Proposed Media and Communication Strategy for Africa Harvest to Scale Commercialization of Drought Tolerant Crops (DTC) technologies to secure Dignified and Fulfilling Work for 120,000 Youth in rural Kenya.

DURATION MAY- JULY 2023

BACKGROUND CONTEXT
Severe drought in parts of Eastern and Southeastern Kenya due to the changing climate has caused widespread crop failure, deterioration of household food security, and loss of livelihood sources for hundreds of thousands of smallholder farmers. Africa Harvest uses agricultural technologies and innovative institutional approaches that are scientifically accurate and gender-sensitive to improve the livelihoods of rural communities, particularly smallholder farmers. They plan to use Drought Tolerant Crops (DTC) technology to facilitate the creation of 120,000 dignified, sustainable, and fulfilling work opportunities for youth (70% young women and 30% young men) in 10 counties (Busia, Homabay, Siaya, Elgeyo Marakwet, Machakos, Makueni, Kitui, Tharaka Nithi, Meru and Taita Taveta). The project will be implemented over a period of 5 years.

OBJECTIVE
The consultant will provide strategic advocacy, media, and communications consulting to increase the uptake of youths in agriculture in the target counties by creating campaigns that position the commercialization of drought-tolerant crop technologies as a credible source of dignified and fulfilling work.

SCOPE OF WORK:
The objective of the consultancy is to support Africa Harvest in achieving the following goals:
1. **Develop a mass mobilization campaign strategy at the ward/village level:** Formulate a comprehensive strategy to raise awareness about the project and increase uptake at the ward and village levels in the following ten counties: Meru, Tharaka Nithi, Kitui, Machakos, Makueni, Taita Taveta, Homabay, Siaya, Busia, and Elgeyo Marakwet.

2. **Develop a Digital Media Campaign:** Create a comprehensive and impactful plan that leverages digital platforms and channels to effectively reach and engage the target audience.

3. **Simplify and Clarify the Message:** Simplify complex jargon and technical language used in Africa Harvest communication materials.

4. **Create Visuals and Testimonials:** Develop visually appealing materials that enhance the communication of the project's message.

5. **Translate communication and Campaign Materials to Local vernacular languages:** Takes into account the need for translation of communication materials into local vernacular languages within the counties covered by the project. This will ensure that the information is accessible to the community members and can effectively reach and engage individuals who may have limited proficiency in the English language.

6. **Conduct a media training session.**

   The consultant will develop a media training curriculum and train the team on digital data collection.

**TERMS OF REFERENCE**

Consultants are asked to provide references for all past projects listed on the curriculum vitae and in the statement of firm qualifications.

1. The technical proposal should be emailed.

2. The financial proposal should be emailed separately.

3. Proposals must be emailed no later than **21st April 2023**