



## TERMS OF REFERENCE FOR DOCUMENTATION OF EADD II PROGRESS, SUCCESSES AND BEST PRACTICES IN UGANDA

Heifer Project International (HPI) is a humanitarian development organization dedicated to ending hunger and poverty and caring for the Earth by empowering small holder families around the globe to become self-reliant and attain sustainable livelihood through economically viable agricultural enterprises.

EADD II is a five-year regional industry development program focused on sustainably improving livelihoods of smallholder dairy farmers by improving their income through enhancing dairy production and market access in East Africa. Based on the successes and learning of EADD phase one, EADD II in Uganda aims to double the dairy income of 43,000 farming households and an additional 129,000 secondary beneficiaries by 2018.

EADD II adopts the hub model approach – a one-stop shop model by which farmers are organized into formal Producer Organizations (POs) through which farmers' access to dairy markets, services and inputs is enhanced. Also, through Social Capital development approach, Community Facilitators (CFs) and Community Agrovets Entrepreneurs (CAVES) enable the hubs reach out to farmers' and address social and technical needs.

### Scope of work:

As part of the delivery of the Services and/or Goods, Contractor will be required to:

1. Demonstrate a good understanding of the dairy sector, particularly in relation to communicating with farmers on good dairy farming practices;
2. Conduct desk reviews on EADD II (project documents such as annual reports, newsletters, etc. will be provided to Contractor);
3. Conduct interviews with relevant staff, beneficiaries and representatives of key stakeholders including processors, dairy apex unions, relevant government representatives, PO members, other NGOs and private sector players;
4. Synthesize and document information collected using various communication channels;

5. Spearhead the design and production of the best practice document, success stories, slide decks / presentation, etc. including writing, layout and formatting, graphic design and editing;
6. Engage graphic designers and illustrators to creatively present the information in an easy to read and absorb format;
7. Provide advice on best communication channels to present the collected information; and
8. Provide advice on competitive third-party service providers for printing of the material.

### Expected Deliverables

As part of the Services and/or Goods, Contractor shall present:

- i. Document the journey on how EADD, has been instrumental to developing the dairy industry in Uganda, and change the lives of farming households. This would include the community work at the grass root level.
- ii. At least four (4) success stories from EADD II Uganda, one each per objective;
- iii. Slide decks and any other presentations on EADD II;
- iv. Story boards and positive quotes from farmers who have benefited from EADD II;
- v. High resolution photos to be used in the materials to be produced;
- vi. An inception report with creative brief of the best practice document and supporting communication tools proposed (within one week of signing the Agreement);
- vii. Communication tools in soft copies, PDF, TIFF, and working file format to HPI;
- viii. Consent forms for all photos taken and videos documented
- ix. Drafts and a final best practice document with lessons learned and success stories of EADD II in Uganda and;
- x. A 3 minutes video documentary highlighting the success of the hub model under the EADD II program in Uganda

**Applicants should include but are not limited to the following in the proposal:**

1. A technical proposal which includes a proposed implementation plan covering a period not exceeding 2 months (including report writing and presentation of the same);
2. Study questions under the title "Best Practices and Successes in Revitalizing the East African Dairy Industry: The EADD II Experience in Uganda". In this section they should include the key study questions to be followed.
3. A budget proposal (Excel format) - provide a financial budget for the assignment which will be subject to negotiation.
4. CVs of person(s) to undertake the consultancy
  - Preferably an advanced degree in Communication, Public Relations or Information Science from a recognized university;
  - Relevant 5 years work experience in developing, implementing and monitoring communication strategies and documentation;
  - Retrievable evidence of undertaking previous similar assignments
5. Company profile, complete with physical, email and web addresses

### Timeframe:

This assignment will take approximately **Two months**, starting from the **1<sup>st</sup> of October 2018**.

The firm is required to submit a staffing scenario and budget consistent with this timing.

### Applications:

Interested and qualified firms should forward their applications not later than **Close of Business on the 8<sup>th</sup> of September 2018** to:

Dorothy Nantume on  
Dorothy.Nantume@heifer.org and

Copy to:  
Esther.Mbaka@heifer.org