

TERMS OF REFERENCE (TORS)

CONSULTANCY SERVICES FOR THE DEVELOPMENT OF AN AUDIO-VISUAL DOCUMENTARY HIGHLIGHTING THE EMPOWERMENT AND TRANSFORMATION OF WOMEN COFFEE FARMERS THROUGH COFFEE COOPERATIVES

A. ORGANIZATIONAL BACKGROUND

Food Rights Alliance (FRA) is a coalition of over 40 members of local and international NGOs working on issues of agriculture, food, and nutrition security at household, community, and national levels. 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.

B. INTRODUCTION & OBJECTIVES OF THE PROJECT

The ReCoP (Building Resilience of Women in the Coffee Value Chain) project is designed to organize women in the coffee value chain as agents of climate change action, equity and justice in the Agri-food system, and enhance their participation in the coffee value chain and the related policies. This will be through movement building, connecting struggles, community empowerment and using evidence-based advocacy to promote and foster engagement on priority issues affecting women in the coffee value chain

The ReCoP project goal is to increase the adoption of principles of economic, environmental, and social justice in the agrifood systems. The long-term goal is an inclusive and resilient food system that fosters the participation of all actors in decision-making.

C. RATIONALE OF THE ACTIVITY

Over this period, FRA has played a pivotal role in advancing women's empowerment in Uganda's coffee value chain by implementing targeted strategies such as promoting group formations, facilitating their integration into coffee cooperatives, and offering training in movement building, advocacy, and negotiation. These initiatives have provided women with technical skills in coffee production and marketing, as well as strengthening their ability to negotiate fair prices, access resources, and participate in

decision-making processes. Through their involvement in cooperatives and organized groups, women have lobbied for inputs, demanded inclusion, and worked collectively to influence positive changes in the coffee sector. This collective action has led to meaningful economic and social transformation in the lives of many women in Mbale and Bulambuli district.

While significant progress has been made, the stories and experiences of how women coffee farmers have been empowered and transformed through coffee cooperatives remain largely undocumented. It is essential to showcase the critical role cooperatives and groups play in women's economic empowerment and transformation in the coffee value chain in an audio-visual documentary.

Against this background, FRA intends to showcase the personal and collective journeys of these women who have been empowered through cooperatives. The documentary will spotlight their successes, the barriers they've overcome, and the transformative role of cooperatives in improving their livelihoods. The documentary will serve as an advocacy tool for continued stakeholder engagement in the promotion of women's leadership, fair access to resources, and a more inclusive coffee value chain in Uganda.

D. ACTIVITY OBJECTIVES

Main Objective

To produce a documentary highlighting the empowerment and transformation of Women Coffee Farmers through coffee cooperatives and organized groups.

Specifically, the assignment seeks to;

1. Showcase success stories, experiences, and transformations of women within the cooperatives and group engagements.
2. To advocate for stakeholder support in promoting women's leadership, equal access to resources, and a more inclusive coffee value chain in Uganda.

E. 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 how women in the coffee industry have been empowered and transformed through coffee cooperatives in Mbale and Bulambuli districts.

- 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.
- A digital album.

F. TIME SPAN:

This assignment is expected to be carried out in March – April 2025 and should be completed by April 30, 2025.

G. TIME FRAME:

Submission of EOI	Review of EOI	Signing of Contract
10 th April, 2025	11 th April, 2025	14 th April, 2025

H. INSTITUTIONAL RESPONSIBILITIES:

- 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.

I. EXPERTISE:

A suitable service provider shall have the following qualifications;

1. Proven experience in undertaking similar assignments in reputable institutions. Share links of previous work.
2. A minimum of a degree in Communication or Journalism and Media.
3. Access to up-to-date accessories or filmmaking gear. Indicate the art of the filmmaking gear or accessories that will be used.
4. Effective storytelling, investigative and communication skills.
5. A deep understanding of agri-food systems, with a particular focus on the roles and experiences of women, especially female coffee farmers and cooperatives.
6. Proficiency in using audiovisual equipment, filming techniques, and video editing software is necessary for producing high-quality documentary content.

J. 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).
3. Active links of previous documentaries developed.
4. Any other innovations/suggestions related to this assignment.
5. Financial Proposal for the undertaking of the assignment.
6. Detailed profile of the applicant, indicative of previous relevant experience.
7. Narration of the relevance of different teams on the assignment.

K. 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.

L. SUBMISSION OF PROPOSAL:

Interested consultants (individuals and firms) with experience in executing similar assignments are invited to submit their expression of interest/bids by 5:00PM on April 10th, 2025 with the subject field **"EOT-Documentary Women Empowerment Through Coffee Cooperatives"** Addressed to; **Executive Director** Email: **fra@frauganda.org**.

Only complete bids submitted by mail will be considered.