



Vi Agroforestry

Terms of Reference - Consultancy/Training for Vi Agroforestry Communication Staff Capacity Building October 2024

Background

Vi Agroforestry is committed to enhancing the communication skills of its staff to effectively promote sustainable agricultural practices and agroforestry initiatives. This training aims to build the capacity of communication staff in the region to improve outreach, advocacy, and stakeholder engagement, with a specific focus on photography, photo-editing, and videography for impact storytelling.

Summary

This consultancy/training will focus on enhancing the communication skills of Vi Agroforestry staff in Tanzania, Kenya, and Uganda. The training will cover various aspects of visual storytelling techniques, including photography, photo-editing, and videography, to ensure effective dissemination of information and engagement with stakeholders. The workshop will be a 3-day event from October 1-4, 2024, to be hosted by Tanzania country office and will include a field visit to capture real-life case stories.

Objectives

- To improve the overall visual storytelling skills of Vi Agroforestry staff.
 - To enhance the ability of staff to capture and edit compelling photos and videos.
 - To strengthen impact storytelling for increased visibility and stakeholder engagement.
- To develop strategies and promote knowledge sharing and collaboration within the Comms team
- To provide practical tools and techniques for effective visual communication.

Scope of Work

- Conduct a needs assessment to identify specific training requirements in photography, photo-editing, and videography utilizing the previously carried out survey and meeting between Vi Agroforestry communication staff.
- Develop a comprehensive training program tailored to the needs of Vi Agroforestry communication staff.
- Deliver a 3-day workshop, including fieldwork, to capture a real-life case story with four Vi Agroforestry staff (one from Kenya, one from Tanzania, and one from Uganda).
- Provide hands-on exercises and practical examples to reinforce learning.



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- Evaluate the effectiveness of the training and provide recommendations for further improvement.

Deliverables

- Needs assessment report.
- Customized training program and materials.
- Training sessions conducted, including fieldwork.
- Evaluation report with recommendations.

Approach

The consultant will adopt a participatory approach, engaging with Vi Agroforestry staff to understand their specific needs and customize the training accordingly. The training will include interactive sessions, practical exercises, and real-life case studies to ensure effective skill acquisition and application.

Timelines

- Needs assessment: September 26, 2024 (morning)
- Development of training program: September 27, 2024 (afternoon)
- Training delivery: October 1-4, 2024 (including fieldwork)
- Evaluation and reporting: October 5-7, 2024

Qualifications

- Proven experience in communication training and capacity building, specifically in photography, photo-editing, and videography.
- Expertise in visual storytelling for impact.
- Strong facilitation and training skills.
- Experience working with non-profit organizations, preferably in the agricultural or environmental sector.
- Excellent communication and interpersonal skills.

Bid Submission Requirements



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- A technical proposal detailing the interpretation of the Terms of Reference (T.o.R) and a detailed proposed methodology.
- A CV of the consultant (and team members, if applicable) or a profile of the consultancy firm, highlighting previous relevant experience and the capacity of staff to be engaged.
- A detailed financial proposal in Tanzanian Shillings (TZS), indicating the cost required for the work not exceeding 7,000,000 TZS

The contract will be awarded based on the most favorable bid, evaluated both technically and financially.

--- **How to express the interest**

Send an application letter specifying by email to Tanzania, Vi Agroforestry Country Manager through tanzania@viagroforestry.org and copy: khalid.ngassa@viagroforestry.org By COB 20th September 2024.

The expression of interest should include:

- Your CV
- Expressions of interest and brief concept note with an indicative reasonable proposed fees/cost, maximum of 4 pages.

NB: Vi Agroforestry will cover transportation and accommodation costs.

Expected time for execution: Early October 2024.