



TERMS OF REFERENCE (TORS)
CONSULTANCY TO FACILITATE THE DEVELOPMENT OF AN AUDIO-VISUAL
DOCUMENTARY HIGHLIGHTING WOMEN'S EXPERIENCES IN THE AGRI-FOOD SYSTEM
FOR ADVOCACY AND ACTION.

1.0 Introduction and Background:

Food Rights Alliance (FRA) is a coalition of over 40 members comprised of local and international NGOs working on issues of agriculture, food, and nutrition security at household, community, and national levels. FRA envisions a “World free from hunger and malnutrition” and promotes sustainable access and consumption of adequate, safe, and healthy diets for all. The Alliance achieves its mission by building a formidable and diverse network of members and stakeholders that influence policy and practice at different levels; profiling and engaging champions on critical issues on the realization of the right to adequate food, and equipping stakeholders with credible knowledge and information to flag the right to food agenda in policy and practice. FRA contributes to democracy and good governance by upholding the key tenets of participatory democracy; inclusiveness, responsiveness, consciousness, mutual accountability, collective action, and participation in decision-making. The Alliance organizes civil society into issue-focused influencing groupings and enhances collective planning, knowledge and information sharing, and collective action

The Alliance is currently implementing a two-year project on Democratizing Africa through a just and inclusive Agri-food system (DAAS) with support from the Open Society Foundations (OSF) and being implemented in Uganda with activities at the East African Community and continental level. The regions currently covered include Katosi, Kigezi, Mubende, Mbale and Soroti. The overall project objective is to; Advance equity and justice in the African agri-food system. To mitigate this the project proposes to advance equity and justice in the African agri-food system by organizing movements of women on values of economic and social justice defining and advancing their change; strengthening Policy, legal, and institutional frameworks in agri-food systems at the national and regional level to provide justice and equity to the most vulnerable actors in the food system; and ensuring that FRA sustains quality work on advancing justice and equity in the agri-food systems. In the bid to strengthen FRA systems and structures to effectively support program quality management and delivery, FRA plans to enhance project sustainability by establishing an African Policy Research and Resource Center.

2.0 Rationale for the assignment

Globally, women play a vital role in agriculture worldwide, making up approximately 43% of the global agricultural labor force (FAO, 2018). This trend is even more pronounced in Africa, where women constitute nearly half of the farmers and provide over 70% of the agricultural labor force (AWLO, 2020). Additionally, women greatly contribute to the agri-food system beyond provision of labor.



In Uganda, several women have greatly engaged in agribusiness and value addition, engaging in both small-scale and larger commercial agricultural enterprises, even venturing into male-dominated business. For instance, over 40% of fish farmers in Uganda are female, a sector that was traditionally male-dominated. This shift demonstrates the significant impact women are making in traditionally male-dominated sectors, contributing to increased agrifood system growth and economic development. Despite their efforts, women's contributions beyond labor provision in agriculture remain largely unrecognized. In addition, women bear the greatest impact of food insecurity and malnutrition despite being the primary food producers. Further, women in various value chains face different context specific challenges, which have remained pertinent due to lack of context-specific interventions. Despite the challenges, women have the potential and power to contribute to the reduction of hunger and malnutrition, within the roles played at the various nodes of the agricultural value chain.

Hence, as a strategy to amplify women's contribution to addressing hunger and malnutrition in Uganda, FRA is organizing to develop an audio-visual documentary under the theme, "**The hand that feeds the world**". The documentary is aimed at showcasing the pivotal role of women in the agri-food system, their contributions to various agricultural value chains and their impact on agri-food system development. The documentary will also aim to amplify the voice and power of women in addressing hunger and malnutrition in communities while addressing the context-specific challenges they face in various value chains. By highlighting their achievements and aspirations, the documentary will influence stakeholder responsiveness as well as mobilize support for policy reforms and investments that address gender inequalities in agriculture, fostering solidarity and collective action for a more inclusive, equitable, and sustainable agri-food system.

Objectives of the assignment:

The overall objective of this assignment is to produce a documentary film featuring the stories and experiences of women in Uganda's Agri-food system, showcasing in contribution to addressing hunger and malnutrition in communities.

Specifically, the assignment seeks to;

- Showcase success stories and lessons that illustrate the powerful hand of women in feeding communities.
- Document and celebrate the achievements of women in the Agri-food systems.
- Amplify women's voices on the context-specific challenges they face and actions for their increased engagement in the agrifood system.



3.0 Expected Deliverables:

- An Inception report consisting of a detailed script and storyboard for the documentary approved by FRA before filming begins.
- A 15-30-minute documentary film in HD format with English subtitles showcasing success stories and experiences of women in Uganda's agrifood system, highlighting their potential, achievements, and contributions.
- A short version of the documentary (3-5 minutes) for social media and online platforms.
- A written report summarizing the key findings, lessons learned, and recommendations from the documentary production process.

4.0 Time Span:

- This assignment is expected to be completed by 19th August 2024 and will be carried out for 15 working days.

5.0 Time Frame:

Submission of EOI	Review of EOI	Signing of Contract
19 th July, 2024	22 nd July, 2024	25 th July, 2024

6.0 Institutional Arrangements:

- FRA will be responsible for commissioning and managing the consultant/s and contract and finalizing details of the work schedule.
- FRA will provide supervisory support to the consultant/s.

7.0 Expertise:

A suitable consultant shall have the following qualifications;

1. Proven experience in producing documentaries or audiovisual content.
2. Access to up-to-date accessories or filmmaking gear.
3. Indicate the art of the filmmaking gear or accessories used.
4. Video documentaries/ outputs are a key requirement
5. Skills in undertaking investigative journalism.
6. A strong understanding of agri-food systems, particularly regarding women's roles and experiences within these systems.
7. Proficiency in using audiovisual equipment, filming techniques, and video editing software is necessary for producing high-quality documentary content.



10.1 Contents of the Bid:

Information that is needed while submitting an expression of interest includes;

1. Letter of interest.
2. Technical proposal (clearly showing the methodology, plan of action, and interpretation of Terms of Reference. Use the attached template in the link - <https://fra.ug/vefeput/2024/07/DAAS-FRA-Expression-of-Interest-1.docx>).
3. Any comments/suggestions in relation to this consultancy
4. Financial Proposal for the undertaking of the assignment.
5. Detailed profile of the applicant, indicative of previous relevant experience.

10.2 Statement of Safeguarding:

According to FRA's organizational value of accountability, it is our policy to safeguard all individuals involved in FRA's work against risks of exploitation and abuse. FRA will not tolerate exploitative or abusive behaviors by anyone associated with the implementation of FRA's work.

10.3 Submission of proposal

Interested consultants (individuals and firms) with experience in executing similar assignments are invited to submit their expression of interest/bids by **19th July 2024** with the subject field "Expression of Interest-**Documentary for Women in the Agri-food System**. Addressed to; Executive Director Email: fra@frauganda.org. **Only complete bids submitted by mail will be considered.**