia, Mozambique, Tanzania, Zambia and Zimbabwe).

3 CLIMATE RESILIENCE IN NATURAL RESOURCE MANAGEMENT (C-NRM) PROGRAMME

The SADC/GIZ Climate Resilience and Natural Resource Management (C-NRM) Programme whose main objective is mainstreaming of climate change in agriculture and strengthening cross-border management of natural resources in the SADC region is a new initiative to build on the foundation laid by the Adaptation to Climate Change in Rural Areas in Southern Africa (ACCRA) programme in continuing with building the capacities of SADC member states to integrate climate change aspects into agricultural programmes and investments. The C-NRM project has the following outputs;

- i. The strategic planning framework for mainstreaming climate change into cross-border NRM is strengthened
- ii. The dissemination of knowledge on CSA and CSNRM is strengthened
- iii. CSA and CSNRM measures are implemented in selected TFCA's
- iv. Priority COVID-19 sensitive measures of the SADC TFCA Tourism Programme are implemented in a climate-sensitive way.

CCARDESA is helping to implement output 2 of the C-NRM programme i.e. dissemination of knowledge.

Under the knowledge management (KM) and communication systems output area, CCARDESA is tasked with the development of ICT based knowledge products. This activity is in line with CCARDESA's 5th thematic area Knowledge and Information Management, Communication and Policy support whose strategic objectives is to support agricultural research for development stakeholders at national and regional levels as well as provide them with information and knowledge to make informed decisions and support agricultural transformation

4 JUSTIFICATION

CCARDESA has a website, a knowledge hub that houses over 850 knowledge products. However, the knowledge products are mostly paper-based formats leaving a serious gap for audio-visual inclined audiences. Furthermore, most knowledge products are inclined towards climate-smart agriculture. This has resulted in the CCARDESA YouTube channel having lesser users as compared to its other platforms. Increasing audio-visual materials and providing a broad range of topics addressing holistic agricultural research and development information for evidence-based decisions in the SADC region may increase the CCARDESA YouTube users.

The CAADP-XP4 Programme intends to support the production of ICT based knowledge products to improve agricultural-based information acquisition among SADC member states. This will be achieved through the following tasks: (i) Develop ICT based or audio-visual knowledge products from selected three member states; (ii) Convene Physical regional validation meeting to validate the knowledge products (KP); (iii) Disseminate the ICT based knowledge products to wider audiences.

CCARDESA through the C-NRM Project is implementing output area 2, which mainly addresses knowledge management and aims to (i) Conduct a content analysis of CCARDESA platforms; (ii) Virtually disseminate the content analysis findings; (iii) Train media in identified gaps and transboundary natural resources (iv) Develop 10 news articles on the thematic areas identified as having gaps.

In this regard, CCARDESA seeks to engage a **Consultancy firm** to develop ICT-Based (Audio Visual) knowledge products on identified gaps, transboundary natural resources management, post-harvest losses, organic farming, youth, women and people with disabilities farmers success stories, forestry, and any agricultural research and development activities. CCARDESA also seeks to train the media in identified gaps and transboundary resource management so that they can comfortably disseminate such information.

5 OBJECTIVE OF THE ASSIGNMENT

This assignment aims to improve CCARDESA's engagement with audio- visually inclined audiences with their agricultural-based information needs for better decision making and broaden

CCARDESA's content base in agricultural research and development. The overall objective of this consultancy is to develop ICT-Based (Audio Visual) knowledge products for dissemination to CCARDESA stakeholders and train media in identified gaps.

6 SPECIFIC OBJECTIVES OF THE ASSIGNMENT

The specific objectives of this consultancy include to:

- i. Undertake a content analysis of the CCARDESA Knowledge hub and TFCA portal
- ii. Conduct a **virtual** dissemination and training on the identified gaps for CCARDESA media and ICKM focal point person
- iii. Conduct a 3 day **physical** training on the identified gaps including transboundary issues and natural resources management for the media
- iv. Develop 16, 4-5 minutes audio-visual materials following training;
- v. Grow the scope of knowledge products content for CCARDESA around Natural resource management, post-harvest losses, organic farming, youth and women farmers success stories, people with disabilities, forestry, and any agricultural research and development activities including identified gaps in the content analysis to increase content on the CCARDESA knowledge hub.
- vi. Conduct a 3 day workshop to validate the audio-visual based knowledge product with selected ICT based knowledge product developers.

