



# ***Eastern Africa Farmers Federation***

## **Expression of Interest**

(By the consulting firm in response to the REOI issued  
by the procuring entity)

For

*Developing Video Documentary on e-GRANARY project covering various aspect of e-GRANARY products and solution usage and interaction with key stakeholders – farmers, service/product providers, local government*

Ref No: ***GASFP/2.2/22***

**Issue Date: 22/12/21**



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## ANNEX 1

### PRELIMINARY TERMS OF REFERENCE

**Consulting Services for Developing Video Documentary on e-GRANARY project covering various aspect of e-GRANRY products and solution usage and interaction with key stakeholders – farmers, service/product providers, local government.**

#### **1. Client**

The client for this assignment is Eastern Africa Farmers Federation (EAFF)

#### **2. Country background**

In Uganda and Rwanda, where half of all exports are agricultural, crop yields are low, but the public and private sectors are collaborating to improve agricultural production and make it easier for farmers to do business. E-GRANARY would like to bring visibility to this sector in a bid to attract more investments and support from all stakeholders

#### **3. Background on project**

EAFF with the support of key partners, founded a mobile platform called e-GRANARY. The platform is outfitted with numerous features destined to help connect smallholder farmers to markets, secure access to quality certified seeds and finance to fund their activities.

The overall intention of the GASFP MMI project is to scale out e-GRANARY's innovative ICT mobile technology to facilitate product aggregation, provide timely weather and extension advice, digitize and deliver different loan products to farmers and allow for close monitoring of agricultural campaigns. It is in line with EAFF new strategic plan 2020-2028; whose major thrust for EAFF is for commercially viable smallholder farming units.

Project components:

Component 1: Access to Services: Registration campaign, platform establishment, partnership development, roll out of products. Specifically, this component wants to achieve:

Component 2: Capacity Building and Knowledge Management:

#### **5. Overall objectives**

The Project Goal is to improve the income and living standards of participating e-Granary smallholder farmers in Tanzania, Uganda and Rwanda.

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The Project Development Objective is to increase productivity and profitability of participating E-Granary farmers.

**Anticipated project outcomes include:**

- E-granary platform will be working with 50,000 smallholder farmers registered onto the e-Granary;
- Smallholders will have increased market access - 22,000 MT of product worth >7M USD sold on the market by smallholder farmers;
- Smallholders will have increased access to financial services - 16,700 small holder farmers receive credit on their mobile phones;
- Smallholders will have increased access to extension services - 22,000 small holder farmers' access agriculture extension services via mobile phones.

**6. Objectives of the assignment**

EAFF is seeking the services of a video producer to develop a video documentary for e-Granary process. The documentary is expected to show the different steps taken throughout the process, and also include interviews with key players in the process.

The objectives of the video are two-fold:

- i. To serve as a visibility tool for EAFF and e-Granary, showcasing what was done ( being done); achieved; highlighting best approaches, best practices, achievements and real impacts in the countries focal areas of the project funded by GAFSP through IFAD
- ii. To serve as a learning tool for EAFF, membership, other stakeholders explaining the processes of e-Granary.

Specific objectives are:

- a) To produce one overall project video documentary not more than 20 minutes long.
- b) To prepare script and narration for overall project documentary
- c) To compose/include background music for documentary; if required
- d) Capture necessary video footage of different e-GRANARY product usage activities
- e) To narrate and edit raw video footage for producing final video

**7. Scope of work**

Under the direct supervision of the e-Granary COO, the service provider will be required to do the following:

1. Develop the documentary film's overall concept and scenario;
2. Interview selected participants for the film who will include project grantees and beneficiaries, EAFF, e-Granary Staff, private sector partner (including buyers, financiers, input suppliers, transporters);

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3. Visit 5 selected project sites and interact with the local communities/beneficiaries who have been impacted by the GAFSP-supported projects to get context. The project sites will be selected in, Rwanda and Uganda
  4. Develop the documentary script and storyboard to be used in the film;
  5. Perform appropriate video filming and shoot interviews with the projects' beneficiaries and stakeholders;
  6. To translate the project beneficiaries' voice into French/English for subtitles
  7. Present a draft documentary and a programme booklet to e-Granary COO for comments on contents
  8. Produce one final documentary film in DVD of min 20 minutes long

Approach:

EAFF expects to adopt the following flexible approach, to achieve the objectives of this assignment:

- Meetings with the EAFF team: The video producer will hold several meetings with the EAFF team to address the objectives of this assignment.
- Visiting the relevant sites: The video producer will visit all the relevant locations with the intention of capturing the relevant video footage.
- Provision of background material from EAFF: EAFF will provide the video producer with all the relevant background material to assist the producer develop the story.

#### **8. Capacity building and transfer of knowledge**

None

#### **9. Reports and schedule of deliverables**

Deliverables:

The main deliverable for the assignment is a video documentary, of not more than 20 minutes.

