



Scope of Work

Firm or Individual:	Firm
Program:	GIZ DAA II Program
Scope of Project:	Supporting development of climate smart video clips for use across multiple partners and platforms
Country:	Kenya
From:	1st August 2023
To:	15 th November 2023
Task manager:	Agrifin Agriculture Manager

Program Context

Nearly one and a half billion poor people live on less than US\$1.25 a day. One billion of them live in rural areas where agriculture is their main source of livelihood¹. An estimated 70 million SmallHolder Farmers (SHF) live in Sub Saharan Africa, over half of whom are women². Smallholders, who typically farm two hectares or less, provide over 80% of the food consumed in a large part of the developing world, contributing significantly to poverty reduction and food security³. However, increasing fragmentation of landholdings, especially in infrastructure, coupled with reduced investment support, growing competition for land and water, rising input prices and climate change threaten this contribution, leaving many smallholders increasingly vulnerable.

Given increasing world populations and demand for food, SHFs occupy an important segment of the global agricultural value chain⁴. Multinational buyers will increasingly rely on smallholders to secure their supply of commodities and to help satisfy consumer sustainability preferences⁵. At an estimated \$450 billion, the global demand for smallholder agricultural finance is large—and largely unmet. Credit provided by informal and formal financial institutions, as well as value chain actors, currently only meets an estimated USD 50 billion of the more than USD 200 billion need for smallholder finance in the regions of sub-Saharan Africa, Latin America, and South and Southeast Asia⁶. Impact driven smallholder agricultural lenders, such as Root Capital in Kenya and elsewhere, currently satisfy less than two percent of the demand.⁷ The volume and value of savings, lending and payment transaction SHFs in most African countries is not specifically measured.

Transformational Potential of Agriculture

Agriculture has been found to play a powerful role in poverty reduction, especially when agricultural development has focused on small farms grow. It is estimated that a 1% increase in crop productivity reduces the number of poor people by 0.72% in Africa.

Mobile phones are a powerful tool to access the electronic national retail payments system and enable vast numbers of clients to use a range of financial and informational services at lower cost. In agriculture, progressively more services are being delivered via mobile phone and as it was revealed in the 2015 Farmer Benchmark and Payment Study, 92% of the respondents owned at least one mobile phone. Applications such as iShamba and Arifu direct specific, timely information on agricultural production methods to farmers through their mobile phones. Moving beyond one-to-one communication, M-Farm is an Internet- and SMS-based service in Kenya that allows farmers to aggregate; it publishes wholesale price information on 42 crops and provides a platform for smallholders to collectively sell crops and buy inputs, thereby lowering costs and accessing new markets.

GIZ DAA Program Overview

Mercy Corps is a leading global organization powered by the belief that a better world is possible. In

¹ IFAD, Smallholders, food security, and the environment, 2013

² IFAD, "Sub-Saharan Africa: The state of smallholders in agriculture", Schonberger and Delaney 2011.

³ Peck, Anderson, "Segmentation of Smallholder Households: Meeting the Range of Financial Needs in Agricultural Families", CGAP Focus Note #85, April 2013.

⁴ Dalberg, 2013

⁵ Dalberg, 2013

⁶ MasterCard Foundation, "Inflection Point: Unlocking growth in the era of farmer finance", April 2016

⁷ Dalberg, 2013



disaster, in hardship, in more than 40 countries around the world, we partner to put bold solutions into action — helping people triumph over adversity and build stronger communities from within.

Home to a population of 1.2 billion, African countries are now faced with the challenge of how to swiftly and effectively scale preventive approaches to reduce the immediate and unprecedented risk that COVID-19 poses to people's health and further the short and Long-term negative implications to existing markets, livelihoods and food systems. **Mercy Corps AgriFin (MCA) GIZ DAA programming** builds on six years of engagement with more than 150 private and public sector partners across Africa to design, test and scale digitally enabled products and services for African's smallholder farmers, who make up 60-70% of populations across Sub-Saharan Africa and produce nearly 80% of its food. Working across Kenya, Tanzania, Nigeria, Ethiopia, Zambia, Zimbabwe and Uganda, AgriFin and its partners reach more than 5.6 million smallholders registered for information and training, financial services, links to inputs, markets and precision agricultural services. AgriFin also reached more than 16 million farmers in 2020 with direct digital support information and citizen reporting services for COVID-19 and Desert Locust.

Sprout, The Open Content Agriculture Platform, a project of Mercy Corps Agrifin (MCAF), aims to provide a content marketplace/exchange for expert content developers to offer high quality digital-ready, farmer-friendly content that can be used free of charge by content distribution partners. The goal of Sprout is to enable MCAF partners to cost effectively, acquire and use this content is to build productivity, earned income and resilience of farmers at scale.

Purpose of Engagement

Currently, there exists a shortage of climate smart training materials for small-scale farmers. The proposed solution to this shortage of accessible climate smart training materials is to work with a popular and trusted brand amongst smallholder farmers to document and develop video training materials, photography on a selected farm on climate smart agriculture, designed for smallholder farmers.

The delivery of the short climate smart training videos and photos will be innovative, in that these materials will be made available on multiple farmer-facing digital channels (YouTube, Facebook, WhatsApp) as well as through SPROUT – Mercy Corps's Agrifin open content for agriculture platform in development by FtMA, Mercy Corps AgriFin and others. Following AgriFin's work done on COVID-19 and desert locust emergency response in 2020, there is evidence that digital channels such as Facebook groups and WhatsApp can reach hundreds of thousands of smallholder farmers with rich media. Farmers have been known to learn best through learning from other farmers' activities. The photos and videos from farmer service centers as well as other farmer-based organizations will be documented and disseminated through various channels to reach as many as 300,000 farmers on Climate Smart Agriculture.

