



SAGCOT Centre Ltd.

Terms of Reference

Provision of Consultancy Services on Five Years
(2013-2018) Documentaries

December 2018

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Terms of Reference

Provision of Consultancy Services on Five Years (2013-2018)

Documentaries

SAGCOT Centre Ltd (SCL) is looking for a consultant to create a comprehensive photo gallery and audiovisual products to showcase SCL's response to the call of agricultural transformation in Tanzania.

A. About SAGCOT

SAGCOT stands for the Southern Agricultural Growth Corridor of Tanzania. It is an initiative of the government of Tanzania to build an industrial economy through agriculture.

This Initiative is a 20-year public-private partnership which aims to:

- i. Ensure 350,000 hectares in profitable production, serving regional and international markets.
- ii. Ensure tens of thousands of smallholders become commercial farmers, with access to irrigation and weather insurance.
- iii. Create at least 420,000 new employment opportunities in the agricultural value chain.
- iv. Lift more than two million people permanently out of poverty.
- v. Boost annual value of farming revenues to USD 1.2 billion.
- vi. Ensure regional food security.

What is SAGCOT Centre Limited?

The SAGCOT Centre Ltd (SCL) is public-private partnership which facilitates the delivery of an inclusive, sustainable and commercially viable agricultural value chain in the Southern Agricultural Growth Corridor of Tanzania (SAGCOT).

The SAGCOT Partnership attracts a diverse range of interests and activities. Each public or private investor which liaises with the Centre is legally bound to work within existing regulations; and professionally bound to encourage socially responsible and sustainable agricultural growth. The SAGCOT Partnership is facilitated by the SAGCOT Centre Ltd (SCL) which plays an important role as a neutral broker within the partnership and an administrative unit and information hub.

SCL facilitates the private sector to obtain land to farm in SAGCOT areas. On the other side, the concern has been raised that SCL facilitates land grabbing in the Southern Highlands of Tanzania. With this view, SCL will conduct a study to map out the size of land which has been issued since the Initiatives inception.

These terms of reference (TOR) spell out the objectives, scope of work, aspects for processes review, and provide a timeline for the completion of the review as well as the development of a new strategy for SCL.

B. Objectives

The Consultant will provide photographic and video documentation of the SAGCOT work since the beginning, as directed by the SCL team for immediate use on the SCL's website, reports, and social media accounts, as well as sharing for use by the news agencies and our partners.

The purpose of this assignment is to create a comprehensive photo gallery and audiovisual product/s of SCL's response to the call of agricultural transformation in Tanzania. The consultant will also be required to produce a promotional 2-3 minutes clip to create awareness about what SCL does but also an overall SCL video documentary not more than 10 minutes long on the journey of SAGCOT since 2013, capturing key achievements and challenges to date.

This will imply conducting field visits to selected SAGCOT partners and reporting on the progress of SCL's work and activities on the ground. Ahead of each phase as described below, detailed instructions on the expectations of coverage (e.g. the nature of the activities being carried out, the people who will be present on the ground and whether or not they are to appear in the coverage) will be provided.

C. Scope of Work

This assignment will be in 2 phases: the first - photography and the second - video documentary.

SCL continuously needs photos and videos for a wide range of use in reports, publications, fundraising, Funder relations and advocacy purposes within and out of Tanzania. It is therefore looking for a professional photo and videographer to capture the areas of its work and that of its partners related to its mandate for communication and advocacy purposes.

As already highlighted these images will be used in all our publications, website, newsletters, reports, brochures etc. Photographs may also be used by the media and other partners on request as a resource to portray the work of SCL. It's therefore imperative that SCL completes and regularly updates its database with professional, high resolution pictures to effectively present the results of its programmes.

The photographer will follow the SCL photography guidelines in the development of his/her assignment, which will be provided by SCL.

D. Methodology

The consultant/firm is expected to develop a methodology for the study to map out the size of land issued to SAGCOT Partners in Ihemu, Mbarali and Kilombero Clusters. In particular, the approach to the development of tools and consultation of the SCL partners and stakeholders.

The consultant/firm is expected to serve as a facilitator, providing technical inputs, good practice in strategising, asking the right questions, challenging assumptions and setting up appointments with partners and stakeholders for interviews and documents reviews.

The consultant/firm is expected to propose the methodology to carry out the activities to review existing documents and studies related to this assignment. This is to provide good inputs and effective use of resources to provide an opportunity of joining efforts with other stakeholders in implementations.

E. Expected Outputs and Deliverables

At the end of this consultancy, the consultant/firm will be expected to have submitted the following key deliverables:

Phase 1: Photography duties and responsibilities in phase one:

- i. Visit at least both clusters, Ilemi and Mbarali, photographing our partners on their key successes and challenges ensuring gender parity in coverage as follows:
- ii. horizontal and vertical photos of same subjects; dramatic angles; close-up, midrange and wide angle shots. This should also include pictures of the landscape, infrastructure and surroundings
- iii. Capture high resolution images of SCL's various programme activities in various parts of the SAGCOT operations real time
- iv. Caption each photograph with specific details such as the location taken, name of the person (for portraits), activity and any other relevant information.
- v. The photographer will be requested to identify some of the places to visit in order to capture various issues listed in the deliverables. The photographer is requested to ask permission from individuals/authorities when photographing the persons or situations described under the deliverables. And in certain cases, where possible, get signed disclosure consent forms.
- vi. Document and illustrate the state of agriculture in the cluster by visiting some of our partners upon debrief with the field teams.
- vii. Take photos that provide visibility to SCL's work for its publications, reports and donor relations.
- viii. Independently identify opportunities to document SCL activities and advise.
- ix. Further offer basic training on photography for SCL staff

