

TERMS OF REFERENCE:

CONSULTANCY TO PROVIDE TECHNICAL SERVICES TO AFAAS FSH AS VIDEOGRAPHER AND EDITOR ON INSTITUTIONALISING THE FFS METHODOLOGY IN INSTITUTION OF HIGHER LEARNING

Contract No. AFAAS/FAO/CQS/2020/0012

AFAAS/FAO LOA 2019 (Activity 1.7 Human Resources input)
(Item 7 of the Approved PP 2020)

1. General Background

African Forum for Agricultural Advisory Services (AFAAS) is a Continental body that brings National Agricultural Extension and Advisory Services (AEAS) under one umbrella. The AFAAS' goal is "Enhanced utilization of improved knowledge and technologies by agricultural value chain actors to catalyze sustainable inclusive agricultural development to feed and create prosperity for Africa". AFAAS is currently hosting the Eastern Africa Field School Support Hub (FS-Hub). The Hub enables: FS actors to have access to quality information on FS and are actively engaged in peer networking and knowledge sharing; Enhanced levels of institutionalization, in policy and practice of the FS approach in the region. The FS-Hub is rooted in the Field School (FS) approach. The FS approach provides a platform at community level for putting in practice client-driven and participatory advisory services linking technology innovation with indigenous knowledge to enhance food security of vulnerable communities. The last years have seen a rapid expansion of the FS approach (Farmer Field Schools, Pastoralist Field Schools and other adaptations) in the Eastern Africa sub-region accompanied with increasing demand for knowledge management, sharing and quality control. The FSH vision is to see "Farmers and Agro-pastoralists transforming their livelihoods". While the mission is to be a leading regional center of excellence for quality FS implementation" in the Eastern Africa Region. AFAAS with the support of the Food and Agriculture Organization of the United Nations (FAO) and other donors is facilitating FS networking and technical support to FS initiatives in 11 countries, namely; Burundi, Ethiopia, Eritrea, Djibouti, Kenya, Rwanda, Somalia, South Sudan, Sudan, Tanzania and Uganda. The envisaged support is targeted on enhancing quality assurance for FS implementation and knowledge sharing on FS good practices and innovations.

Context

- The Farmer Field School (FFS) approach was developed by FAO and partners nearly 25 years ago as an alternative to the prevailing top-down extension method. At a national and regional scale, the list of FFS topics continues to expand. The learning-by-doing approach promotes farm-based experimentation, group organization and local decision-making. Countries are expressing strong interest in Field School (FS), in scaling-up existing FS initiatives, and integration of FS in national policies, strategies and programmes.
- Considering the expansion of FS – both in terms of numbers of FS and geographic scale of application of the approach – concerns have emerged about how to best ensure a minimum level of quality of FS programme implementation and harmonization across programmes and actors, while still maintaining the flexibility required for the continuous adaptation and improvement of the approach. Quality aspects of the FFS programme design and implementation have become diluted in the process of rapid growth and change. The potential of the FFS approach is increasingly recognized, but the key elements required for a quality FFS programme are often neither understood nor met.
- The state of mainstreaming FS within national extension systems varies highly, and the integration of FS knowledge in mainstream institutions of higher learning (IHLs) has been minimal. This has created a mismatch where the knowledge among extension graduates has not matched the level of FS expertise required of them once they begin their professional careers in the field. This TCP has bridged this space between MOA and IHLs in order to enhance harmonized, systematic capacity building of the future cadre of FS actors, which will translate to quality and more client-oriented agriculture extension service delivery.
- As a stakeholder in the efforts to enhance the institutionalization of the FFS methodology in institutions of higher learning, the FAO Sub-regional Office for Eastern Africa intends to develop an instructional video on how academicians can lead the process of institutionalizing the methodology into selected institutions of higher learning. The short film will involve FAO supported institutions of higher learning and stakeholders who will share guidance on the process of institutionalizing the Farmer Field Schools methodology in institutions of higher learning, particularly academic institutions like universities and colleges.

- As a key Stakeholder in the efforts to enhancing FFS, FAO Sub-regional Office for Eastern Africa intends to develop a short video to showcase the positive impacts of FFS institutionalization in IHLs in Eastern Africa. The short film will involve IHLs, FFS groups and other stakeholders involved in the institutionalization process and believe in the positive changes that they witnessed because of the institutionalization process.
- The video will be distributed globally to any individual, institution or organization interested in the institutionalization process, to understand in greater detail the necessary steps to fully embed the FFS methodology into an institution of higher learning.
- The African Forum for Agricultural Advisory Services (AFAAS) is a key partner in the institutionalization process of FFS with FAO, and shall be responsible for the content produced at the Uganda national level.

