



TERMS OF REFERENCE

DEVELOPMENT OF INFORMATION, COMMUNICATION & TECHNOLOGY BASED KNOWLEDGE PRODUCTS IN 3 SELECTED COUNTRIES

1. BACKGROUND AND CONTEXT

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). 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

2. 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 audiovisual 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 audiovisual 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 U-Tube 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 by undertaking the following tasks: (i) Develop ICT based or audiovisual knowledge products from selected three member states; (ii) convene virtual regional validation meeting to share/discuss the knowledge products; (iii) Disseminate the ICT based knowledge products to wider audiences.

In this regard, CCARDESA seeks to engage a Consultant to develop ICT-Based (Audio Visual) knowledge products on post-harvest losses, organic farming, youth, women and people with disabilities farmers success stories, forestry, and any agricultural research and development activities.

3. 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.

4. SPECIFIC OBJECTIVES OF THE ASSIGNMENT

The specific objectives of this consultancy include to:

- i. Develop six (6) 4-5 minutes audiovisual materials;
- ii. Grow the scope of content for CCARDESA around post-harvest losses, organic farming, youth and women farmers success stories, people with disabilities, forestry, and any agricultural research and development activities;
- iii. Increase the CCARDESA audience and strengthen the collaboration between CCARDESA and the audio-visual producers in the SADC region;
- iv. Organize and facilitate a virtual workshop to validate the ICT based knowledge product.

5. SCOPE OF WORK

The Consultant will undertake the following specific tasks:

- i. Develop an appropriate methodology for carrying out the assignment. The detailed methodology will be included in the technical Proposal as well as the inception report
- ii. Develop Six (6) scripts for audio-visual knowledge products;
- iii. Transform scripts into short videos working with Information Officers and extension staff in selected SADC member states;
- iv. Hold a virtual stakeholder Validation Workshop;
- v. Finalize the Videos and submit them for dissemination on CCARDESA platforms

6. 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. **Draft six (6) 4-5 minutes ICT Based Knowledge Products.** Below is the content to be articulated in the video;
 - 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.
 - 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
- iii. Virtual validation workshop
- iv. **Validation workshop report**, detailing key recommendations from stakeholders;
- v. **Final six (6) ICT Based Knowledge Product** with incorporated suggestions

7. 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 and country-level stakeholders to be interviewed during the assignment;

- ii. Provide relevant information/literature materials as might be required;
- iii. Support travel to 3 selected countries
- iv. Provision of an introductory letter.

8. QUALIFICATIONS AND WORK EXPERIENCE OF THE CONSULTANT

- i. At least Bachelor of Arts Degree in video production; Media and Communication, Masters 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. Professional proficiency in other SADC languages is preferred.

9. DURATION

The assignment is expected to take a total of 20 working days spread across 40 calendar days.

10. REPORTING

The Consultant will report to the CAADP-XP4 Programme Coordinator of CCARDESA and will work closely with the Information and Knowledge Management Officer and other technical staff at the Secretariat.

11. APPLICATION

Interested consultants are required to submit their expression of interest letter (via e-mail) and a comprehensive curriculum vitae detailing proof of similar experience (provide links to videos produced).

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