



Terms of Reference

Consultancy Services for the consolidation of country success stories and packaging of gender-sensitive info-packs and audio-visual materials for TAAT II Agricultural Innovation Platforms

Reference No.: FARA/DRI/ICF04/3.2.4/TAAT
Procurement Reference No: TAAT/CDTO/CON/2025/01

1. Background

The African Development Bank (AfDB) launched the Technologies for African Agricultural Transformation (TAAT) initiative to boost agricultural productivity across the continent by rapidly delivering proven technologies to millions of farmers. TAAT is part of the Bank's Feed Africa Strategy (2016–2025), targeting doubling productivity and lifting 130 million people out of poverty by 2025.

As the Capacity Development and Technology Delivery (CDTO) Compact of TAAT, the Forum for Agricultural Research in Africa (FARA) leverages its Innovation Platform (IP) approach to scale proven technologies and good practices.

Over the past two years, FARA developed extension materials and messages for priority value chains across West, Central, and East Africa. These efforts led to:

- Mapping of target audiences and dissemination channels
- Templates for audio, visual, and audio-visual products
- Draft extension messages and sample materials in English and French
- Early validation sessions with stakeholders and IP facilitators

The current consultancy builds on these outputs to consolidate, refine, and package gender-sensitive info-packs and audiovisual materials for proven technologies in at least five commodity value chains. The final products will also be disseminated continent-wide via the TATA ecosystem and FARA's knowledge platforms and partner networks.

2. Objectives of the Assignment

The overarching objective is to consolidate and enhance existing extension materials into gender-sensitive info-packs and audiovisual packages tailored to target audiences, validated for dissemination, and integrated into CDTO's efforts to strengthen the TAAT ecosystem and expand technology outreach.

Specific Objectives

- i. Review, harmonize, and adapt output from previous consultancies into finalized, user-ready products
- ii. Co-develop gender-sensitive info-packs and audiovisual packages in collaboration with technology compacts and IP facilitators
- iii. Ensure multilingual packaging (English/French/Swahili) and, where feasible, local language adaptation
- iv. Map dissemination pathways and integrate into FARA's broader KM ecosystem (FARADatInformS), FARA Africa Community, KM4AgD)
- v. Support the validation and publication of outputs through webinars, stakeholder sessions, and a continental extension conference

3. Scope of Work

The consultant, under the supervision of FARA's KM, Learning, and Communications Lead Specialist, will:

1. Audit and consolidate existing materials – Review inception outputs, draft messages, and templates already developed for West/Central and East Africa
2. Fill gaps – Address missing elements, particularly gender responsiveness, language accessibility, and practical last-mile usability
3. Package info packs and audiovisuals—Finalize materials (pamphlets, posters, videos, podcasts, radio jingles, animations, etc.) in user-friendly formats
4. Validation and refinement – Organize webinars and participatory review sessions with technology compacts, IPs, and selected users
5. Dissemination and publicity – Support rollout of materials through FARA platforms, IPs, social/digital media, and during an African extension conference side event

4. Expected Deliverables

1. Inception Report – outlining approach to consolidating existing outputs, methodology, and final packaging templates
2. Consolidated Review Report – showing how previous consultant outputs were harmonized, with identified gaps addressed
3. Final gender-sensitive info-packs and audiovisual packages – validated, bilingual (English/French), and ready for dissemination across five value chains
4. Dissemination Plan – channels, timelines, and recommendations for broad continental reach
5. Final Completion Report – documenting process, lessons, recommendations, and extension conference outcomes

5. Duration

The consultancy will last 30 working days. The inception report is due within one week of contract signing.

6. Location

The consultant will work virtually, with close linkages to the FARA Secretariat, and join physical sessions where required.

7. Performance Criteria

Outputs must meet the highest standards of professionalism, gender-responsiveness, and user accessibility, with strong emphasis on clarity, inclusivity, and scalability.

8. Reporting

The consultant will report to the FARA KM, Learning, and Communications Lead Specialist, and through him/her to the Executive Director.

9. Facilities Provided by FARA

FARA will provide access to prior consultant reports, draft materials, and related repositories, as well as logistical and technical support as needed.

10. Qualifications and Experience

- A minimum of M.Sc. degree in agriculture, agricultural extension, knowledge management, communications, or related field. Advanced degree preferred
- Experience: At least 5 years' experience in knowledge packaging, agricultural extension, or communication for development. Proven record in developing audio-visual and print KM products
- Skills: Strong background in gender-responsive extension communication; ability to simplify technical information for diverse audiences
- A track record of writing reports evidenced by publication records as books and chapters in books, conference papers, and journal articles
- Languages: Fluency in English or French (proficiency in both is a major asset)
- Added Advantage: Familiarity with TAAT program and FARA KM platforms

11. Application Process

Consultants interested in this call must provide an Expression of Interest no longer than 10 pages, outlining proposed methodologies, references related to the execution of similar assignments, experience in similar areas, or evidence of knowledge and a proposed timeline. Brochures, CVs, and other supplementary materials submitted shall not be accounted for as part of the 10-page limit.

Interested candidates should send their expression of interest and a comprehensive curriculum vitae via email to the address below, latest by **December 31, 2025**.

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FARA Affirmative Action Statement on Employment: there is no discrimination based on gender, race, religion, ethnic orientation, disability, or health status.