

i-NASHR Project in Egypt
Terms of Reference for Video Production
Deadline for Application 10th November 2023

i-NASHR

The Innovative Agriculture for Small-Holder Resilience (iNASHR) project (2020-2023) aims to scale a package of agricultural interventions for sustainable intensification of wheat-based farming systems in six Egyptian governorates. Adoption of the proposed package will contribute to increased yield, improved soil fertility and water use efficiency. The package will be promoted through holistic, inclusive and diverse dissemination strategies using pluralistic extension systems. Information, communication and technology (ICT) applications and farmer to farmer videos will be used to ensure equitable and effective access to the technologies for all. I-NASHR is led by the International Center for Agricultural Research in Dry Areas (ICARDA) and implemented in partnership with the Agricultural Research Center of the Ministry of Agriculture in Egypt and Access Agriculture.

About Access Agriculture

We are an international NGO with renowned expertise in producing and showcasing farmer to farmer learning videos and ICT apps in local languages to disseminate innovative technologies in farming communities. Access Agriculture (AA) is a strategic partner in the project that is engaged to train local entrepreneurs to develop business through technology dissemination. AA will facilitate the showcasing of the technologies through the mobile smart projector and monitor the dissemination process through real time data collection via the MergData app. Since the beginning of the project, over 50 000 people were reached in village video shows, on the project technologies as well as other relevant knowledge through the AA video library.

Job Description

Access Agriculture is seeking a videographer to develop 4 short videos that overview the process and impact of the Access Agriculture methodology and video tools in serving small scale farming families and improving the environment. The videos will document the success stories and the changes in farmers lives thanks to knowledge delivered by youth in community based video screenings. These videos will facilitate communication with diverse stakeholders in the rural development and agriculture sectors and will be launched during the project closing event mid December 2023. The videos will be used online for social media platforms and **should not exceed 4 minutes long**, ideally less. Kindly see the link below for a similar video format as a reference:

1. <https://www.youtube.com/watch?v=Ve4tNloCv-U&list=PL9tjih25lypM9N77gQE2AHDwPqH4r2Pq1&index=3>
2. <https://www.youtube.com/watch?v=7O3CVTj1j1U>

Access Agriculture has outlined the 4 video topics - to inspire people to learn about its modus operandi, the way rural youth entrepreneurs are engaged, and the impact of the videos - such as those produced in Egypt for the purpose of the i-NASHR project, as well as the impact of south-south videos that transfer knowledge from other regions of the world.

The 4 proposed video topics are:

1. How can video change the behaviour of farmers?
 - To highlight how investing in the proper communication tools, using farmer to farmer approach and collaboration with research institutions can be effective and impactful - with a focus on water management/irrigation in Egypt
2. How can videos help increase the sustainability of youth led extension?
 - Show how a diverse group of young entrepreneurs use the same training tools to train farmers, and share their learnings to develop better demonstrations and sustainable services in their communities
3. How can videos have a transformative impact in rural women's lives?
 - Why video screenings are key to support the development of small home based enterprises in marginalised communities where many women have limited mobility and literacy
4. How can videos scale agroecology?
 - Focus on farmers transitioning away from conventional farming, and learning from farmers around the world how to make better use of their farm resources and implement regenerative practices.

Roles

- Access Agriculture - to outline the key messages, interview questions and identify best filming locations and interviewees, add music, logos and final edits of the 4 video sequences developed by the hired video team
- Hired Video team - to travel to locations, support in improving the video script and ideas, document the field work of the young entrepreneurs and farmers, interview farmers/ partners and edit the videos, subtitles English, export final sequences (with and without subtitles)

The table below outlines the ToR activities in chronological order and their estimated number of man-days:

Specific duties	<u>Est days</u>
Inception meetings to agree on a final video format + travel logistics	1
Review of video outlines, video scripts, interview questions, and titles	2
Upper Egypt Travel - 1 longer trip with overnights <ul style="list-style-type: none"> - Assiut (2 nights) - Minia (2 nights) 	5



- Beni Suef (day shooting & return to Cairo)	
Delta - Day trips from Cairo - Sharkia - Dakhaleya	2
Interviews with i-Nashr project staff in Cairo (ICARDA, Access Agriculture and Agricultural Research Center)	1
Video editing - around 2 days per video	6
Feedback and final edits	1
Estimated days	18

Required Skills

- Proven track record of experience filming in Egypt, preferably with rural communities and farmers
- Directing, Scripting and Interviewing skills
- Video editing and formatting for export in multiple formats
- Ability to travel and stamina to work long hours in the field

Travel & Timeline

- Transportation, accommodation and all logistical costs to filming sites are covered by the hired team as part of their budget
- Available to implement work in November (start 19/11/23)
- Finalise first edits by first week of December 2023 (submit final drafts by the 7/12/23)

Application Process

To apply, send your resume, portfolio links, financial proposal and payment terms to laura@accessagriculture.org before November 10th 2023