



## **STRENGTHENING THE ENABLING ENVIRONMENT FOR TRANSFORMING THE POTATO VALUE CHAIN PROJECT**

### **TERMS OF REFERENCE FOR PRODUCTION OF A DOCUMENTARY FILM TO VISUALLY MONITOR THE IMPLEMENTATION PROCESS, EVALUATE IMPACT AND PROMOTE THE IMPLEMENTATION OF THE NEW CROPS (IRISH POTATOES ) REGULATIONS , 2018.**

#### **Introduction**

The Agricultural Council of Kenya (AgCK) is a non-profit, non-political and all-inclusive organization sector-wide member-based umbrella organization that was formed and incorporated in Kenya on 2015. The council was established as part of a Pan African Community of Practice established to bridge the gap between the public sector in agricultural development and non-state actors to create avenues for better coordination in agricultural development. Established under the auspices of the African Union's Comprehensive Africa Agriculture Development Program (CAADP) as the Kenyan chapter of the CAADP Non-State Actors Coalition (CNC), AgCK brings together, coordinates and supports actors for sector-wide socio-economic transformation through a unified and holistic value chain-focused agricultural development by the Non-State actors in the country. The Council currently has 22 national primary members and 13 Affiliate Members representing a total of 2,862,926 individuals, majority of who are small-scale producers; structured along the entire agricultural value chain continuum organized into clusters specific to each value chain stage.

#### **The Assignment**

##### **I. Background**

The Agricultural council of Kenya is looking for a qualified expert/consultancy firm to provide technical assistance in the development of a documentary to document the process of implementation of the new CROPS (Irish Potatoes) regulations, 2018 highlighting the state of the Irish potato sub-sector prior to the implementation of the new regulations, the different engagement processes undertaken to support the adoption of the regulations, implementation and enforcement of the regulations and the impact of the regulations in the Irish potato sub-sector after their implementation.

The contracted firm will be expected to work closely with the AgCK teams, potato value chain actors, County leaderships, relevant government departments, regulatory and enforcement agencies in the 6 counties (Meru, Keiyo Marakwet, Bungoma, Nyandarua, Narok and Nakuru) where the adoption and implementation of the regulations will be piloted

AgCK through the “Strengthening the Enabling Environment for Transforming the Potato value chain” project is promoting the adoption and implementation of the new Crops (Irish potato) regulations, 2018 which are expected to be gazatted by the Minister for Agriculture, fisheries and irrigation shortly to strengthen the Irish Potato Value Chain through Fostering implementation of Seed and Ware Potato Regulations for a profitable Potato Industry in Kenya. Past attempts to regulate this important industry has not been successful. Failed implementation of potato packaging and marketing standards attributed to lack of enforcement of existing regulatory frameworks due to lack of their institutionalization and enabling legal environment

The primary objectives of this programme are:

Objective 1: To enhance awareness of the legislatures and relevant authorities at County and National Level and potato stakeholders on potato regulations

Objective 2: To create an enabling legal environment for implementation of potato regulations

Objective 3: To increase capacity for effective implementation

Objective 4: To effectively manage project information and knowledge

Different specific and relevant activities to support the realization of each of the objectives identified above will be undertaken.

The AgCK now seeks the services of an experienced and professional (team of) consultant(s) (the Consultant) to produce a documentary film (the Product) to visually monitor, evaluate and promote the adoption and implementation of the new potato regulations through this project. This will serve as documents to understand, maintain and scale up achievements, and use to share lessons with others and will also inform the adoption and implementation of other crop regulations in the future in Kenya.

## **2. Objectives**

The Product (documentary) has 3 key objectives:

- To tell success stories (or not) from regulations implementation interventions under Strengthening the Enabling Environment for Transforming the Potato value chain” project
- To serve as a live monitoring document to complement existing AgCK M&E system, that is based on words and numbers
- To promote the approaches applied by AgCK and its projects

## **3. Target audience**

- The key target audience is the general public, with focus on public across Kenya and within the East African region.
- Potato value chain actors including producers, aggregators, transporters, marketing agents, seed suppliers,

- County leaderships, relevant County and National government departments and agencies , regulatory and enforcement agencies
- Development partners including donors, NGOs and organizations working in livelihood improvement in general and in inclusive value chain development, agricultural sector in particular in Kenya.
- Other partners/stakeholders such as business communities and government agencies including public service delivery and public administration agencies.

#### **4. Scope of work**

a. Tell success stories: Selected success stories from the implementation of the project should be identified and captured, in which the followings should be mentioned/answered but not limited to

- Context: internal at household level and external and its changes, if any, as a result of successful implementation of the new potato regulations
- Beneficiaries' livelihoods and/or incomes: What have been changed and why (key factors for such changes and also challenges) from the perspectives of the all value chain actors.
- Sustainability and potential of the value chains/products: Beneficiaries' perspective on their future engagement and investment in the potato value chain. What are the key factors for such decision?

b. Monitoring document: The Product should serve as a lively monitoring documentary that

- Captures the different/difficult steps to achieve successful adoption and implementation of the new regulations
- Shows the audience how the new regulations bring positive change along the potato value chain from the production to market and how challenges are overcome (or lead to failure).

c. Promote approaches of AgCK: The Product should be able to engage the audiences through interesting presentation and at the same time highlight the approaches applied by AgCK and its projects, making it convincing enough to be an advocacy tool to other stakeholders, either for replication or other policy improvement purposes.