Therefore, AFAAS is seeking services of a Videographer /Editor to capture a series of video interviews from the FFS activities to address the objectives outlined below and produce a short video based on the interviews and reports.

2. OBJECTIVES OF THE ASSIGNMENT:

Under guidance and supervision of the FAO-SFE Agriculture Officer and the AFAAS Partnerships, Planning and Learning Specialist, the Video maker will be required to:

- Describe the process (pathway) of developing and integrating the FFS curricula into agriculture extension courses in IHLs
- Demonstrate tools employed in institutionalizing FFS in the curricula of IHLs;
- Discuss strategies for strengthening the capacity of academic staff on the Farmer Field School methodology;
- Share the contribution of community FFS outreach and FFS labs programmes in complimenting classroom teaching;
- Share lessons, challenges and opportunities in institutionalising FFS in IHLs
- Spur interest among stakeholders located in Eastern Africa on the topic, as well as raise awareness and spur interest among global stakeholders seeking information on how to formalize the process in their institutions
- Serve as an advocacy and resource mobilization tool for the promotion of institutionalizing FFS in Eastern Africa

The video storyline will focus on -

- Brief description of the FFS methodology and how it has evolved since its inception more than 30 years ago
- Describing the current situation in government extension and how FAO has responded to meet the need for more extension agents trained in FFS by focusing on the institutionalization process
- The institutionalization pathway to follow in order to fully embed FFS curricula in institutions of higher learning
- Sharing of curricula developed for academicians to have a better sense of what content to cover in an FFS course
- Outlining key considerations as mentioned in the project closing event:
 - Which staff should be involved
 - The length of the process
 - Description of community outreach sites and labs and how to implement
 - Challenges observed and methods to overcome challenges
- Describe future prospects on institutionalizing FFS in extension curricula in institutions of higher learning

3. SCOPE OF WORK:

The duration of the proposed video will be 10-15 minutes' video and the videographer will travel to the specific project sites as directed by the FAO team in Uganda. Onsite video shooting and interviews will be conducted with project beneficiaries and stakeholders to obtain the needed information. Thereafter, s/he will share the raw footage with the FAO-SFE Agriculture Officer and the AFAAS Partnerships, Planning and Learning Specialist for further editing. The video recording shall comply with UN standards for video footage. Simulation activities will be performed to make the film catchy and attractive.

- Raw footage that will contribute to a 10-15 minute' video that responds to the objective of the assignment with high-quality footage, sound, and editing;
- Some raw footage that could be needed for future use.
- Photos for future utilization
- Coordination of the interview and shooting schedules

- Footage to be handed over to the FAO-SFE Agriculture Officer and the AFAAS Partnerships, Planning and Learning Specialist no later than five business days after recording footage has terminated.
- The video will be distributed mainly to institutions of higher learning, extension staff, students, development workers or organization interested in the institutionalization process, to understand in greater detail the necessary steps to fully embed the FFS methodology into an institution of higher learning. The video will serve as an instructional tool on how to progress in the institutionalization pathway.

4. DELIVERABLES:

Under the direct supervision of the Agriculture Officer, FAO-SFE, the video maker shall shoot video film, take pictures, interview partner institutions and produce raw footage of a clear, understandable and professionally high standard film on the experience of institutionalization of FFS in IHLs based on the experience of TCP/SFE/3701.

- Prepare work plan in consultation with SFE agriculture officer for the outputs to be delivered;
- Prepare and discuss the video narrative structure (content, methods of documentation, key informants etc.)
- Take Video shooting based on the narrative structure of the video script with a minimum three beneficiary institutions, one from each country, to capture their stories in a captivating and informational manner
- Describing the current situation in government extension and how FAO has responded to meet the need for more extension agents trained in FFS by focusing on the institutionalization process
- Document the experience of institutionalization of FFS in institutions of higher learning
- Document the curricula developed for academicians to have a better sense of what content to cover in an FFS course;
- Simulate (if possible) the process of institutionalization of FFS including curriculum development, TOT training, outreach program;
- Document process of community FFS outreach sites and FFS labs and how it was implemented;
- Document lessons, Challenges and opportunities in institutionalization of FFS in IHLs;
- Outlining key considerations as mentioned in the project closing event:
 - Which staff should be involved
 - The length of the process
- Describe future prospects on institutionalizing FFS in agricultural extension curricula in institutions of higher learning
- Take high quality, appealing footage of beneficiaries to showcase highlights from their participation in the institutionalization process
- Include a bit describing the names, localities, project name, what support was provided to undertake the institutionalization process for each interviewed beneficiary. Meaningful quote/s from the beneficiary on the project are encouraged.
- Deliver clear, understandable and high quality video in hard drives and cloud services (external disks, Microsoft One Drive, We Transfer)

