

Terms of Reference: Documentary to Showcase impact of VIFAA project

Background

[AfricaFertilizer](#), an initiative of the International Fertilizer Development Center (IFDC), [Development Gateway, An IREX Venture \(DG\)](#), and Wallace and Associates (WA) are implementing a Bill & Melinda Gates Foundation (BMGF) funded project dubbed [Visualising Insights on Fertilizer for African Agriculture \(VIFAA\)](#) aimed at visualizing fertilizer market data and intelligence for 8 countries across sub-Saharan Africa (SSA) - Ethiopia, Ghana, Kenya, Malawi, Mozambique, Nigeria, Senegal and Zambia. The main beneficiaries of this project are policymakers at the national governments level in the implementing countries, private sector fertilizer stakeholders, research institutions, and donor-implementing organizations involved in the fertilizer value chain. The key activities have been the development of decision support systems (DSS) in the form of [8 country level fertilizer dashboards](#), the institutionalization of Fertilizer Technical Working Groups (FTWGs) in the focus countries, and the provision of web-based tools to inform decision-making for policy and business. This project is designed to make accessible hard-to-reach fertilizer data that has been a blocker for the industry whilst ensuring farmers have access to affordable fertilizers across SSA to uphold food security, improve livelihoods, and promote sustainable farming practices. As part of our commitment to transparency and accountability, we seek to showcase the impact of this project through various media channels.

The VIFAA Team

[Development Gateway: an IREX Venture \(DG\)](#) is an international non-profit organization that creates innovative information management and data visualization technology, implements data-focused programs, and conducts research and evaluation to further sustainable development.

[AfricaFertilizer](#) (Formerly AfricaFertilizer.Org-AFO) is Africa's premier source for fertilizer statistics and information. It is implemented under [IFDC](#) and supported by several partners. Since 2009, AfricaFertilizer has collected, processed, and published fertilizer production, trade, and consumption statistics for the main fertilizer markets in sub-Saharan Africa (SSA). AfricaFertilizer has an extensive network of fertilizer industry players in the main fertilizer trade corridors and maintains key information on the primary producers, their production facilities and capacities, importers/suppliers, and various distribution channels.

Wallace and Associates: An International Development company focused on agriculture project design.

What We Are Looking For?

We are seeking a media and communications agency specializing in creating impact-style documentaries and content explicitly targeting the international development sector. Having regional experience in creating agric-specific programs is an added advantage. You will aim to produce a high-quality, high-level impact-focused documentary and content for the VIFAA program and design a clear dissemination plan into relevant national and regional news media, blogs, and social media accounts.

Objectives:

- To highlight the achievements and impact of VIFAA over the last 6 years in the eight focus countries.
- To increase awareness about the availability of reliable and sustainable fertilizer data from AfricaFertilizer across sub-Saharan Africa
- To raise awareness about the importance of sustainable data access in informing decision-making at the policy level and guiding route to market strategies for players in the sector.
- To promote the sharing of best practices around fertilizer data infrastructure and lessons learned from the implementation of the project.

Scope of Work

The media provider is expected to:

- Conduct thorough research and gather information on VIFAA's impact, including its objectives, activities, outcomes, and beneficiaries.
- Create and share a storyboard or visual representation depicting the documentary strategy to help plan the shoot and guide the filming process. This board is to be validated by the AfricaFertilizer & DG team before adoption.
- In collaboration with the AfricaFertilizer and DG team, identify and engage with key stakeholders, including project beneficiaries, local FTWG stakeholders, project staff, and relevant experts for interviews and testimonials.
- Research shortlisted stakeholders so that they are prepared to capture an appropriate angle that demonstrates each stakeholder's value and insight
- Shoot and develop compelling, high-quality, and consistent multimedia content (videos, infographics, articles, etc) that effectively communicates the impact and success stories of the VIFAA project. All content should adopt and include the use of creative metaphors or analogies that explain complex concepts quickly
- Coordinate with the project team to ensure the accuracy and authenticity of the information collected. Ensure the footage procured aligns with industry

sensitivities, nuance, and country contexts outlined by DG/AfricaFertilizer. For example, no kids in shots

- Maintain clear branding guidelines for all partner organisations which will be embedded in the content generated
- Regularly engage with the AfricaFertilizer & DG team for feedback at all phases of the work activities and show clear evidence of feedback adoption into output and deliverables
- Utilize appropriate media channels to disseminate the content, including but not limited to print, online platforms, social media, radio, and television.
- Tracking media mentions pre and post-documentary release, monitoring the reach and engagement of the content created, and providing regular updates on performance metrics post-launch of the documentary.
 - Produce a media report detailing the work done, successes, and key insights and metrics to reach
 - Reviewing press releases leading up to the release of the documentary with a specific eye to targeted media outlets and local context
 - Carrying out the online communication and ensuring the editorial management of social networks related to the event (Twitter, LinkedIn, Facebook, Youtube) in collaboration with the communication managers of the DG/AfricaFertilizer
 - Serving as the liaison between AfricaFertilizer/DG and other media networks in the team - managing questions/needs during and after the documentary creation
 - **Noteworthy:** Outputs and deliverables specifically shot for Mozambique, Ethiopia, and Senegal to be pushed out (translated) in Portuguese, Amharic, and French respectively (in addition to English).

- **Deliverables:**

- Comprehensive media plan outlining the proposed approach, timeline, and distribution channels for showcasing the project's impact.
- High-quality multimedia documentary content (e.g., articles, videos, infographics) showcasing success stories, testimonials, and key achievements of the agricultural project. There will also be additional shorter clips to be used mainly for social media content
- Detailed report summarizing the media coverage activities, including audience reach, engagement metrics, and feedback received.
- Recommendations for future communication strategies to sustain momentum and maximize the project's impact for an extension phase.

- **Timeline:**

The overall project timeline is between April - September 2024. This includes contracting and onboarding, dissemination and reporting/monitoring.

- **Budget:**

The budget allocation for this media coverage initiative is subject to discussion from both parties. The media agency is expected to propose a detailed budget breakdown, including content creation, distribution, and monitoring costs.

- **Reporting and Coordination:**

The media provider will report directly to Sebastian Nduva, Project Lead of AfricaFertilizer, and Seember Ali (on the DG side) for all project-related matters. Regular coordination meetings with select project team members from both AfricaFertilizer and DG will be scheduled to review progress, address any challenges, and ensure alignment with project objectives and deliverables

- **Evaluation:**

The success of this media coverage initiative will be evaluated based on its ability to effectively communicate the impact of VIFAA, raise awareness, and engage stakeholders. Key performance indicators include audience reach, engagement metrics, and stakeholder feedback.

How to apply?

- Interested media agencies should submit a proposal detailing all ideas based on their understanding of this TOR. The proposal should address details around the work plan, timelines, logistics, deliverables, success metrics, and associated costs. We would also like to see demonstrated evidence and examples of previous documentary experience or work done.
- Proposals should be submitted via email to snduva@ifdc.org and sali@developmentgateway.org, latest by 5th April 2024. Applications sent in after this time may not be considered.
- For any inquiry regarding this opportunity, please contact Sebastian Nduva at sduva@ifcd.org or Seember Ali at sali@developmentgateway.org.