



Terms of Reference

Videography Services in Uganda and Tanzania

Climate Resilient Agribusiness for Tomorrow (CRAFT) Project

# **Background**

Climate change projections for East Africa show an increase in temperatures and a higher occurrence of climatic shocks (droughts and floods). This, coupled with the expected exponential increase in human population currently averaging 3% in Tanzania and Uganda, and 2.5% in Kenya, poses a serious threat to the future development of the three East African economies.

SNV Netherlands Development Organisation is the lead implementing party for the Climate Resilient Agribusiness for Tomorrow (CRAFT) Project in Kenya, Tanzania and Uganda. This five-year project, with funding from the Netherlands Ministry of Foreign Affairs, is implemented in partnership with Wageningen University and Research, CGIAR’s Research Program on Climate Change, Agriculture and Food Security (CCAFS), Agriterra, and Rabo Partnerships. The consortium offers a strong platform to not only manage and coordinate a robust climate smart agriculture project, but also provide targeted technical assistance, business facilitation, as well as research and knowledge management support.

The project uses an Inclusive Business development approach to support the international and Dutch efforts on climate change and sustainable production in arable farming. The project, through its Climate Innovation and Investment Facility, will leverage €10 million in private sector investments, and will work with and through the private sector and support public sector partners in creating an institutional environment for wide-scale adoption of climate smart agricultural practices and technologies.

The project is anchored on three pillars.

1. ***Productivity:*** sustainably increase agricultural productivity and incomes.
2. ***Adaptation:*** reduce the exposure of farmers and agri-businesses to short-term risks, while also strengthening their resilience by building capacity to adapt and prosper in the face of climatic shocks.
3. ***Mitigation:*** reduce greenhouse gases emissions, increase water and energy efficiencies.

**Call for consultancy services**

SNV through CRAFT invites bids from competent firms or individual consultants to submit their Expression of Interest to provide professional videography services on climate-resilient agriculture, with a specific focus on different climate-resilient agriculture technologies and practices.

**Rationale and scope for the assignment**

The CRAFT project seeks to increase availability of climate-smart food for the growing population in Uganda and Tanzania. Our clients are not victims, but active agents of change. While we do not avoid accurate portrayals of need in the contexts and communities we engage with, our stakeholders are never disempowered, and we work to express our focus on capacity building through showing recipients of our project support who are active and engaged members of their community.

* Agribusinesses and Cooperatives (Business champions/BCs) that are championing business ideas / innovations that provoke positive change and climate resilience within the targeted value chains. In Uganda, the BCs are spread across 16 districts though some have operations across two or more districts namely - Kisoro, Mubende, Masindi, Wakiso, Kampala, Kasese, Tororo, Kapchorwa, Soroti, Dokolo, Omoro, Packwarch, Lira, Kole, Gulu and Kitgum.
* Our focus on **gender and youth should be emphasised by highlighting images of women and youth who are actively leading or engaged** in bringing about change within the business case. We therefore encourage depictions of women and youth in empowered positions and professional roles, deriving true benefits from our interventions.
* Subjects, situations, and people are always authentic. We do not use models but always real people. The photographs and/or videos we use should never look staged or artificial.

In line with the above, the CRAFT project seeks the services of a videographer to work with the project teams in Tanzania and Uganda in producing and delivering the following products:

* A video script/story board for identified stories / interventions
* A 3 – 10-minute video of the identified stories / interventions including voice overs and stock free music and original composition. Where local language is used, to provide sub-titles in English.
* Raw footage about different interventions in the field that will be used to create additional videos

***The consultant will work with the CRAFT team to develop the documentary story board highlighting potential activities that must be captured during the documentation exercise. Majority of the pictures should demonstrate correct COVID-19 SOPs***

**Objectives of consultancy assignment**

The assignment shall be guided by the following objectives:

1. **Signature**

Documenting real life experiences of value chains and specific project activities through the business champions that tell the story of the project (working towards increasing availability of climate-smart food for the growing population in Tanzania and Uganda. Focus in the signature stream will be capturing footage of predominantly Agri-entrepreneurs/SMES from the three countries and intervention areas that evoke emotion, such as:

1. SMEs/ Agri-entrepreneurs practising climate resilient agriculture (practises and technologies) or how they are dealing with climate change along the value chain.
2. Video footage of small holder farmers working in gardens/fields that demonstrate climate smart agricultural practices and different cropping stages.
3. Video footage of different actors in the value chain showing how they are adopting climate smart agricultural practices (innovative ways that they are dealing with climate change in the identified value chains) which should be directly linked to the business champions/SMEs.
4. **Agricultural**

