**TERMS OF REFERENCE**

**CONSULTANCY SERVICES – DEVELOPMENT OF GENDER-RESPONSIVE, MULTI-MEDIA AGRICULTURE EXTENSION AIDS**

**1. BACKGROUND**

1.01 The use of digital technology in the dissemination of agricultural information can have a revolutionary impact on the Regions agricultural sector. This is particularly important since the Regions traditional extension service faces significant challenges as it transitions to become more effective and responsive to the needs of farmers and other value chain actors. Notably, the technology facilitates low-cost dissemination. When done in bulk, information can reach large numbers of actors. This is extremely effective since small farmers and other actors in rural areas of BMCs have access to smart devices, and the rate is increasing. Hence, the use of digital tools will reduce problems related to remoteness and gender disparity, improve access to services, improve decision-making and practices at the farm/SME level and assist with linking farmers to markets. This, in turn, could lead to greater food security, profitability and sustainability of the region's agricultural sector and rural livelihoods.

1.02 This consultancy involves the development and dissemination of multi-media Agriculture Extension Aids (AEAs) - high-quality (compelling visual content) instructional videos and other information products (short clips, photos and infographics) applicable for and accessible on internet enabled/smart devices (smart phones) and other communications platforms.

1.03 The AEAs will deal with the complex issues associated with successful production (including field layout and design), postharvest handling, new product development, and marketing of agricultural products. In addition to innovative and sustainable production practices, energy efficient farming systems, climate friendly practices, disaster risk mitigation strategies, regenerative agriculture, GIS technology etc. The focus will be on products with high demand/capacity to displace imports as well as transformation towards modernisation of the agriculture sector. Topics to be covered include but not limited to crop and livestock production, marketing, postharvest handling, product development and utilisation to improve the knowledge base of agri-food value chain (farmers, public and private sector extension agents and service providers, agriculture training institutions, input suppliers, produce exporters/traders, students etc.).

**2.** **OBJECTIVE**

2.01 The objective of the consultancy is to produce gender-responsive, multi-media AEAs - short videos, photos and infographics applicable for and accessible on smart devices (smart phones) and other communications platforms. The AEAs will be hosted on the Climate Smart Agriculture Knowledge and Information Platform.

**3.** **SCOPE OF SERVICE**

* 1. To achieve the stated objective, the consultancy will focus on AEAs which are of high-quality, visually compelling, sound science and practice-based state-of-the-art content on a range of issues within all segments of the agri-food chain. The AEAs will be produced utilising a standardised format for consistency and uniformity and will take all relevant gender issues into consideration. Outputs will be delivered in four (4) phases. Specifically, the consultancy will:

1. Produce twenty (20) high quality instructional videos between 3 – 10 minutes and ten (10) short clips between 1 – 3 minutes on climate smart agriculture (CSA) practices, Agriculture Technology (AT) and other relevant topics of importance within segments of agri-food chain.
2. Produce forty (40) action photos featuring actors and service providers engaged in appropriate practices in selected value chains in BMCs.
3. Produce fifteen (15) infographics depicting sustainable agriculture systems and production practices, support service systems/other.

3.02 The Consultant(s) shall be responsible for:

1. Development of the overall concepts and scenarios for AEAs.
2. Development of script and storyboards.
3. Filming and documenting practices/activities.
4. Interviewing relevant stakeholders (value chain actors, technical specialist, policy makers’ consumers etc.) to collect sound bites and other relevant information.
5. Collecting and collating information required (video footage, pictures, and audio) for preparation of AEAs for the following focus areas:
6. CSA production/agronomic practices – land preparation (on various soil types and topography), integrated pest management, seedling preparation, planting and harvesting (manual and mechanised), post-harvest handling, export requirements.
7. Processing – creation/transformation of fresh commodities into value added products through the application of technologies and techniques for both the food and non-food markets.
8. Health and Nutrition – benefits of targeted commodities and uses across BMCs.
9. Production of all AEAs according to the agree formats and specifications.
10. Presentation of AEAs for review/validation by the Technical Advisory Group (TAG)[[1]](#footnote-1)/*.*

1. Editing audio balancing, sub-titling, and finalising following comments from the TAG.
2. Preparation of protocols for accessing, uploading and storage of AEAs.
3. Uploading to the CSAKIP.
4. Storing/archiving raw footage and edited work in designated storage area/device.