#### **5. Principles**

- Working in close collaboration with AgCK from the planning stage to ensure that messages for and from The Product are well understood, taken and implemented properly and on the right track.
- Liaise with the AgCK Communication officer, and designated individuals of AgCK implementing the project on all contents in order to ensure accuracy and endorsement.
- The documentary has to be based on interviews with major stakeholders in the potato value chain including vulnerable and minority ethnic groups and women, project implementing and co-operating partners, and AgCK.
- The documentary will be produced in line with AgCK corporate standards and other AgCK operational documents

## **6. Deliverables**

- Detailed production and post production schedule for filming process.
- Draft scripts, including proposed interview questions for the documentary films for comments by AgCK management.
- First cut of the documentary on DVD for comments by AgCK and its implementing partners.
- Finalized draft documentary for AgCK clearance, at most 5 working days from receipt of initial AgCK comments.
- The Product(s) available in English and Kiswahili version (or with sub-title for one of the two) in broadcast quality, 5 master copies, (10 – 15 Mins, clear Voice over, 1080 X 1920P, HD 4K) DVD and any other appropriate formats ( flash disks, links, hard disk) that enables the films to be uploaded to AgCK and AgCK implementing partners' websites, YouTube, social media platforms, etc in ten (10) working days from receipt of final AgCK comments and clearance.
- Raw footages of interviews and other footage shot for the documentary on high quality DVD.
- Provide 50-100 copies of the Product on professional labelled and packed DVD. The label design must be approved by AgCK.
- Submit all raw materials collected during the filming for any possible future production initiated by AgCK.
- Optional with separate budget line: Arrange films' screening on national TV channels, and will also assist and facilitate special screening of the film as requested by AgCK.

## **7. Qualifications and competencies required**

- The Consultant (individual(s), organization, or a TV production company) should have extensive experience in producing public information video films or TV programs, relating to agricultural social and economic matters.
- Experience in working with international organizations and/or international donors as well as in working with state institutions, NGOs and local authorities in Kenya.
- Excellent technical capacities to ensure smooth and high quality production (video production staff, owner of its own video production studio or a documentary proof of an access to a rented video studio, etc.).
- Excellent planning and organizational skills.
- Excellent ability to meet deadlines.

## **8. Tentative schedule**

The AgCK “Strengthening the Enabling Environment for Transforming the Potato value chain” project started on 1st October, 2018 and will end by 30 September 2019. The production of the documentary will take place from December 2018/ till December 2019 to cover a whole crop cycle before and after implementation of the regulations. Exact number of field trip for filming and period for filming should be proposed by the Consultant. All filming should take place in the 6 pilot project Counties only.

## 9. Selection process

This solicitation will be judged by an evaluation panel that will use a Quality-Cost Based Selection (QCBS) analysis and there will be two-step selection process. Based on the following evaluation criteria, three shortlisted teams with highest points will be invited to present their concept to AgCK. The winning offer will be selected after the presentation of the 3 teams.

Evaluation criteria are as follows:

- Expertise of the Consultant: DVD sample of previous works of similar nature as well as full list of productions completed and in process: 20%.
- Proposed methodology, approach (creative and innovative ideas) :40
- CVs of the key Consultants and crews to be used on the assignment: 20%.
- Financial proposal (production costs and necessary expenses, efficiency of costs): 20%.

## 10. Ownership

The edited documentary films as well as all footage filmed for this assignment is the sole property of the AgCK. The selected Consultant's name and logo shall only be acknowledged in the closing credit.

## 11. Guidelines for submission of proposals

Interested Consultant should submit its proposal that include:

- A short concept on how you go about to achieve the given multi-objectives in the context potato value chain, regulatory framework, diversity of the 6 pilot project counties program with many unknown variables, context changes etc.
- The concept note should also state the expected length of the product.
- Time for filming and
- Financial proposals

## 12. DISCLAIMER

This RFP does not obligate AgCK to execute an award nor does it commit the Council to pay any costs incurred in the preparation and submission of the proposals. Furthermore, AgCK reserves the right to reject any and all offers, if such action is considered to be in the best interest of the project.

## 13. SUBMISSION OF THE PROPOSALS

AgCK invites technical and financial proposals from eligible consultants for consideration not later than **by COB (1700hr – East Africa Time) on or before 28<sup>th</sup> November, 2018.** The proposals should be sent in **electronic form only** with the email subject clearly stating **“Expression of Interest to Produce a Documentary Film on the Process of Implementation of the upcoming new Crops (Irish Potato) Regulations, 2018–**

**AGCK/EOI/001-11/2018”** to [rfp@agck.or.ke](mailto:rfp@agck.or.ke) with a copies to [info@agck.or.ke](mailto:info@agck.or.ke); [agricouncilkenya@gmail.com](mailto:agricouncilkenya@gmail.com).