



CALL FOR EXPRESSION OF INTEREST (EOI) TO DOCUMENT THE AGROFORESTRY FOR LIVELIHOOD EMPOWERMENT (ALIVE) PROGRAM

Terms Of Reference to document the Agroforestry for Livelihood Empowerment (ALIVE) Program by producing high quality materials in form of videos, case stories and high-resolution photographs.

Reporting to: Regional Communications Officer , PMERL

Introduction

Vi Agroforestry is a Swedish development organisation working with local communities in East Africa; Kenya , Rwanda, Uganda and Tanzania to fight poverty and climate change through Agroforestry and sustainable agriculture land management. These countries have been severely affected by deforestation and climate change causing devastating effects on both humans and nature. We have so far contributed to the planting of over 148 million trees and supported over 2.4 million farmer families, to improve their livelihoods. Our vision is a sustainable environment that enables women and men living in poverty to improve their lives.

Background

ALIVE Programme

The Agroforestry for Livelihood Empowerment (ALIVE) Programme (2018-2022) was developed on the background of Vi Agroforestry Strategy (2017-2021). The vision and the overarching goal of the strategy and the programme was a sustainable environment that enables women and men living in poverty to improve their lives. The programme objective was to create societal changes enabling economic empowerment of small-holder farmer families through market-led, sustainable agriculture based on agroforestry.

The programme supported 42 grassroots farmer organisations and local NGOs in Kenya, Rwanda, Tanzania, and Uganda through a mutually beneficial partnership approach to strengthen their capacities to engage duty bearers as well as support their members in accessing essential services. The programme was implemented through working long-term with local partners focusing on fighting poverty and climate change.

Human Rights Based Approach (HRBA) was a fundamental component for ALIVE. The programme has been working towards a constructive engagement of duty bearers by rights holders and their governing structures. This programme has a prioritised focus on women, children and youth while at the same time ensuring that a gender lens is applied in all interventions to ensuring inclusion of women and youth in decision making, leaderships roles and value chain development.

Sustainable agriculture, adaptation and mitigation of climate change, i.e., climatesmart agriculture, are some of the focus areas of the programme. Agroforestry and climate-smart agriculture as approaches have been used to realise food security and poverty reduction while enhancing agro-ecosystems' sustainable functioning.



The programme is funded by the Swedish International Development Cooperation Agency (Sida). This term of reference is prepared specifically for the evaluation of ALIVE programme which includes the ALIVE Partnership and which is covered by Vi Agroforestry's Strategy.

Objective for the Documentation

Vi Agroforestry (Vi-skogen) is looking for a consultant to document the Agroforestry for Livelihood Empowerment (ALIVE) Program. This is a performance evaluation aiming to document results, outcomes and achievements of the ALIVE program on the background of Vi Agroforestry's Strategy 2017-2021 as highlighted above. The outcome and lessons learned from the evaluation are expected to enrich the process of strategy development and future programs' design and planning.

As such this consultancy will seek to show and tell the *Alive story*. Looking at where it all started, the process (Vi Agroforestry Level, Partner level and farmer level) and its culmination. The documentation must provide a clear evidence of the achievements, outcomes and how it was guided by the program. We also aim to create a library/record of events, lessons learned while creating and storing knowledge. Themes to focus on:

Agroforestry - Increased agricultural productivity and income of smallholder farmers through sustainable agricultural production (with environmental, economic and social benefits), with increased access to inputs, markets and value addition

Climate change and our contribution to the global Sustainable Development Goals, biodiversity and ecosystem services

Farmer enterprises - farmers selling their products at the market (illustrate value chains)

Gender equality - Greater participation of women and young people in leadership and decision-making at both household and partner organisation level. - -activities involving youth to illustrate our focus on youth

School children involved in action/operations rather than only a portrait

Expected outputs

The overall objective of this consultancy is to produce high quality media material including;

- High-resolution, high impact pictures, the images will be used for illustration in publications, websites, newsletters, social media and institutional magazines. Photographs may also be used by the media and other partners on request as a resource to portray Vi Agroforestry's work
- 3 Short videos 3-5mins for each countries, 1min highlights, reels accompanied by relevant short interviews, to support fundraising and communications functions for each country
- 1 longer documentary 8 mins maximum featuring all countries
- 6 (2 each country) Change stories/ human interest/ impact stories for our target audiences that can be used in various communications platforms to, share our achievements, raise awareness on our work and increase the organisations visibility, goodwill and fundraising efforts as well as thank our donors



- Create a 1 photo book and a graphic report with illustrations and infographic to illustrate the programs journey
- Generate social media content geared at celebrating our achievements and sharing lessons learned for the project ie 3 reels
- At least publish one story in the mainstream media

Scope of work

- The photographer will visit the project areas in 3 countries (Kenya, Uganda and Tanzania), to collect photos, videos and interview material of projects and projects beneficiaries (women, youth, men, children, farmer families)
- Prior to each field trip, Vi Agroforestry will provide the Photographer with a detailed brief of expected outputs and relevant background information.
- The Photographer will travel to the field accompanied by Vi Agroforestry staff members and/or implementing partner organisations staff.
- Photo opportunities will be arranged in collaboration with implementing partners.
- The Photographer can request additional photo opportunities where need arises in order to fulfil the brief.
- Develop the video concept and script and scenario to be discussed with Vi Agroforestry team.
- Video shooting and editing.
- Narration, translation and subtitles in English where necessary
- Present a work plan for the assigned work specifying traveling days

Obligations of the Photographer

The Photographer will:

- Follow Vi Agroforestry photography /Image guidelines in the development of their assignment
- Agree with Vi Agroforestry on a detailed budget and shooting schedule prior to the assignment
- Ask permission and a signed consent from the people in the photos in accordance with Vi Agroforestry guidelines.
- Respect the privacy and dignity of the people being photographed.
- Document when and where images are captured, along with who and what is captured in the photo (see more details below)
- The photographer will adhere to Vi Agroforestry policies on child protection, anticorruption, sexual harassment policies etc

In addition, the consultant is responsible for:

- Obtaining the official work- and travel documentation or permits needed to carry out the assignment.
- Arranging their own traveler's insurance.
- Managing and insuring own photographic and other equipment.
- Following the safety regulations and code of conduct of Vi Agroforestry and partner organizations in the area.
- Paying relevant taxes in accordance with country regulations.



