



TERMS OF REFERENCE

Consultancy Services to provide technical support to develop extension materials and messages for Capacity Development Interventions in selected countries in Western/Central Africa (Cameroon, CAR, DRC, Guinea Bissau, Senegal, Nigeria and Ghana)

Activity Reference No: FARA/DRI/ ICF04/3.2.3/TSF-TAAT

Procurement Reference No: TAAT/CDTO/CON/01

A. Background

The African Development Bank launched the Technologies for African Agricultural Transformation (TAAT) – a major continent-wide initiative designed to boost agricultural productivity across the continent by rapidly delivering proven technologies to millions of farmers. TAAT aims to double crop, livestock, and fish productivity by expanding access to productivity-increasing technologies to more than 40 million smallholder farmers across Africa by 2025. It also seeks to generate an additional 120 million metric tons (T) of food while lifting 130 million people out of poverty. TAAT partners and stakeholders work to ensure the dissemination of knowledge and the right technologies at an accelerated pace. An integral component of the Bank’s Feed Africa Strategy 2016–2025, TAAT brings together CGIAR Centers, FARA and its SROs and NARES to build a technology delivery infrastructure to address the challenges of African food systems through the application of improved technologies.

The Forum for Agricultural Research in Africa (FARA) is the Capacity Development and Technology Delivery (CDTO) compact of TAAT, which seeks to strengthen capacities within the TAAT Ecosystem by facilitating outreach and scaling of proven technologies and good practices along the targeted TAAT value chains across ecologies, for increased incomes and job creation in Africa. As the CDTO Enabler Compact, FARA leverages its Innovation Platform (IP) approach in the implementation of TAAT to contribute to the delivery of the goals of the Feed Africa Initiative of the African Development Bank (AfDB).

With the recent impacts of the conflict in Ukraine, persistent drought, and the COVID-19 pandemic, the bank set up the African Emergency Food Production Facility (AEFPF) to help African countries raise food production in the short term by supporting farmers and governments with the necessary resources. In this regard, the Technical Assistance for Agricultural Transformation in Countries in Transition project (TSF) was deployed as a mechanism to support these ongoing efforts and help countries build the needed capacity in relevant public-private

institutions to be able to catalyse large-scale increases in agricultural productivity and commodity production. Consequently, the CDTO and all the various commodity compacts are currently advancing in the implementation of TSFII and TAATII, in alignment with the Dakar II conference as well as the AAFP. Current efforts in the implementation of TAAT focus on the removal of policy bottlenecks related programs, dissemination input delivery, mainstreaming Climate Smart Agriculture (CSA) in-country programmes, dissemination of proven climate-smart agricultural production technologies to enhance agricultural productivity, supporting the development of certified seeds of climate resilient varieties of maize, rice, wheat, cassava, sorghum/millet, orange flesh sweet potato, high-iron beans and supporting and linking agripreneurs (women and youth) to TAAT technology delivery.

To boost the outreach and uptake of proven agricultural technologies promoted by the TAAT programme, FARA, through the CDTO has been deploying various Knowledge Management approaches for the packaging and dissemination of proven climate-smart agricultural production technologies to enhance agricultural productivity within the context of its Knowledge Hub ([FARADataInformS](#)) where the [IP Portal](#) and [Technologies databases](#) are hosted, Communities of Practice ([FARA Africa Community](#)) where IP facilitators and other value chain actors have been engaging, it's knowledge ecosystem strengthening agenda implemented through the [Knowledge Management for Agricultural Development](#) (KM4AgD) where all relevant knowledge actors have been co-creating and advancing agricultural technologies, and last mile knowledge products development and dissemination where packaging agricultural technologies for the last mile has been promoted.

Within the context of TAAT II, the TAAT-CDTO Compact is engaging experienced Consultants to provide technical support in developing extension materials and messages on these commodities for outreach and dissemination, with a focus on **Seven Western and Central African countries, particularly Cameroon, CAR, DRC, Guinea Bissau, Senegal, Nigeria, and Ghana**. The consultant will be required to laisse with two other consultants on similar assignments focusing Eastern Africa and a Graphics Designer to deliver in a consistent and harmonized manner. The TORs include the desired qualification, experience, and the desired deliverables.

B. Objectives of assignment

The aim of the activity is therefore to engage an individual on consultancy Services to provide technical support to develop extension materials and messages for Capacity Development and outreach Interventions in selected countries in **Western/Central Africa (Cameroon, CAR, DRC, Guinea Bissau, Senegal, Nigeria, and Ghana)**.

The activity will take into consideration similar existing initiatives developed by FARA and other implementing partners including the [TAAT Technologies Portal](#), the [IP Portal](#) and the [FARA Online Library](#), and others that will be identified during the activity and in consultation with the TAAT Compacts and beneficiaries.

