



Vi Agroforestry



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Terms of References for Smallholder Coffee Development Project Video Documentary

1. Introduction

Vi Agroforestry, a Swedish Development Organization, leads the charge in enhancing smallholder farmer livelihoods through innovative practices like agroforestry and sustainable agriculture land management (SALM). With over 40 years of dedicated work in East Africa, particularly in communities around the Lake Victoria Basin in Kenya, Uganda, Tanzania, and Rwanda, we've planted over 148 million trees and uplifted the lives of 2.4 million individuals.

Beginning as a tree planting initiative in 1983, we've evolved into an expert organization, collaborating with local partners to implement holistic agricultural development projects. Through agroforestry, where trees are integrated with crops and livestock, we enhance soil fertility, crop diversity, and farmer incomes while fostering biodiversity and climate resilience.

Our expertise in agroforestry, climate change adaptation, and mitigation is complemented by a focus on human and environmental sustainability. Operating in Kenya, Tanzania, and Uganda, we strategically prioritize areas where we can make the most significant impact, guided by criteria such as climate vulnerability and resource availability.

At Vi Agroforestry, we are committed to combating poverty and climate change, empowering communities, and building a sustainable future for generations to come.

2. About CODE P

Coffee serves as a cornerstone of Tanzania's agricultural exports, contributing 14.1% to the total export value and generating an annual revenue of US\$100 million. This sector directly supports over 400,000 smallholder farming households, which account for 90% of Tanzania's coffee production, benefiting approximately 2.4 million individuals.

Despite favorable conditions in the Southern Highlands, including Mbeya, Songwe, and Ruvuma, coffee productivity remains low, averaging 0.748 tons per hectare compared to 1.8 kg per tree in the Western regions. Challenges include low quality and productivity, limited access to inputs, poor agronomic practices, and market volatility, particularly affecting women, and youth.

In response, Vi Agroforestry, along with its co-applicants (TaCRI, Cafe Africa, ANSAF, and BRAC International), initiated CODE-P. Funded by the European Union and SIDA, CODE-P targets 24,000 smallholder farmers, including 12,000 youth, by May 2024. It aims to improve livelihoods, enhance food security, and promote sustainable practices, addressing challenges and fostering resilience against climate change. The project is being implemented through a value chain approach, considering all value chain actors in every value chain node.





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One key aspect of CODE-P is the production of a video documentary to inform donors and stakeholders about its impact and spark discussions on scaling its innovative approaches across Tanzania's coffee value chain. Vi Agroforestry seeks consultancy to produce this documentary, focusing on showcasing CODE-P's impact in the Ruvuma, Mbeya, and Songwe regions.

3. Objectives of the Video Documentary

The primary objectives of the video documentary include:

- To showcase the impact of CODE-P on smallholder coffee producers in the Ruvuma, Mbeya, and Songwe regions.
- To highlight success stories, challenges, and lessons learned during the implementation of CODE-P.
- To raise awareness about the importance of sustainable agriculture, agroforestry, and the coffee value chain in Tanzania.
- To provide stakeholders, including donors, government bodies, and beneficiary communities, with insights into the achievements and future potentials of CODE-P.

4. Scope of Work

The consultancy will involve the following tasks:

- Conducting interviews with key stakeholders and value chain actors, including smallholder coffee farmers, cooperative leaders, project partners (lead and co-partners), processors, input suppliers, bankers, coffee buyers, regulatory board (TCB) and local government officials.
- Capturing footage of project activities, including training sessions, coffee cultivation practices, post-harvest processing, and market linkages.
- Editing the video footage to create a compelling and informative documentary, adhering to professional standards of storytelling and visual presentation.
- Incorporating graphics, maps, and other visual elements to enhance understanding and engagement.
- Providing English subtitles for any interviews conducted in local languages and vice versa.
- Delivering a final edited video documentary, along with raw footage and project documentation used in the production process.

The hired consultant will be accompanied by the CODE Project coordinator and a Communication Officer from Vi Agroforestry to visit project regions for the execution of the assignment and overall supervision.