1. Submit a storyboard and script for the documentary for approval before filming
2. Present draft documentary and human stories for comments
3. Produce an edited Video Recording of the scenarios captured, and the footage of the recorded stories.
4. Provide the master file of all the shoots before editing.
5. Present a complete 15-20-minute documentary film version and 90-120 second 5 human stories
6. Present one 2-3 minutes of highlights of documentary

#### **10. Consultant's qualifications and experience**

Key expert 1: Team leader

##### **Qualifications and skills**

Degree in Journalism, Media Studies, or related field.

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Minimum of Five (5) years' documented work experience in the area of film/reportage/documentary writing, producing, directing and editing (with portfolio to support the experience)

Ability to operate under strict time limits and apply high production and technical standards for the purpose of maintaining high level of professionalism;

Excellent writing and editing skills

### **General professional experience**

Local Knowledge of the all regions in Rwanda and Uganda particularly e-GRANARY project areas.

Excellent attention to detail.

Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

### **Specific professional experience**

Extensive experience in producing development work related documentaries for international organizations with the aim of reaching both local and international audiences

Ability to communicate and conduct interviews in English, Swahili and French/Kinyarwanda

Excellent technical capacities to ensure smooth and high quality production

Access to highest quality filming, light, sound and editing equipment.

### Key expert 2:

Qualifications and skills

- Degree in Journalism, Media Studies, or related field.
- Minimum of three (3) years' documented work experience in the area of film/reportage/documentary writing, producing, directing and editing (with portfolio to support the experience)
- Ability to operate under strict time limits and apply high production and technical standards for the purpose of maintaining high level of professionalism;
- Excellent writing and editing skills

General professional experience

- Local Knowledge of the all regions in Rwanda and Uganda particularly e-GRANARY project areas.
- Excellent attention to detail.
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability

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### Specific professional experience

- Extensive experience in producing development work related documentaries for international organizations with the aim of reaching both local and international audiences
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- Excellent technical capacities to ensure smooth and high quality production
- Access to highest quality filming, light, sound and editing equipment.

### **11. Location and period of execution**

The Consultant should complete the task within 60 days from signing of the contract. The Consultant will propose a detailed work plan schedule which will be finalized later with e-GRANARY.

Expected timeline:

1. The contractor shall commence the work as soon as possible, immediately upon signing contract.
2. A detailed timeline, work plan and draft outline should be submitted within 14 days.
3. A detailed budget and shooting schedule should be provided prior to commencing filming.
4. The rough cut of every phase of the documentary should be provided to Executive Producer, i.e. e-GRANARY COO for review, comments and approval.
5. The final product i.e. the movie as well as all the raw material and project files, should be delivered to EAFF on an external HDD no later than December June 2<sup>nd</sup> 2021.

### **12. Project coordination**

E-GRANARY Out growers Manager Office shall be responsible for managing supervision of the consultant and administration of the contract

### **13. Services and facilities to be provided by client**

- Identify thematic areas for documentation
- Organize a coordination meeting
- Provide feedback when and where necessary
- Payment to the consultant as per agreement
- Give inputs to draft and finalize videos

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**14. Services and facilities to be provided by the consultant**

- To hold preparatory discussion with EAFF team about the preparation of videos
- To prepare script and narration for overall project documentary
- To capture video footage as agreed with EAFF team and as according to the prepared script
- To record narration and prepare background music for the videos
- To translate the project beneficiaries' voice into subtitles in English/French/Kinyarwanda
- To prepare draft videos documentaries and submit it to EAFF for final feedback before the deadline of the contract.
- Finalize the videos as according to the feedback provided by the EAFF team.
- To manage all necessary tools and equipment including tapes, DVD etc.

The Consultant will be responsible to arrange his/her own travel/accommodation etc. to shoot the different

## ANNEX 2

### Qualification and Evaluation Criteria

*[Insert criteria related to required qualifications and experience of the firm, such as core business and years in business, relevant experience, technical and managerial capability of the firm. The qualifications and experience of key experts shall not be included in the shortlisting criteria as the shortlisted firms will be asked to submit a detailed technical and financial proposal which is then negotiated.]*

***[Sample below]***

| Item  | Criteria   | Points           |
|---|--|------------------|
| For specific experience, evidence shall include successful experience in the execution of <b>at least 2 projects</b> of a similar nature and scope of works during the <b>last 10 years</b> . |  |                  |
| <b>A.</b>   | <b>General experience</b>  | <b>30</b>        |
| i   | General experience: Firm has been in existence for 10 years  | 10               |
| <b>B.</b>   | <b>Specific experience</b>   | <b>70</b>        |
| i   | Experience in setting up a data archiving and retrieval system   | 15               |
| ii  | Experience in designing and implementing capacity building and organizational information systems for public or non-profit organizations in developing countries | 40               |
| iii   | Experience in data validation and verification procedures  | 15               |
|   | <b>Total Points</b>  | <b>100</b>       |
|   | <b>Minimum points required to pass</b>   | <b>70 points</b> |