Phase 1: Photography expected deliverables and specifications

At the end of phase one, the incumbent is expected to have delivered:

- i. Photographs – both color and black and white at least 1000 high quality photographs– portraying the state of agriculture in the clusters. It should be noted that the copyright for all these photographs remains with SAGCOT Centre Ltd.
- ii. Specifications - High resolution jpeg or raw files (300 dpi at 2610 x 3900 pixels) photos related to SCL's work and its partners.
- iii. Chose at least 50 of the best photos with captions, copyrights, and other relevant information. Each photo should also be edited.
- iv. The photos submitted need to provide a range of s-close and wide, and landscape and portraits.
- v. All photographs shall be provided to SCL in soft copy.
- vi. Provide signed consent forms for photos, where applicable.

Phase 2: Videography and documentary objectives and deliverables:

The objective of this phase will be:

- i. Produce a promotional 2-3-minute clip to create awareness of SCL's work.
- ii. Produce one overall SCL video documentary in three versions of not more than 5 minutes, 10 minutes and 30 minutes long, on the SAGCOT journey from 2013 to date. This video will capture key achievements, challenges and roles played by SAGCOT partners in transforming agriculture in Tanzania.
- iii. Prepare a script and narration on the documentary and any other accompanying video interviews;

- iv. Compose background music for the videos to serve as the SCL signature score for all future documentaries;
- v. Video shooting and editing – a prose narrative creatively infusing interviews and vox pops from SCL partners and beneficiaries under the different value chain activities
- vi. Narrate and edit raw video footage for producing final video
- vii. Subtitles in English and Swahili in DVD format
- viii. Digital formats of each version of finalized film for online use
- ix. 15 branded DVDs of the final work

Editing existing SCL video footage

- i. Further edit existing SCL footage documenting several past events into usable and branded footage which can be uploaded on SCL's existing YouTube Channel.

F. Time Span

The assignment will cover 60 working days commencing December 2018

G. Expertise

Experience, Skills and Competencies

- i. Consultant with bilingual skills (English/Swahili) is preferred.
- ii. Formal training or the equivalent experience in photography with a minimum of 5 years of work experience
- iii. Experience of conducting agri-based high quality filming/documentaries and photography
- iv. Experience of using innovative and up-to-date videography & photography technology
- v. Knowledge of relevant thematic context of the different SAGCOT value chains, livelihood activities for smallholder farmers.
- vi. Experience in project evaluation techniques and participatory research methods
- vii. Consultant must use own photography and video equipment capable of delivering high resolution jpeg or raw files (300 dpi at 2610 x 3900 pixels).
- viii. Consultant must guarantee timely delivery of photographs and video footage.
- ix. Proven ability in photography and videography and experience in agriculture, nature or development programming
- x. Ability to assimilate and communicate complex visual messages in an engaging and compelling manner
- xi. Availability and willingness to travel to and within the United Republic of Tanzania
- xii. Ability to work in close coordination with other team members
- xiii. Relevant experience in video production/editing ideally developing human interest stories for video
- xiv. Should be an expert using Final Cut Pro, Adobe Premier or other high-end digital editing software

References and Recommendations

- i. Mandatory: two recommendations and two samples of documents demonstrating previous work experience along with contact details of the responsible person(s) from the organisations where assignments were done
- ii. A technical proposal with details which will demonstrate understanding of the task, methodology, approach, and timeline

H. Supervision of the work

The consultant/firm will work under the direct and overall supervision of the Chief Operations Officer but will report directly to the Communication Expert to deliver the assignment.

I. Role of SCL

SCL will ensure it monitors and scrutinizes the quality aspects of the videos. In addition, it will help the consultant to coordinate the field activities through its field staff and beneficiaries. However, the following will be specific responsibilities:

- a. Guided by the consultant, identify thematic areas and partners for documentation.
- b. Organize a coordination meeting with the team.
- c. Coordinate with the ground staff for the field visits to capture the footage.
- d. Provide feedback when and where necessary.
- e. Payment to the consultant as per agreement.

J. Intellectual Property

All information pertaining to this project (documentary, digital, cyber, project documents, etc) belonging to SCL, which the consultant may come into contact with in the performance of his/her duties under this assignment shall remain the property of SCL who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of SCL in line with the National and International Copyright Laws applicable.

K. Application

All submissions of Expressions of Interest should be prepared in three copies - one original and two copies - properly marked 'original' and 'copy'. The outer envelope shall be marked "provision of consultancy services for five years (2013-2018) documentaries". Submissions should be made before or on 10th December 2018 at

5. 00 PM to: Procurement Unit, SAGCOT Centre Ltd, 5th Ikon Building, Plot No. 153, Bains Avenue, Masaki, P.O. Box 80945, Dar es Salaam, Tanzania. Electronic applications are also accepted via procurementTZ@sagcot.co.tz