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5. Requirements

The consultancy firm must meet the following requirements:

- Demonstrated experience in producing high-quality video documentaries, preferably in the field of agriculture or rural development.
- Proficiency in videography, video editing software, and graphic design.
- Familiarity with the coffee value chain or agricultural development context in Tanzania.
- Ability to work collaboratively with project stakeholders and adhere to project timelines.
- Excellent communication skills and attention to detail.

6. Deliverables

The following deliverables are expected from the consultancy:

- A full HD video documentary showcasing the impacts of the CODE-P project on Tanzanian farmers (10-15 minutes).
- Provide high-definition raw footage of project stakeholder interviews and activities, including English subtitles for interviews conducted in local languages.
- Documentation of the production process, including scripts, shot lists, and graphics.
- A report outlining key insights, challenges, and recommendations to enhance project visibility in the future.
- A pair of one-minute social media videos featuring both a female and male small-scale farmer discussing their success journey under CODE-P, shot in Full HD resolution (1290 x 1080).
- A collage of pictures captured during the documentary for office use, including fundraising events and publications.
- A portrait story of a female small-scale farmer (approximately 3,000 characters), highlighting her journey, challenges, and successes under CODE P, emphasizing the project's impact on her life and agricultural practices. This deliverable should be accompanied by five portrait stills showcasing her on field and/or home setting.

7. Timeline

The consultancy is expected to be completed within 25 days from the commencement date, with a tentative start date of May 1st, 2024, and a completion date of May 25th, 2024.



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8. How to express interest in this assignment

Interested consultants should email their proposals to tanzania@viagroforestry.org with the subject line **"Application for Video Documentary Consultancy - CODE-P"** by April 23rd, 2024.

Proposals should include:

- Detailed proposal outlining approach, methodology, and timeline.
- Curriculum Vitae (CV) or resume.
- Portfolio of previous work (at least 3). *If the file is larger than the limits, consider sharing a downloadable link.*
- Financial proposal.

9. Selection Criteria

Proposals will be thoroughly evaluated based on the following criteria:

No	Award criterion	Weighing 100%
	Quality criteria	Totaling 80%
1.	Demonstrated experience in producing video documentaries	30%
2.	Understanding of the coffee value chain or agricultural development context in Tanzania	20%
3.	Quality and feasibility of proposed methodology	20%
4.	Previous experience in a similar assignment with an international organization.	10%
	Price criteria	Totaling 20%
5.	Financial proposal.	20%



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10. Copyright and Intellectual Property Rights:

- **Ownership:** All materials, including but not limited to video footage, interviews, scripts, graphics, and documentation produced as part of this consultancy, shall be the property of VI agroforestry.
- **Usage Rights:** VI agroforestry shall have the exclusive rights to use, reproduce, distribute, and display the materials produced under this consultancy for promotional, educational, or other purposes related to the CODE-P project, both online and offline.
- **Third-party Materials:** The consultancy shall ensure that all third-party materials used in the production of the video documentary, such as music, images, and graphics, are properly licensed for use and do not infringe upon any copyrights or intellectual property rights.
- **Attribution:** Any third-party materials used in the video documentary shall be properly credited and attributed in accordance with the terms of their respective licenses.
- **Confidentiality:** The consultancy shall maintain the confidentiality of all sensitive information obtained during the project, including but not limited to personal data of project stakeholders and proprietary information of VI agroforestry.
- **Non-disclosure:** The consultancy shall not disclose or share any project-related materials or information with third parties without prior written consent from VI agroforestry.
- **Indemnity:** The consultancy shall indemnify and hold harmless VI agroforestry against any claims, damages, or liabilities arising from the infringement of copyright or intellectual property rights by materials produced under this consultancy.
- **Duration:** The terms of this copyright and intellectual property rights agreement shall remain in effect indefinitely, even after the conclusion of the consultancy.

11. Declaration of Relationships

Applicants must disclose any existing business or personal connections with Vi Agroforestry, including affiliations with current or former employees, contractors, consultants, or collaborators, as well as familial or social ties that may influence their application or involvement in the consultancy.

12. Conclusion

Vi Agroforestry looks forward to receiving competitive proposals from qualified consultants interested in undertaking this significant assignment. The successful consultancy will play a crucial role in documenting the impact of CODE-P and promoting sustainable agricultural practices in Tanzania.