

## CALL FOR CONTENT DEVELOPMENT

### 1. Introduction

Biovision Africa Trust (BvAT) is a not-for-profit organization established in Kenya in 2009 by International Centre of Insect Physiology and Ecology (icipe) Campus in Nairobi. The Trust's goal is to alleviate poverty and improve the livelihoods of smallholder farmers in Kenya and other African countries through supporting dissemination of information and knowledge on appropriate technologies to improve human, animal, plant, and environmental health.

### 2. Project background and focus

The Knowledge Hub for Organic Agriculture in Eastern Africa (KHEA) is part of the Global Project Knowledge Centres for Organic Agriculture in Africa (KCOA), implemented by GIZ with funding support from BMZ Special Initiative One-World-No-Hunger. The project is being implemented in the regions of Eastern, Western, Southern, Northern and Central Africa. The goal for the KCOA project is to ensure Knowledge Hubs are successfully introduced as an innovative strategy for promoting organic agriculture with actors in the regions of Eastern, Western, Southern, Northern and Central Africa. The first phase covers a period of two (2) years starting from August 2019 and ending in July 2021.

The overall goal of the Eastern Africa Knowledge Hub is to ensure that Ecological Organic Agriculture (EOA) is integrated into the Eastern Africa agricultural systems in 4 countries of Kenya, Uganda, Tanzania and Rwanda. The Eastern Africa Knowledge Hub is expected to be scaled up to include three (3) additional countries of Madagascar, Burundi and Ethiopia.

The goal will be achieved through 3 main focus areas;

1. **Collecting/preparing of organic agricultural knowledge:** Validated technical and methodological knowledge for the promotion of organic agriculture, including processing, is prepared and packaged for application in the context of the participating countries and stakeholder groups.
2. **Dissemination of organic agricultural knowledge and capacity building:** Validated knowledge, strategies and good practices in the field of organic agriculture, adapted to the contexts of the countries participating in the regional knowledge hubs, have been disseminated.
3. **Networking in organic agriculture value chains:** Key actors in the organic agriculture value chains of the participating countries in the four countries have been networked in an exemplary manner.

In Kenya, Biovision Africa Trust is the lead agency in the implementation of the KCOA project and co-hosted by PELUM Uganda partner, in Uganda.

### 3. Purpose of the assignment

Within the framework of its mandate to document information and knowledge on organic agriculture along the value chains and support relevant actors to translate it into practices and wide application, Biovision Africa Trust aims to produce information materials that will be a source of evidence-based knowledge for farmers practicing sustainable agriculture and other stakeholders also for organizations or entities implementing or supporting farmers in Kenya,

and other Africa countries.

Specifically, the call aims to produce two booklets on the following themes:

1. A user guide on desert locust management (for farmers).
2. A user guide on healthy eating to create consumer awareness on benefits of buying and eating organic food (for consumers).

#### **4. Specifications for the user guides**

Each user guide should conform to the following specifications:

- The booklet should be detailed enough and brief.
- Do not use technical language unless it is required.
- Written in natural and simple language.
- Use a conversational style.
- Illustrate with relevant colour photographs.
- Number of pages 16 - 20.

#### **5. Deliverables**

The successful consultant shall provide a draft booklet (s) on the selected themes and then finalize and submit a final booklet (s) based on the feedback from the BvAT team.

#### **6. Application documents**

Interested applicants should submit;

- A proposal detailing the theme they want to cover and how you understand it, topics to address under each theme, a clear methodology on how you will collect the information and present it (300 words max).
- Updated CV of the writer and links to similar writing work or research articles previously published should be provided.

#### **7. Implementation schedule / deadlines**

- The deadline for proposal submission is Thursday **20 July 2021**.
- Applicants whose proposals are selected will be informed in the following week and have two weeks to develop and submit their work.

#### **8. Key evaluation criteria**

- Academic qualification of the writer.
- Experience in developing, reviewing and/or publishing content on sustainable agriculture.
- Demonstration of a clear understanding of the Terms of Reference for this assignment.
- Applicant's proposed template and financial proposal
- References (links or PDF documents) to some similar work done.

Interested candidates should submit their proposals through [recruitment@biovisionafrica.org](mailto:recruitment@biovisionafrica.org).  
For more information, contact Hudson Wereh Shiraku through [hshiraku@biovisionafrica.org](mailto:hshiraku@biovisionafrica.org).