

TERMS OF REFERENCE FOR MEDIA CONSULTANT FOR AG-SCAN WORKSHOP

1. Background

'AVANTI – Advancing Knowledge for Agricultural Impact' works with national partners to facilitate systematic self-assessments ('AG-Scans') of their country's capacity to manage for development results in the rural sector. AVANTI is an initiative that aims to strengthen national governments' Results-Based Management (RBM) practices and contribute to improving reporting against the Sustainable Development Goals (SDGs). AVANTI does this by enhancing capacity in the five pillars of RBM: Leadership, Monitoring & Evaluation, Accountability, Planning & Budgeting, and Statistics. AVANTI's objective is to improve government decision-making for rural policies and strategies by facilitating the development of an action plan based on the findings of the self-assessment AG-Scan.

In (Country), the AG-Scan workshop will take place with (name of partner organisations involved) from (date) to (date).

This AG-Scan workshop is expected to inform and raise awareness of the follow-up processes of the SDGs and their linkage with the planning instruments of the agriculture sector, create spaces for exchange and coordination of public entities on the monitoring system of the SDGs related to the agriculture sector, as well as strengthen the Management for Results approach and the coordination of the (gov partner) instances linked to monitoring and evaluation, and identify priority actions that guide (gov partner) in the implementation of a monitoring and evaluation system.

Videos and photos of the event are meant to be produced in the AG-Scan context, to reflect on the learnings and experiences from the participants of the workshop. Such videos and photos are used for the Knowledge products (webiste, Newsletter, social media) of AVANTI.

2. General description

In the framework of the workshop, we've foreseen the engagement of a consultant to execute tasks related to the videos and photos of the workshop.

3. Objectives of the consultancy

The consultant will coordinate and undertake a set of tasks, to ensure that videos and photos that convey Knowledge are produced, and that the main organiser(s) are duly informed and involved if needed to achieve such objective.

4. Tasks of the consultancy

Consultant is expected to produce photos, a short video and a long video. Read below for details of task and requirements.

4.1 Photos: consultant is expected to produce high quality pictures at the event. Read details below.

Pictures to be provided:

- at least 50 high quality photos of people working together in groups (in dialogue, working together, visibly interacting).
- at least 20 high quality photos of people presenting
- at least 2 high quality group photos where everyone attending te workshop is properly visible.

Characteristics of pictures:

- ensure everyone attending the workshop is visible in at least 1 photo: the overall total of photos should ensure that all participants at the event are visible in at least 1 picture, including everyone in the core team.
- ensure that people look professional / presentable.

4.2 Videos: consultant is expected to produce 2 videos:

- a short video (2 minutes) and
- a longer video (7 minutes)
- both videos include inputs from participants, about what happened at the event, key statement, take-aways, points to retain or learnings by the participants. Both videos include interviews from selected participants. Videos also include footage from the workshop (see videos at www.avantiagriculture.org > AG-Scans).

Characteristics of the videos.

- Short video has a length of about 2 minutes. The goal is to provide a quick snapshot of learnings, challenges and takeaways.
- Long video has a length of about 7 minutes. The goal of the longer video is to provide more information to the audience, allowing for more detailed messages to surface. This longer video ideally sheds more light into further learnings and reflections from the participants, ideally from “video questions style – option B” (see below). For example, if in the short video a person is shown giving a statement that lasts 30 seconds, the long video could include the rest of her or his statement, and the same for other interviewees.
- Who should be interviewed: selection of people should be diverse, make sure you cover the various institutions involved, gender balance as much as possible, ethnic balance if context is ethnically diverse. Ask the organising team to give you guidance or inform who should be interviewed.
- Make short interview videos with few selected participants. To achieve this, inform them in advance and ask them to think of their input to last about 1 minute (the video will then be cut to put together with others for a full 2-3 minute video).
- Take note of names and organisation as they want to appear in video (tip: write their name in a paper and show it in the video at the beginning, for video editors to quickly identify who is who and add name banners).

Questions for video interviews. There are two styles of questions, please discuss with the organising team of the workshop and ask them which style of questions they would like to have for their videos. The 2 “styles” are:

- **Video Questions Style - Option A:** The following questions can be used for interviews and edited in sequence. All together the questions ensure that the final video has a simple narrative, yet informative. Questions:
 - Person 1: what is this event about? (ask them to tell what is the name of event, where is it taking place, what is it about)
 - Person 2: why it matters/why this is important? (ask them to say why they think this event is relevant for their work and their organisation)
 - Person 3,4,5) what are their take-aways, learning, what's the added value, etc.? (ask them to say what are the main things they learnt, or the things that represent new knowledge, what will they do with this new learning/knowledge)
- **Video Questions Style - Option B:** The following questions allow for a more in-depth content video, because they focus more on things that were unexpected, disruptive learnings, challenges, and in what is next.
 - How pertinent and useful is the workshop and methodology of the AG-Scan for you?
 - How meaningful are the results and learnings about the process until now?
 - How relevant is the workshop in regards to the situation of the M&E capacities and the needs?
 - "What's the most interesting or frustrating in your job related to M&E?"
 - What has been the most surprising or unexpected thing in this AG-Scan Workshop?"
 - What's the most shocking or disruptive learning for you in the AVANTI process (AG-Scan workshop)"
 - Does this workshop of self-assessment and joint planning will actually change something in your job or your department?

- Do you think the Ministry (or according organisation) needs to invest to improve M&E towards SDGs for the future, why and where?
- What are the biggest challenges to improve the M&E capacities in the agricultural sector?

Composition of video (how it should look):

- use the composition of 3 blocks to position the subject in between two blocks (avoid placing people in the center). See on section 2.c in the video guidelines at www.avantiagriculture.org/branding
- Videos or images should not be blurry
- Videos should have enough light in the face of the person who is speaking, or anyone depicted in the videos (e.g. in videos of people working together).
- Video audio should be clear and with good quality
- **Important about Branding:** find all resources like oficial AVANTI music, logos, color codes and other visual aid at www.avantiagriculture.org/branding. Use those resources to comply with the AVANTI branding for the viideos.

5. Responsibilities of the consultant

- Execute tasks described in point 4 in this ToR.
- Deliver media (photos and videos) as per point 6 in this ToR.
- Keep in constant contact with responsible of the contract.
- Coordinate with corresponding counterparts via email or phone call.
- Submit results or deliverables according to point 4.

6. Deliverables

Deliverables (video and photos) should be finalised and shared with the team within 10 working days of the end of the workshop. Draft versión should be sent to the lead person organising the workshop (signatory of this ToR) and final version (no drafts) should be also sent to xxx@yyy.zzz.

7. Duration

The time assigned for this contract is from (date) to (date).

8. Amount and payment

The amount for the current contract is of (among, currency). **It does not include tax.** Payment will be done in the following manner:

- First paymnet (50%) – when current ToR contract is signed.
- Second payment (50% - once all results are delivered and approved.

Consultant will provide invoice or digital invoice for the amount paid.
The payment will be done by (name or organisation paying)

9. Orientation and coordination of contract

Consultant will be under supervision of (your name as main organiser of AG-Scan, with email and telephone)

10. Profile of consultant



Communications or audio-visual company or individual with professional skills on communications and multimedia (video, photo, content creation, social media) and technical equipment for the production, editing and packaging of all the materials described in point 4 of this terms of reference.