



# Request for Applications

## Content Creator with experience in documenting food systems research

### TERMS OF REFERENCE

April 2025

#### 1 BACKGROUND

[The Crop Trust](#), officially known as the Global Crop Diversity Trust, is a non-profit international organization dedicated to conserving crop diversity and ensuring global food security. It was established in 2004 through a partnership between the United Nations Food and Agriculture Organization and CGIAR, represented by Bioversity International.

The [BOLDER project](#) (Building Opportunities for Lesser-known Diversity in Edible Resources) aims to enhance the use and value of opportunity crops (also known as neglected or underutilized crops) in agri-food systems across West and East Africa. This project is funded by the Norwegian government through Norad and is being implemented in Benin, Ghana, Tanzania, and Uganda. BOLDER is part of BOLD, a larger initiative dedicated to strengthening global food and nutrition security through the conservation and utilization of crop diversity in genebanks.

The [Opportunity Crops Knowledge Base](#) is a platform that provides access to information about 15 unique opportunity crop species selected for their potential adaptability to extreme climatic conditions, high nutritional value, local marketability, and current usage in regional food preparations. The target audience for the Opportunity Crops Knowledge Base encompasses a diverse range of stakeholders along the value chain, including farmers, community members, students, seed producers, food processors, consumers, genebank managers, and policymakers, as well as anyone interested in learning about opportunity crops. The knowledge base allows users to efficiently locate crop information and the latest published research on these plant species. A link to the [Genesys](#) website offers access to accessions conserved in genebanks worldwide. New content will include information on production systems, policies, current practices, and topics related to nutrition, culinary applications, equality, and inclusion.



## **2 ROLE DESCRIPTION**

The Crop Trust is seeking to hire a consultant or a team of consultants with expertise in documenting research on diverse components of food systems and producing engaging, ready-to-release content for the Opportunity Crops Knowledge Base through written texts, multimedia, and photographic communication products. In collaboration with BOLDER leaders and partners, the consultant will assist in documenting and translating the ongoing BOLDER research into multimedia stories that share insights on the role of opportunity crops in selected sites within each country. The consultant will conduct interviews and develop content on opportunity crops within local food systems, including production systems, value chains, food environments, preparation and consumption. Content will reflect current challenges, opportunities and current practices, and will consider issues of equity and inclusion. The consultant will ensure that the content resonates with the target audience and adheres to the Crop Trust's editorial standards and guidelines to maintain consistency and harmony in tone and style.

## **3 GENERAL TERMS OF WORKING RELATIONSHIP**

### **3.1 Working style**

The work will involve desktop activities and fieldwork that require travel, which will be arranged and funded by the Crop Trust according to its policies. The consultant will work closely with BOLDER leaders, national genebanks, and communities in Benin, Ghana, Tanzania, and Uganda, meeting regularly with the Crop Trust staff. Additional BOLDER partners (International Institute of Tropical Agriculture, The Alliance of Bioversity and CIAT, World Vegetable Center, NMBU, John Innes Centre, and James Hutton Institute) will be consulted as needed. Consultants should be available for meetings during a significant portion of the Crop Trust's core working hours from 10:00 AM to 5:00 PM Central European Time (UTC +1).

### **3.2 Location and Equipment**

Interviews, texts, videos, and photographs will be created in collaboration with BOLDER research teams, national genebanks, food processors, traders, and consumers at selected research locations in Benin, Ghana, Tanzania, and Uganda, including farms, markets, and households in both rural and urban communities. Content creation will take place remotely. The final products will be sent electronically to the Communications Department of the Crop Trust at its headquarters in Bonn, Germany. The consultant will work on their personal computer and use their own video and photographic equipment.

### **3.3 Contract duration**

The consultant(s) are expected to visit research locations in each country (Benin, Ghana, Tanzania, and Uganda) at key times (e.g., during planting, harvesting, and farmer days, and in coordination with



research teams leading food systems assessments) to conduct interviews and capture photographic and video content. The contract period will be one month per country. For each country, the Crop Trust and the consultant(s) will agree on the scope of work, timelines, and deliverables prior to travel.

### **3.4 Content and Material Provision**

The Crop Trust will provide the consultant(s) with all relevant documents, data from project partners, and access to project platforms necessary to complete the assigned tasks.

### **3.5 Insurance**

The consultant is responsible for managing their own insurance policy.

### **3.6 Use of third-party providers**

No aspect of the work should be contracted out to any third-party provider(s).

## **3 SCOPE OF WORK**

The knowledge base content creator will be responsible for producing release-ready content to (a) enhance the existing Opportunity Crops Knowledge Base and (b) raise awareness about opportunity crops and the BOLDER project through various communication channels. The consultant will be accountable for the following four areas of work:

- Document the research conducted in the BOLDER project on selected opportunity crops within local food systems and translate this into multimedia stories to be shared through the Opportunity Crops Knowledge Base. This will involve collaborating with research teams to document current practices and examples of innovations in crop production, post-harvest management, processing, transport, marketing, and the nutritional and culinary uses of local crops. The content will highlight issues related to equity and inclusion, including gender aspects.
- Conduct a series of interviews and observations to document the production systems, value chains, and utilization of opportunity crops in local communities, and translate this information into release-ready narratives, videos, and photography.
- Capture high-quality photographs of opportunity crops, field activities, events, and partners.
- Create engaging, storytelling-driven video content, photo essays, and texts for the knowledge base and awareness-raising efforts.