Conservation agriculture, agroforestry, biodigesters among other climate smart agriculture technologies are relatively new to a lot of smallholder farmers. Therefore, trainings especially through pictorial and videos will come in handy in creating awareness on climate smart agriculture. Video, as a means of training smallholder farmers is a proven method of reaching and impacting farmers. In Series 10 of Shamba Shape Up, 93% of surveyed farmers who viewed the latest series claimed to have made a change which they attributed to the programme. As a result of the changes they made, almost two-thirds (63%) reported better yields and incomes.

Scope of work

The main role for the firm will be to work with their existing technical farmer-based organizations to document and develop high quality photos and videos on the major aspects of climate smart agriculture. The AgriFin team will play a critical role in support of the design and development of the scripts and selection of content to be covered in the videos, as well as the design of monitoring and reporting methods.



The project seeks to create multiple short video clips and photos that will educate smallholder farmers on important climate smart agriculture practices and solutions and will be accessible via multiple digital channels. The video material will be taken from the partners farmer-based organizations currently implementing the CSA approaches including Conservation Agriculture, agroforestry, biodigesters, postharvest loss technologies among others in Kenya. The engagement aims to reach 200,000 farmers targeted by FtMA as well as another 100,000 farmers the following year.

Under this engagement AgriFin will cater for the costs of producing videos and still camera hire, travel and accomodation for the video crew, narration and voice overs, translation into local languages. The partner will cover dissemination costs for the content developed to reach 200k farmers as below

Description	Quantity
Activity 1: CA & AF Documentation	
Conservation Agriculture. (Practices to show case min. tillage, cover crop, crop rotation)	4 FSC/farmer in the clusters
Agro forestry	4 FSC/farmer in the clusters
Agroforestry nursery operator running an agrofore	4 Youth /women in the clusters
Integrated Soil Fertility Management (ISFM)	2FSC/farmer in KIHOMI, BUSIBUKA and Central Rift
Collaboration with organic input partners	2FSCs, 1 farmer and 1 private sector partner
Integrated Pest Management (IPM)	2 partners, 2 FSCs/ farmers in the cluster
Sunculture	1 farmer and 1 FSC
Biogas	1 FSCs/farmer in Meru/ Migori

The 1-2 min videos and photos should of highest quality publication standards.

The main activities will be:

1. *July-August* – contracting and finalize project workplan.
2. *August-September*– design and finalization of video scripts and storylines, video creation. They should be Farmer-friendly, high-quality video clips on climate smart agriculture in a format that is easily shareable on digital channels or platforms including SPROUT, YouTube, Facebook, WhatsApp
3. *Sept- November*- Dissemination & promotion via digital channels and monitoring and tracking video consumption across different channels.

Deliverables

The Firm will work to produce the following deliverables, in close collaboration with the AgriFin teams:

1. **Inception report document:** The document will include the finalized workplan on the video / storylines, photos focused on smallholder-relevant climate smart agriculture practices, with a strong focus on female smallholders. Also, the marketing/promotion plan for the videos across different channels, including 'social media kits' (e.g. suggested text to use when posting the videos).



- 2. Final work product:** The final report will include the video scripts, sample photos captured and an analysis on usage/ consumption of videos during the project, as well as methodology for tracking ongoing usage (e.g., number of views/ downloads etc.).

The firm will be requested to join in relevant AgriFin team coordination meetings and with partners to update on progress, coordinate program implementation, and flag any issues to be addressed.

Performance period October to 1st August 2023 to November 15th 2023

Deliverable #	Deliverable Description	Estimated Deliverable Due Date
1.	Inception report that will entail a detailed document which includes the finalized breakdown workplan methodology on the video / storylines, photos focused on smallholder-relevant climate smart agriculture practices, with a strong focus on female smallholders. Also, the marketing/promotion plan for the videos across different channels, including 'social media kits'	22nd August 2023
2.	The final report will include the video scripts, sample photos captured and an analysis on usage/ consumption of videos during the project, as well as methodology for tracking ongoing usage (eg. number of views/ downloads etc). This will include the relevant links for the videos, scripts and photos.	10 th Nov 2023

Required Skills and Experience

- > 3+years or more of proven track record and experience to create creative and captivating storytelling materials [attach links/videos/blogs samples available] specifically for smallholder farmers in Africa.
- > Ability to create series of storytelling material through videography, print and social media platforms, specifically for smallholder farmers in Africa.
- > Proficiency in social marketing management experience
- > Demonstrable strong proofreading and editing skills.
- > Demonstrated proficiency in planning, generating and editing original video/photography content for digital communications channels.
- > Creativity and resourcefulness.
- > Ability to work as part of a multidisciplinary team with a strong sense of teamwork.
- > Ability to plan and execute digital creative projects on time and on budget.

Ownership/Control of Work Product/Publication

Matters relating to ownership and control of work product and publication of materials produced during the course of this engagement are addressed in the main contract agreement entered into between Mercy Corps and the partner for performance of services for the GIZ DAA Program.



Authorship and Acknowledgement

Matters relating to authorship and acknowledgment of any materials produced by the partner during the course of this engagement are addressed in the main contract agreement entered into between Mercy Corps and the firm for performance of services for the GIZ DAA Program

Task Manager/Coordination/Reporting

The Firm will work under the management of the Project Lead. Final invoices will be approved by the Mercy Corps Agrifin Program Director

All the Interested bidders should send their applications to:
agrifinprocurement@mercycorps.org by the close of business on the 27th of July 2023.