1. SCOPE OF WORK

The Consultant will undertake the following specific tasks:

- i. Develop an appropriate methodology for carrying out the assignment. The detailed methodology and Gantt chart should be included in the technical Proposal as well as the inception report
- ii. Conduct a content analysis of CCARDESA knowledge hub and TFCA portal
- iii. Facilitate and disseminate the CCARDESA content analysis findings and training in a virtual format
- iv. Conduct a 3-day physical Media training to develop/validate news articles on topics to close the identified gaps including transboundary and natural resources management.
- v. Working with the CCARDESA national ICKM focal point persons develop Sixteen (16) scripts for audio-visual knowledge products;
- vi. Transform scripts into short 4-5 min videos working with Information Officers and extension staff in selected SADC member states;
- vii. Facilitate a 3-day physical audio-visual knowledge products Validation Workshop;
- viii. Finalize the Videos and submit them for dissemination on CCARDESA platform

2. DELIVERABLES

The key deliverables are:

- i. An **Inception Report** that clearly spells out the proposed methodology and approach with clear timelines, data collection tool with data sources, validation plan and other requirements necessary for the delivery of the assignment;
- ii. **Detailed report** of content analysis
- iii. Virtual dissemination meeting of content analysis findings
- iv. **Sixteen (16) 4-5 minutes ICT Based Knowledge Products.** The videos will include identified gaps, transboundary resource management, Issues on either post-harvest losses, organic farming, youth and women farmers success stories, people with disabilities, forestry, climate change mitigation, adaptation or any agricultural research and development activities. Content should meet the following criteria;
 - Original content and not copied from another platform
 - Content in either English, French or Portuguese with running subtitles
 - Consent from the people being filmed to avoid infringement of their right to privacy
- v. **Physical validation workshop** of 16 audio visual Knowledge products
- vi. **Physical media training** and **10 news articles** from the trained media on identified gaps and transboundary natural resources management issues
- vii. **Validation workshop report**, detailing key recommendations from stakeholders;
- viii. **Complete sixteen (16) ICT Based Knowledge Products** ready for dissemination on CCARDESA platforms.

3. SUPPORT TO THE CONSULTANT

CCARDESA will support the Consultant in the following areas:

- i. Provide the contact details of the technical staff from the Secretariat and selected regional ICKM focal point persons and media to support the undertaking of the assignment in SADC member states;
- ii. Provide relevant information/literature materials as might be required;
- iii. Provision of an introductory letter.

4. QUALIFICATIONS AND WORK EXPERIENCE OF THE CONSULTANCY FIRM

- i. At least Bachelor of Arts Degree in video production; Media and Communication, Master's in general agriculture, ICT generic skills, and any relevant field. Post-graduate training in the relevant area will be an added advantage.
- ii. At least 5 years relevant work experience in (a) the development sector, preferably in working with the private sector; (b) working with grassroots; and (c) developing scripts and subsequent content.
- iii. Proven ability to produce presentable visual content.
- iv. Experience in similar assignments (development of short videos and films)
- v. Experience in working in Southern African countries.

- vi. Experience in people with different abilities, gender and youth mainstreaming will be an added advantage.
- vii. Proven experience in research and content analysis and training for agricultural research and development organizations;
- viii. Strong analytical, strategic thinking and planning skills as well as ability to work under tight deadlines;
- ix. Qualitative and Quantitative data analysis skills are an added advantage; and
- x. Professional proficiency in other SADC languages is preferred (French and Portuguese).

5. DURATION

The assignment is expected to take a total of 40 working days spread across 80 calendar days. Please note that the physical trainings are excluded from the 40 working days.

6. REPORTING

The Consultant will report to the CAADP-XP4 Programme Coordinator and will work closely with the Information and Knowledge Management Officer and IT Support Officer at the Secretariat.