This will focus on footage that captures the work of the people in in the intervention areas. For example

* SMEs/Agri-entrepreneurs bulking, drying, storing, transporting, processing (adding value);
* Photos of farmers on their land planting, weeding, harvesting (capturing only CSA practices);
* Photos of climate smart innovations by the SMEs
* Members of the cooperative – drying, bulking/aggregating, storing, marketing, etc.
1. **Campaign**

Under this objective, the consultant will be required to focus on a specific theme or idea. For instance, the video footage can depict how the project is benefitting Agri-entrepreneurs and farmers. Focus here will largely be on showcasing -

* New climate smart technologies/innovations/practices (e.g., storage, processing, insurance, energy saving technologies etc.)
* Trainings e.g., farmer field schools/ demonstrations e.g., establishment of demonstration gardens, climate risk assessment trainings/meetings and multi-stakeholder platform gatherings, SME business management skills, FI climate financing training, etc.
* Investments and business support to SMEs and cooperatives– e.g., fund awards and transfers, activities with financial institutions, best-business practices,
* Climate Change how it affects the SME, how to be prepared (interview)
1. **Texture:**

Texture videography are visual productions that show close ups or conceptual ideas to support the projects intervention. For example:

* Close ups of crops in the field – growth to show case vetted climate smart practice/technology application.
* Photos of harvest and post-harvest handling
* Storage
* Crop videos of different value chains
* SME operations – stationary machinery/technologies or action related to transportation, product handling, marketing/trading, etc.

**Guidelines for submission of all products:**

**Videos**

* 3 – 10-minute film in high-definition
* Raw video footage (clips) on agreed upon visuals/activities.
* All videos should be broadcast quality.
* All music used in the video must be properly licensed and the producer should be able to show proof if required to do so.

**Duration**

This assignment will be carried out in two months (October – November 2021).

# **Payment**

This will be based on negotiations between SNV/CRAFT team and the Company. All invoices shall be paid

Upon completion of agreed upon milestones and completion of required deliverables.

# **Proposal Submission**

Interested service providers are invited to submit their technical and cost proposal(s) comprising of the following:

* Team composition and tasks assignment.
* Detailed reference list indicating the scope and magnitude of similar assignments.
* Relevant services undertaken in the past three (3) years.
* Registration and other relevant statutory documents.
* Sample works: videos and photos of similar work.
* Full costing for proposed work in local currency.

# **Evaluation Factors**

The Proposals for this contract will be evaluated according to the following criteria:

* Thoroughness in complying with all of the elements laid out in the tasks, Consultant’s experience and capacity.
* Past performance, especially in nature photography and producing short documentaries for development context in preference with Agribusiness and agriculture.
* Strong familiarity with scope of work.
* Quality of technical proposal.
* Budget (value for money proposition).
* Fluency in speaking and writing in Swahili is an added advantage, for our Tanzanian audience.

Additionally, all eligible technical proposal shall be evaluated based on consultants demonstrated capacity to undertake the assignment as per the following assessment criteria.

Administrative or eligibility criteria shall be on a pass/ fail and the following must be submitted.

* Certificate of registration for firms/companies
* Constitution (Memo & articles of association/ companies act)
* Valid trading licence
* C.V’s of recommended consultants showing education background and related experience

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| # | Criteria | Max. score |
| 1 | Eligibility | 10 |
| 2 | Team expertise and experience *(education, competencies, and experiences)* | 30 |
| 3 | Adequacy and completeness of the technical proposal | 40 |
| 4 | Financial proposal | 20 |

**Ethical Code for Visual Communications**

* We research and respect the culture we are documenting.
* We value our subjects by taking measures to interact with or involve them, and by treating storytelling and image-making as a collaboration.
* We use discernment in candid photography and videography, and all published material, because another’s dignity and honor matters to us.
* We inquire about how others are impacted by our images, examining the actual results of our best intentions.
* We are intentional about highlighting common humanity through images and storytelling.
* We refrain from making an image if asked not to.
* GDPR guidelines to be followed (consent form to be in place and traceable)
* Adhere to SNV child policy

**Submission of technical and financial proposals**

Interested firms or individuals can submit their technical proposal including CVs of experts and financial proposals to the email address below by October 22nd 2021. All proposals should be submitted in soft copy to the address ugandatenders@snv.org Only successful applicants shall be contacted.