Photography specifications

Style and recording:

- Photo material delivered should include horizontal and vertical photos of same subjects; dramatic angles; close-ups, midrange and wide-angle shots; portraits, group photos and illustrations of Vi Agroforestry work (including lifestyle and landscapes).
- Video: all shots clear, well-lit and stable.
- Preferred recording format is HD Camera (1920 x 1080/50i or 25i), or superior format. The important thing is to maintain the same set-up for the whole process (import, edit, convert).
- Audio: dialogue and speeches are recorded with a dedicated microphone. Volume level throughout the video is consistent. Background noise and wind, as well as music, should not be distracting.

All photographs and videos must be accompanied by:

- Short descriptions of the situation: what, where, when, who
- Names of all people portrayed in the material, and other additional information, such as age, occupation, short quote (to be specified in each brief) and signed consents.

All photographs and videos will be delivered in digital format:

- Photo files in TIFF, PNG and JPEG, with minimal retouching, print quality high resolution.
- Video files in MPEG4 or .MOV with no editing or retouching.

Obligations of Vi Agroforestry

Within the framework of the assignment, Vi Agroforestry shall:

- Agree with the Photographer on the scope of the assignment, budget and shooting schedule and provide, a detailed brief on expected outcomes and pricing prior to the field visit.
- Arrange for relevant personnel to assist the Photographer during the field visit.
- Either provide the Photographer with transportation to and from filming locations, and basic accommodation or reimburse the Photographer for reasonable transportation and accommodation costs (this will be agreed in advance and as per our procurement procedures).
- Provide the Photographer with relevant information material on projects in a timely manner.
- Be available for on-going consultation with the Photographer throughout the assignment to ensure best outcome.

Copyright

The Photographer grants to Vi agroforestry the following full usage rights of photographs and other visual materials gathered for the purposes of fulfilling the assignment:

- For use in Vi Agroforestry digital publications and social media channels



Vi Agroforestry

- For use Vi Agroforestry print materials
- For publication in other external media channels both print and online
- For use in Vi Agroforestry fundraising campaigns and marketing materials both in print and online
- For use in various donor and stakeholder communications

NB: Vi Agroforestry will have exclusive rights to the materials. In the following territory: global
For the following time period: indefinitely. *Please note that the photographer assigns all right, title and interest in the photographs to Vi Agroforestry.*

Terms of validity of the consultancy and method of payment

The consultancy is expected to have a maximum duration of 25 working days and shall start immediately after signing the contract. The assignment is to be carried out during October 2022. Three payments will be made. 25% when signing the contract, 25% after submission of the first draft report and 50% after submission of the final materials. All invoices shall be paid in accordance to the procurement policies of Vi Agroforestry.

Report

A detailed report/ captions on all photography and filming locations, including names and contact details of all individuals photographed or that, will appear on film. The report must include at least 5 powerful statements by community members and other stakeholders to be used in reports and factsheets.

Timing

This consultancy will entail up to 12 days of fieldwork, including traveling, and 7 days of editing and reporting, beginning upon the signature of contract with Vi Agroforestry. All travel and accommodation will be covered by the organisation. Expected production time October-November 2022. Detailed filming plan and timeline for all phases in pre-production, production and post-production to be provided.

Location: The consultant will have to travel to Kenya, Uganda and Tanzania offices in the region.

Qualifications

- The consultant team should have a minimum of five years in documenting of programmes and knowledge of issues related to sustainable land use management, climate change and gender equality, results-based management, HRBA
- Photographer must have prior experience in photographing/videography work in similar projects/activities
- Photographer must use own high quality, light, sound and photography equipment capable of delivering high resolution files.
- Photographer must guarantee timely delivery of materials
- Photographer with bilingual skills is preferred.
- Track record of successful materials filmed in the region and/or on similar topics would be an asset



- Demonstrated ability to work in a multicultural environment and establish harmonious and effective working relationships
- The consultant is expected to have excellent knowledge of the East Africa context
- Ability to work under tight deadlines

Application:

- Share three links to work samples demonstrating most relevant previous productions
- Three references (with contact information) from previous clients
- Detailed list with technical information of the equipment intended for use, including camera, light, sound, editing software etc.
- Curriculum vitae (CV) of the evaluation team should be provided. The CV should include details on engagements carried out by the member of the consultancy team, including ongoing assignments indicating responsibilities assumed, qualifications and experience in undertaking similar assessments or studies. If you will be working with consultants in our countries of operations, you are required to include their CVs too
- Brief letter, describing previous experience on similar projects as well as proposed creative direction for the film. Creative ideas and suggestions are encouraged.

Receipt of offers

The submitted offer shall include:

- Cover letter and company profile
- A CV for each team member, which shall be included in the call-off response. It should contain a full description of relevant qualifications and 5 years of professional work experience and updated references from similar assignments.
- Technical and financial offer.
- Offers shall be sent to: communication@viagroforestry.org
- The deadline of the submission of the offer is 30th September 2022 not later than Time 5pm EAT

The short-listed candidates will be invited to participate in a call to further present and clarify their ideas.

NB: The photographer will be expected to adhere to all COVID 19 restrictions from Government and Vi Agroforestry during this time.