5. Key performance indicators

Expected Outputs:	Required Completion Date:
Signing agreement with AFAAS	30 Nov
Conduct field visit to the project beneficiaries	1 – 10 December
Take raw footage that could be needed for future use.	1 – 10 December
Take Photos from the beneficiaries for future utilization	1 – 10 December
A final copy of footage submitted to FAO and AFAAS by as per the FAO multimedia quality requirements	15 December

6. Duration of the Assignment

The assignment shall be conducted within a period of 10 days when actually employed (WAE), commencing on 1 December 2020.

7. COMPENSATION

The consultant shall be paid in two instalments at inception and final reporting. The budget ceiling for this assignment is maximum of \$ 3,000 (ceiling).

Qualification Requirements and Experience

- Proven experience in Photo/video Journalism
- Proven experience in working with UN agencies
- Proven experience and knowledge on development and humanitarian issues and capturing good practices through videos and photos

Competencies and Experience Requirements

- Demonstrable filming and video editing ability with an outstanding portfolio
- Up-date knowledge of digital technology and editing software packages
- Knowledge of computer editing systems and equipment
- Ability to creatively use photos, film footage and music for storytelling
- Knowledge of how to use visual and sound effects, 3D and compositing
- Full professional proficiency in English

Ethics

- Ensure the privacy rights of beneficiaries are respected as per the guidelines of FAO guidelines, in collaboration with in country communication Officers;
- Conduct all interviews and shooting in accordance with Government established protocols for COVID-19

Equipment

- Aided by high quality equipment as stated above, perform professional photo and film shooting at the site and with interviewees Work in compliance with the FAO Video/photo standards. FAO Video unit works in HD whenever possible and our preferred cameras/ formats are as follows: Sony XDCAM, XDCAM EX, and XDCAM HD products. Utilize the preferred Recording Format: HD422:1920 X 1080/50i 50 Mb/s / HD: 1020 x 1080/50i, 35 Mb/s
- Ensure all necessary equipment for video/sound recording and editing. Perform high-quality video and sound editing and voice over support as needed.
- Release draft video to FAOSFE for comments, and incorporate comments as needed
- Provide the prepared materials on CD or hard disk; and other media as required by FAO, WeTransfer or Microsoft One Drive
- Provide exact shot list and written translation of all soundbites, along with names and titles of interviewees.
- Provide social media content of powerful footage –for the use on the @East Africa twitter account
- Provide final high quality 10-15 minutes' final video and unused footages for documentation

8. APPLICATIONS:

The Videographer and editor should send an updated CV and Cover letter to

Dr. Silim M. Nahdy

Executive Director, AFAAS;
Kigobe Road; House No. 26; Minister's Village;
P.O BOX 34624 Kampala, Uganda;
Telephone: +256-312313400.
Email secretariat@afaas-africa.org;

Copy to the following: Grace Paddy Wanzala – Procurement Specialist at Email: pwanzala@afaas-africa.org; Mr. Orry Pratt - Agricultural Officer, Food and Agricultural Organisation; Email: Orry.Pratt@fao.org; and, Mr. Max Olupot, EA FFS Hub Coordinator/ PLS AFAAS email: molupot@afaas-africa.org.

Annex – Tentative Travel Itinerary

Countries	Travel Itinerary	Project to be visited	Contact of Project Beneficiaries
Uganda	1 – 10 December	<p>Kampala / Makerere University / Kyambogo University Mpigi District / National Farmer Leadership Centre</p> <p>Interview with a minimum one Makerere or Kyambogo University academic staff to share their experience</p> <p>Visit to National Farmer Leadership Centre to interview the Principal</p> <p>Visit to nearby FFS community outreach sites</p> <p>Photos of project beneficiaries</p>	<p>Orry Pratt Orry.Pratt@fao.org</p> <p>Max Olupot molupot@afaas-africa.org</p> <p>Andrew Atingi Andrew.Atingi@fao.org</p> <p>Abebe Banjaw Abebe.Banjaw@fao.org</p>
Home-base	15 December	A final copy of footage submitted to FAO and AFAAS by as per the FAO multimedia quality requirements	Videographer