Terms of Reference (TOR):
Vi Agroforestry Farming Methodology Tutorial Films

Background:
Vi Agroforestry is a non-profit organization operating in Sweden, Kenya, Tanzania, and Uganda. The organization works with smallholder farmers and their organisations to fight climate change and poverty.

Vi Agroforestry is continually intentionally seeking ways to always improve the quality of delivery of programmes to ensure the realization of the organisation’s mission and goals. It is in this regard that Vi Agroforestry seeks to engage a consultant/production company to strengthen the organisation’s capacity on Sustainable Farming Methodology Tutorial Films, to support farmers & partners in the dissemination and adoption of Agroforestry and SALM practices.

Summary
Vi Agroforestry is seeking a videography services supplier to assist with the creation of instructional videos for our Farming Methodology Tutorial Films project. Our organization aims to promote sustainable agriculture practices through the dissemination of educational resources to farmers and partners.

Objectives
The objective of this project is to create short, accessible videos that clearly demonstrate the Sustainable Agricultural Land Management (SALM) based on Agroforestry practices that we promote. These videos will be made available online for farmers and partners to utilize for learning and facilitating adoption of SALM.

We are seeking a videography services provider who can work with us to create high-quality, engaging videos that effectively communicate the benefits and techniques of Agroforestry and SALM practices. The ideal supplier will have experience in producing educational content and a strong understanding of sustainable agriculture practices.

Format of deliverables:
1. A mix of live-action video and animation. The live-action video approach is to depict real-life situations by actual farmers. This will make the content personable and relatable.
2. The animation is to act as a learning aid to illustrate processes that may be difficult to capture on film.
3. The videos will be short with a running time of less than 3:00 minutes for quick reference and low data consumption, making them cost-effective and easy to consume for the farmers.
4. Use of professional voice-over as well as real farmer's voice to be incorporated.

Scope of Work

The consultant will be responsible for the following tasks in 40 – 60 working days, spread over not more than 3 calendar months:

Deliverables

The production company is expected to give the following deliverables:

1. A playlist of 15 videos each under 3 minutes long (to be advised by the number of methodologies & other information communication needs & learning outcomes).
2. Each video will be rendered in 4K, with a lower resolution rendering for uploading on social media.

Approach

1. Use a tone that is informative, engaging, interactive, and authoritative.
2. Use a creative approach to keep the viewer engaged throughout the video.
3. The language should be educative, clear, simple, and concise to pass the message across in a way that farmers and the public can understand.
4. The videos will also be translated into Swahili and English, for better understanding by farmers. Swahili translation to be done as voice overs and English translation to be done as subtitles.

Note: The provider is to carry out the project keeping in mind that we shall have a QR code feature for the videos on a pamphlet that takes one directly to the video when scanned.

Timeline

The consultant deliverables are expected to be finalized in not more than a period, consisting of 40-60 working days, to be completed before December 2023, with the following milestones:

Milestone 1

Assess Vi Agroforestry’s existing SALM manual to see how best to translate the written content into audiovisual format. Out of this, develop a concept that will be basis for discussing the ideas with Vi Agroforestry.

Milestone 2:

Using the agreed concept, develop and deliver a preproduction plan including the expected location, cast, crew and method of capturing the video and audio. All the videos will be filmed on location with live videorecording and animation to be used for illustration purposes to show elements that cannot be captured by video.

Milestone 3a:

Travel to the various locations spread over East Africa to capture videos of the different farming methodologies.
Milestone 3b:
Produce selected animation.

Milestone 4:
Carry out post-production: video editing, sound design, graphic design and other elements for the final output.

Qualifications
The consultant should have the following qualifications:

1. Experience in producing educational content: The ideal consultant should have a proven track record in creating educational videos that are engaging and informative.

2. Understanding of sustainable agriculture practices: The consultant should demonstrate understanding of Agroforestry and Sustainable Land Management (SALM) practices in order to effectively communicate their benefits and techniques to farmers and partners.

3. Video production expertise: The consultant should have the technical expertise to produce high-quality videos, including live-action and animation, that are visually appealing, clear, and concise.

4. Language skills: The consultant should have the ability to communicate effectively in English, as well as the ability to translate the videos into Swahili or English, for better understanding by farmers.

5. Project management skills: The consultant should have the ability to manage the project effectively, including planning, coordination, and timely delivery of the various milestones.

6. Familiarity with the region: The consultant should have knowledge of the regions where Vi Agroforestry operates, including the cultural and environmental context of the farming practices. This will help ensure that the videos are relevant and relatable to the local farmers.

7. Access to equipment and resources: The consultant should have access to the necessary equipment and resources, including cameras, lighting, and editing software, to produce high-quality videos.

Application:
Qualified consultants (or consultant teams) are invited to bid with technical and financial proposals including their timeline and budget. The proposals should also include.

- Three references (with contact information) from previous clients
- Curriculum vitae (CV) of the consultant (or consultant teams). The CV should include details on engagements carried out by the consultant(s), including ongoing assignments
indicating responsibilities assumed, qualifications and experience in undertaking similar assignments. If you will be working as a team of consultants, include the CV for each team member.

- The period when the consultant (or consultant team) is available to undertake the assignment.

Submission of bids

Bids shall be sent to the following electronic mail: procurement.roea@viagroforestry.org

(NB/MAIL SUBJECT HEADING: Farming Methodology Tutorial Films)

The deadline of submission is 22nd August 2023. For more information contact: David Maeri: david.maeri@viagroforestry.org