## **4 MEASURING SUCCESS**

Success will be evaluated based on the creation of high-quality, release-ready communication products (content) and data delivered in a timely manner and within the agreed budgets. These include:



- Multimedia content, including videos and photos, that help document and translate the ongoing Bolder research into multimedia stories
- Text outlining the process and outcomes of ongoing food systems research in:
  - Production systems
  - Value chains
  - Food environments, including markets
  - Current practices and innovations
  - Nutrition, culinary uses and consumption practices
- Equity and inclusion should be considered as cross-cutting considerations, including opportunities for and barriers faced by marginalized groups particularly women.
- The content should align with Crop Trust's brand voice, style guidelines, and specific objectives. The BOLDER leadership and Communication departments will evaluate the quality and standards of the deliverables before they are accepted and included in the Knowledge Base.

## 5 DELIVERABLES AND PAYMENTS

Payment will be disbursed upon satisfactory submission and approval of the deliverables outlined in the table below.

<b>DELIVERABLES</b>	<b>% BUDGET</b>
Multimedia content, such as videos and photos, that assist with documenting and translating the ongoing BOLDER research into multimedia stories	60%
Texts detailing the outcomes of the research on diverse components of food systems, including interviews and observations on: <ul style="list-style-type: none"> <li>○ Production systems</li> <li>○ Value chains</li> <li>○ Food environments, including markets</li> <li>○ Current practices and innovations</li> <li>○ Nutrition, culinary uses and consumption practices</li> </ul>	40%
<b>Total % of budget disbursed</b>	<b>100%</b>

## 6 APPLICATION COMPONENTS

Tender documentation must demonstrate that the interested supplier meets the specified conditions and can satisfy the requirements and deadlines outlined in the Terms of Reference. The documentation must include:

- A current *Curriculum Vitae* in English that outlines your education and professional experience, including expertise in documenting research on diverse components of food



systems and in creating engaging, high-quality website content in English, job responsibilities, additional skills and training, relevant languages for the research countries, and references. Please include your current address, telephone number, email address, and your availability for the next eight months. If applying as a consulting team, provide a *curriculum vitae* for each member.

- A **technical proposal** that clearly outlines: 1) the activities you will undertake to achieve the deliverables listed in section 5 above, 2) the type of multimedia content to be created for documenting and translating the ongoing BOLDER research into knowledge base content, 3) the budget required to execute the activities (including consultancy fees and other expenses, excluding travel costs such as flights, accommodation, and local transport ), and 4) the timeline for achieving the deliverables. Explain your approach and methodologies for creating the content, as well as the equipment and software involved.
- A portfolio of photographs and videos (which may include work done at the Crop Trust)
- Examples of written material, such as articles in online or print media, blog posts, etc.
- Completed and signed supplier self-assessment.
- Signed Declaration of Undertaking.

## 7 APPLICATION EVALUATION CRITERIA

### Evaluation criteria

Applicants will be evaluated according to a series of criteria to objectively assess their experience, skills, and suitability for the role. The applicant will provide evidence of:

- Prior experience documenting research on various components of food systems or translating ethnobotanical research into communication outputs (35%)
- Prior experience in creating engaging, high-quality website content in English. Please provide a portfolio of audiovisuals, photos, and videos. (25%)
- Proposal cost and cost-effectiveness (20%)
- Proficiency in one or more local languages used in the four countries listed above (5%)
- Knowledge of ethical conduct, including prior informed consent (PIC) and mutually agreed terms (MAT) (10%)
- Supplier Self-Assessment Completed (5%)

## 8 VAT

The Crop Trust holds tax-exempt status in Germany and can reclaim VAT directly from the government. Please indicate in your application whether you will accept our tax-exempt status by not charging VAT and adjusting your budget accordingly. If you cannot accept our tax exemption, your offer will be evaluated based on gross amounts. Quotes from German companies are typically assessed on amounts excluding VAT.



## 9 APPLICATION & SUBMISSION REQUIREMENTS

- 10.1 Tender documentation must demonstrate that the interested supplier meets the specified conditions and can fulfil the requirements and timelines outlined in the Terms of Reference. It should also include supporting examples that address the evaluation criteria.
- 10.2 Tender application forms must be **completed in full—please do not direct us** to your CV, technical proposal, or website. Failure to complete the forms will result in your application being ineligible.
- 10.3 Interested applicants should submit their applications based on the information outlined above and the calendar of activities to the procurement office by 11:59 PM CEST on May 6, 2025.
- 10.4 The supplier agrees to be bound by their application for 30 days after the deadline for submitting applications, as indicated in 10.3 above.
- 10.5 Please send all emails and application documents to [procurement@croptrust.org](mailto:procurement@croptrust.org). **Only documents and information submitted to this email address will be considered for the position. Any documents and application information (including copies) sent to individual Crop Trust members will be automatically excluded from the tender process.**

## 11 General Supplier Information

Please note: For information or feedback regarding the procurement process, kindly direct your email to [procurement@croptrust.org](mailto:procurement@croptrust.org).

Please note that the Crop Trust is not obligated to accept any application or proposal, award a contract, or issue a purchase order. Additionally, it is not responsible for any costs incurred by a supplier in the preparation and submission of an application or proposal, regardless of the selection outcome or process.