



SCOPE OF WORK

MEDIA OR EVENT COORDINATOR

Background

The International Fertilizer Development Center (IFDC) has started a new seed sector development project in South Sudan in December 2020. The “Accelerating Agriculture and Agribusiness in South Sudan for Enhanced Economic Development Project” (A3-SEED) will provide market-oriented interventions to support the establishment of a commercial, sustainable, and adaptive agriculture sector in South Sudan. The project will ensure the availability of improved seed down to the last-mile through agri-entrepreneurship and support existing private sector seed companies to improve seed, input and output marketing, distribution and production practices. A3-SEED seeks to reach more than 100,000 farming households, double incomes from marketable surpluses of targeted commodities, increase farmer yields by 20-50% on target commodities, facilitate the development of 100 agro-dealers as well as 200 women-owned and 200 youth-led businesses, and bring 42,000 ha of farmland under agroecological production. Furthermore, the project will aim to achieve that 50% of relief seed will be procured locally. The project will support the emergence and resilience of individual commercial seed producers, who produce for the local market, as outgrower for a seed company, or both. The project is implemented in collaboration with KIT, Royal Tropical Institute with funding from the Netherlands Embassy.

Purpose

The project will support commercialization of the seed sector through the following four Result Areas (RAs):

1. Commercial Quality Seed Production focuses on ensuring efficient, high quality and economically viable seed production, sales and distribution tailored for market-oriented smallholder farmers;
2. Quality Seed Use, Good Agricultural Practices and climate resilient farming practices among smallholder farmers results from tailored sales and distribution strategies provided by seed companies and commercial seed producers;
3. Quality Seed, Input and Output Marketing and Distribution through the establishment of last-mile input distribution and effective seed, input and output market relationships which improve local competitiveness through agribusiness development, women empowerment, and youth employment;
4. Learning and Capacity Development supports the above result areas together with targeted research to address bottlenecks, support adaptive project management and advance knowledge on seed sector development.

IFDC is hiring a Media or Event Coordinator or consultancy firm to organize a Project Launch Event early next month.

Duration

The launch is planned to take place on 30th June and 1st July, 2021. The estimated duration of this Consultancy will be 15 business days from 15th of June to the 6th July, 2021.

Timeline

Deadline for submission: May 28th, 2021. Applicants are requested to review and respond to the Scope of Work via email (no hard copies required) in the first instance to kmirye@ifdc.org and CC: dtiren@ifdc.org.

Deliverables

- Produce an edited and approved video of the speeches of the principals within a 24-hour timeframe
- Invite, coordinate, and manage media coverage for the launch and the technical workshop.
- Prepare visibility and communication materials including but not limited to banners and flyers for the project launch according to IFDC and Embassy of the Kingdom of the Netherlands specifications.
- Develop 30-second radio and TV announcements and coordinate broadcasts before and during the launch.
- Manage and coordinate a webinar of the same Event.

Approval: (signatures)

DocuSigned by:
Denis Tiren
8266C7973CFD442...
Denis Tiren
Start Up Manager – A 3 Seed South Sudan

May 24, 2021 | 9:18:38 AM CDT

Date

DocuSigned by:
Bastiaan Huesken
91729D7F7...
Bastiaan Huesken
Portfolio Manager

May 24, 2021 | 9:22:34 AM CDT

Date