3.03 The Consultant will be required to undertake all the activities necessary to accomplish the stated objective of the Project. This will be done under the general direction and supervision of CDB and the TAG. This includes but is not limited to the following:

1. Review all relevant and available information at the national/regional level for preparation of AEAs.
2. Review global best practices for preparation AEAs including the Principles for Digital Development[[2]](#footnote-2).
3. Review relevant intellectual property agreements (CDB and other relevant entities).
4. Review regulations with regards to branding and crediting (CDB and other relevant entities).

**4.** **DELIVERABLES AND REPORTING REQUIREMENTS**

4.01 The Consultant will be required to submit/deliver the following:

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| **Reports/Deliverables** | **Timeframe** |
| Inception Report - Work plan including the methodology and the approach to be adopted - overall concepts and scenarios for AEAs and a format for script and storyboards. Detailed timeline for project activities. | The report should be submitted within two (2) weeks of the commencement of the assignment. |
| Progress Report - Update on assignment including the activities commenced, progress to date and any challenges with project implementation. The report should also include proposed solutions to challenges articulated and related timeframes. | This will be submitted 3 Months after commencement of the assignment. |
| Outputs (Phase 1): Submission of drafts - 5 videos, 5 short clips, 10 action photos and 5 infographics | This will be submitted 6 months after commencement of the assignment. |
| Outputs (Phase 2): Submission of draft 10 videos, 5 short clips and 10 action photos and 5 infographics | This will be submitted 9 months after commencement of the assignment |
| Outputs (Phase 3): Submission of draft – 5 videos, 10 action photos and 5 infographics | This will be submitted 12months after commencement of the assignment |
| Outputs (Phase 4): Submission of completed AEAs - 20 videos and 10 short clips, 30 action photos and 15 infographics | This will be submitted 15 months after commencement of the assignment |
| Final Report - Report listing outputs, containing lessons learned and recommendations for follow-up actions for future development of AEAs. | This will be submitted 24 months after commencement of the assignment |

4.02 All reports and supporting documents should be produced in Microsoft Word and submitted electronically to CDB.

**5.** **IMPLEMENTATION ARRANGEMENTS**

5.01 The consultant will work under the guidance of CDB.

**6. DURATION, QUALIFICATIONS AND EXPERIENCE**

6.01 It is expected that the assignment will require a maximum of 190 days over 24 months. The Consultancy Firm should have:

1. No less than five years’ overall consulting experience, with specific experience in the use of digital tools and the development of media content for smart devices and other platforms.

1. Successfully completed at least two similar assignments.
2. Key experts as outlined at 6.05.

6.02 Team members should have at least a degree in ICT and communication related field including areas such as video and film production, photography, cinematography and other related fields and five (5) years of relevant professional experience in the field. The Team Leader should have at least five (5) years’ experience leading teams involved in similar type of assignments. Team members should have an understanding of and experience working in the agriculture sector in the Caribbean/Small Island Developing States. Team members should be cognisant of the gender-related dimensions of the sector and gender-related concerns/considerations in the development of AEAs.

6.03 More specific details as it relates to qualifications and experience are as follows:

1. Demonstrated experience of conception, production and editing of short videos.
2. Proven experience in videography/video editing.
3. Experience covering social and development subjects will be an asset.
4. Knowledge on ethical standards in reporting/documenting issues related to marginalised groups will be an asset.
5. Extensive experience in producing digital media content for regional or international organisations with the aim of reaching local audiences will be an asset.
6. Proven experience in disseminating digital media information/communication products.

6.04 Other technical competencies include:

1. Proficiency in report writing.
2. Excellent analytical skills.
3. Excellent oral and written skills.

6.05 Key Experts Required:

1. Videographer.
2. Video Editor.
3. ICT Technician.
4. Photographer.

1. / The Technical Advisory Group (TAG) comprises key agriculture support institutions within and outside the Region. The TAG has a wide range of expertise spanning multiple disciplines critical to enhancing agriculture human capital. It will support CDB’s technical staff in defining and guiding the development of content for CSAKIP, evaluating the platform’s performance, and reviewing a management and operational plan. The group comprises academia, farmer/commodity organisations, regional coordinating mechanisms, agriculture development agencies and information and communication technology experts. [↑](#footnote-ref-1)
2. Nine living guidelines that are designed to help integrate best practices into technology-enabled programs and are intended to be updated and refined over time. [↑](#footnote-ref-2)