



## TERMS OF REFERENCE (TORs)

### TO DEVELOP CASCADE POLICY WINS PODCAST SERIES ON NUTRITION AND FOOD SECURITY

#### **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 works to promote sustainable access and consumption of adequate, safe, and healthy diets for all. The Alliance achieves her mission through 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.

FRA is co-implementing the Catalyzing Strengthened Policy Action for Diets and Resilience (CASCADe) project that aims to improve food security and contribute to the reduction of malnutrition of at least 1 million women of reproductive age and children in Uganda. Particularly, FRA contributes to Domain 1 of CASCADe on improving the implementation of existing nutrition-related policies and supports Domain 5 on promoting synergies between relevant actors on data sharing, learning, and strengthening coordination and linkages. The long-term outcome of the project under domain 1 is to improve the food environment and food system and the intermediate outcome is government bodies effectively implement nutrition-related policies promoting year-round consumption of healthy diets, particularly for women of reproductive age and children. In a bid for FRA to contribute to the aspirations of the CASCADe project, the alliance intends to organize media engagements in form of podcasts to safeguard and amplify the advocacy achievements of the CASCADe project, and to use them as a foundation for sustaining momentum on nutrition and food security governance in Uganda.

#### **Rationale for the assignment**

During the implementation period of the CASCADe project, Food Rights Alliance (FRA) contributed to several significant policy and institutional gains aimed at strengthening food



security and nutrition governance in Uganda.

While these achievements represent important advocacy milestones, they remain vulnerable to policy shifts, competing national priorities, and declining public attention once project support comes to an end. There is therefore a critical need to consolidate these gains by sustaining public discourse, reinforcing accountability, and linking past successes to current and emerging policy debates on food systems, nutrition financing, and decentralized service delivery in Uganda.

FRA, under the CASCADE programme, has organized media engagements in form of podcasts to safeguard and amplify the advocacy achievements of the CASCADE project, and to use them as a foundation for sustaining momentum on nutrition and food security governance in Uganda.

### **Objectives of the Assignment**

To amplify and document key advocacy wins of the CASCADE project by producing and disseminating eight podcast episodes that translate technical policy achievements into accessible public dialogue on nutrition and food security.

To stimulate informed policy discussion and accountability on nutrition implementation by linking project wins to current national and sub-national policy and budget processes, thereby reinforcing government responsibility for sustaining and operationalizing these commitments

### **Responsibilities of the service provider**

1. Produce a clear outline of the work plan for carrying out the assessment;
2. Conduct the assignment effectively and in a timely manner
3. Submit the stipulated deliverables by the stipulated deadline of the assignment

### **Deliverables from the service provider**



The service provider is expected to deliver the following on an external drive;

1. A branded podcast intro or jingle to be played at the beginning of each episode.
2. Production of eight (8) fully produced podcast episodes, including all associated extended artwork. Three (3) episodes will be filmed in Kampala, while the rest of the episodes will be filmed in the Acholi and Tooro sub-regions.
3. Episode-specific cover artwork to serve as the visual identity for each podcast episode.
4. Social media teaser content, including short video or audio clips for each episode, designed to generate interest and encourage audiences to watch or listen to the full episode.

**Time Span:**

This assignment is expected to be carried out in February-May 2026, and should be completed by May 20, 2026.

**Time Frame:**

Submission of EOI	Review of EOI	Signing of Contract
18/02/2026	19/02/2026	20/02/2026

**Institutional Responsibility:**

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

**Contact person:**

The contact person for the assignment shall be the FRA’s Program Officer, Communication and Advocacy.

**Expertise of the Service provider:**

The suitable service provider shall have the following qualifications;

1. A minimum of a degree in Communication or journalism and media.
2. Proven experience in producing high-quality podcasts, including recording, editing, sound design, and final mastering. Demonstrated ability to manage end-to-end podcast production for multi-episode series. Share links to previous work.
3. Ability to support content structuring, episode flow, and storytelling to ensure engaging and coherent episodes.
4. Experience working with hosts, panelists, and guests to deliver compelling conversations.
5. Proven capacity to design high-quality podcast artwork, including episode cover art and extended branding materials.
6. Experience producing short-form promotional content (audio and video teasers) optimized



for social media platforms.

7. Knowledge of copyright, licensing, and intellectual property requirements related to audio, music, and visual content.
8. Effective storytelling and Communication skills.
9. Experience in leading proficient teams to work parallelly in different locations.
10. Access to up-to-date film making gear

### **Contents of the Bid:**

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

1. Letter of interest.
2. Technical proposal (clearly highlighting the interpretation of the terms of reference, methodology proposing the storyline and key pitch features of the assignment, and work plan among others. Indicate the art of film-making gear to be utilized).
3. Active links of previous podcasts developed.
4. Narration of the relevance of the different teams on the assignment
5. Financial Proposal/Budget for the undertaking of the assignment detailing professional and operational costs.
6. Detailed profile of the applicant, indicative of previous relevant experience and documentaries produced.

**Note:** Each section of the bid must not exceed one page. Applicants are therefore required to compile all the requested information into a **single PDF document of no more than 6–7 pages in total.**

### **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.

### **Submission of proposal**

Interested service providers with experience in executing similar assignments are invited to submit their expression of interest/bids by 18<sup>th</sup> February, 2026 with the subject field “Expression of Interest– **Food Rights Podcast**. Addressed to; Executive Director, Food Rights Alliance through Email: [fra@frauganda.org](mailto:fra@frauganda.org). **Only complete bids submitted by email will be considered.**