The **specific objectives** are,

- i. Working collaboratively with other two Consultants implementing similar tasks for Eastern Africa and a Graphic Designer, identify and map the target audience (including IPs) for targeted technologies along selected commodities in

- Western/Central Africa particularly Cameroon, CAR, DRC, Guinea Bissau, Senegal, Nigeria, and Ghana** in line with the appropriate materials and messages for each commodity.
- ii. Work with the technology compacts to identify, develop extension materials and messages based on the needs and preferences of the target audience. This could include information on the technologies, their benefits, and how to use them.
 - iii. Identify and map out dissemination channels to be used to ensure that the technology reaches the target audience.
 - iv. Validate contents through relevant forums (virtual and physical) and deliver it for appropriate packaging by the Graphics Designer.

C. Scope of Work

1. Identify and map the target audience (including Ips and value chains) for each technology in **Western/Central Africa particularly Cameroon, CAR, DRC, Guinea Bissau, Senegal, Nigeria, and Ghana**.
2. Identify and map out dissemination channels to be used to ensure that the technology reaches the target audience. This could include mass media, social media, IPs, or other communication channels within and outside the TAAT ecosystem.
3. Work collaboratively with TAAT Compacts and Country stakeholders to develop and extension materials and messages based on the needs and preferences of the target audience. This will include information on the technology, its benefits, and how to use it and suggestions of formats for their delivery to the last mile. Details of the technologies will be provided by the Technologies Compacts of TAAT.
4. Facilitate webinar sessions with each Compact stakeholders and selected users to discuss drafts and validate content. This will be done in collaboration with the consultant implementing similar assignment in Eastern Africa and the Graphics Designer.
5. Participate and disseminate packages at side events at relevant conferences.

D. Expected Output and Deliverables

The following outputs are expected from the consultant's activities:

1. An inception report highlighting, the approach, methodology, suggested materials and message templates for the assignment.
2. Mapping report for target audiences, dissemination channels and selected commodities in **Western/Central Africa particularly Cameroon, CAR, DRC, Guinea Bissau, Senegal, Nigeria, and Ghana**.
3. Deliver the final agreed materials in English and French, with a recommended schedule for their dissemination.
4. Support channels for dissemination and outreach

E. Duration of the Assignment

The assignment is for twenty (20) working days and the consultant is expected to submit an inception report within two weeks after signing the contract.

F. Location of the Assignment

The consultant will work virtually from his/her place of domicile with virtual linkages to the FARA secretariat and physical participation when needed.

G. Performance Criteria

The Consultant is expected to undertake the services with the highest standards of professionalism and ethics, competence, and integrity. He/she should deliver the listed assignments in Section C most effectively and efficiently, within the period of assignment stated in Section E.

H. Reporting

The consultants shall report through the FARA Knowledge Management, Learning and Communications Lead Specialist to the Executive Director on the assignment, and on all other logistics until the deliverables are submitted as required.

I. Facilities to be Provided By FARA

FARA will provide the consultants/ facilitators with all relevant documents to support the activity and any other logistical support, as may be agreed, to ensure the execution of the assignment.

J. Qualification and Experience

The following qualifications may be desired:

- **Education and Background:** At least a Master degree in agriculture, agricultural communications, agribusiness, agricultural extension, knowledge management or a related field is highly beneficial. Specialized degrees in technology, engineering, or business can also be valuable.
- **Technical Knowledge:** Expertise in agricultural technologies, knowledge management of agricultural development, such as precision farming, automation systems, etc. Knowledge of the latest trends and innovations in the agricultural sector, including sustainable and climate-smart technologies.
- **Industry Experience:** Prior experience working in the agriculture industry is crucial. This can involve working on farms, with agricultural technology companies, extension service delivery or in research and development related to agriculture. Knowledge of the TAAT programme is an added advantage.
- **Packaging and Product Development:** Familiarity with product development processes, from ideation to prototyping, testing, and final packaging. Understanding market research and consumer needs to create viable and marketable agricultural technologies.
- **Agri-Business and Marketing Skills:** Proficiency in business planning, financial analysis, and budgeting. Ability to create a comprehensive business strategy for

launching and marketing agricultural technologies. Knowledge of supply chain management and distribution channels for agricultural products.

- **Communication Skills:** Strong verbal and written communication skills to effectively convey technical information to clients, investors, and stakeholders. Ability to develop clear and concise product documentation and user manuals.
- **Problem-Solving and Analytical Skills:** Capacity to identify agricultural challenges and develop innovative solutions using technology. Analytical skills to assess the feasibility and viability of agricultural technology projects.
- **Entrepreneurial Spirit:** An entrepreneurial mindset is valuable for managing projects, clients, and resources effectively.
- **Networking:** Building a network within the agricultural and technology sectors can provide valuable opportunities for collaborations and project partnerships.
- **Adaptability and Continuous Learning:** The agricultural industry is constantly evolving, and technology is advancing rapidly. The ability to stay updated on the latest developments and trends to offer cutting-edge solutions is an added advantage.
- Fluency in English or French. Fluency in both languages will be an added advantage.