

TERMS OF REFERENCE (ToR)

INDIVIDUAL CONSULTANT FOR FIELD DOCUMENTATION OF SAPZ PROJECT SUCCESS STORIES AND CONTENT DEVELOPMENT

SPECIAL AGRO-INDUSTRIAL PROCESSING ZONES (SAPZ) PROGRAMME NATIONAL COORDINATION OFFICE (NCO)

1. Background

The Federal Government of Nigeria, in collaboration with development partners including the African Development Bank (AfDB), International Fund for Agricultural Development (IFAD) and the Islamic Development Bank (IsDB), is implementing the Special Agro-Industrial Processing Zones (SAPZ) Programme to promote inclusive agricultural transformation, improve food and nutrition security, create employment and increase incomes, particularly among smallholder farmers, women, youth and other actors within selected agricultural value chains.

The SAPZ Programme is designed to develop integrated agro-industrial ecosystems by connecting agricultural production with processing, aggregation, storage, marketing, infrastructure, financial services and other complementary activities. Through investments and interventions across participating states, the Programme is supporting farmers, farmer organisations, agribusinesses, service providers, women and youth groups and other stakeholders to improve productivity, strengthen market linkages and enhance participation in agricultural value chains.

As implementation progresses, a considerable number of interventions, investments and beneficiary experiences are emerging at project sites across the participating states under IFAD supporting States (Kano and Ogun). These include improved agricultural production practices, access to inputs and extension services, digital agricultural services, farmer organisations, financial inclusion, agro-processing activities, nutrition interventions, climate-smart agriculture, women and youth empowerment, infrastructure development, matching grants and other programme-supported activities.

However, many of these achievements and beneficiary experiences are not adequately documented in a systematic, compelling and evidence-based manner. Effective documentation is essential for capturing the changes generated by the Programme, demonstrating results, preserving institutional knowledge, informing decision-making and communicating SAPZ achievements to government, development partners, beneficiaries, private-sector actors and the general public.

The National Coordination Office, through its Knowledge Management and Communication (KMC) unit, therefore intends to engage a suitably qualified consultant to undertake systematic field documentation of SAPZ interventions and generate high-quality content for success stories, case studies, factsheets, newsletters, occasional publications, website content, social media and other communication and knowledge products.

2. Rationale

Many SAPZ achievements and beneficiary experiences are not yet documented in a systematic and compelling manner. Field documentation will provide first-hand evidence of programme results and capture the experiences and voices of beneficiaries and other stakeholders.

- The situation before the SAPZ intervention;

- The support or intervention provided;
- How the intervention was accessed and used;
- Changes and measurable results achieved;
- Challenges and how they were addressed;
- Beneficiary experiences and testimonies;
- Lessons learned, good practices and innovations; and
- Potential for replication and scaling.

3. Objective of the Assignment

3.1 Overall Objective

To document selected SAPZ interventions, achievements, beneficiary experiences and results through field visits and direct engagement with stakeholders, and develop clear, accurate and compelling communication and knowledge products for the Programme.

3.2 Specific Objectives

- Identify and document selected SAPZ success stories and beneficiary experiences in Kano and Ogun States.
- Conduct field visits and interviews with beneficiaries and relevant stakeholders.
- Capture qualitative and quantitative evidence of changes resulting from SAPZ support.
- Take high-quality photographs and, where required, short video testimonials.
- Develop success stories, beneficiary profiles, factsheets and newsletter articles.
- Document lessons, good practices and innovations that may be replicated or scaled.
- Provide the NCO/KMC Unit with an organised repository of the collected stories, photographs and supporting information.

4. Scope of Work

The individual consultant will work closely with the NCO/KMC Unit and relevant State Programme Coordination Offices. The assignment will cover selected SAPZ-supported sites, interventions and beneficiaries in Kano and Ogun States, as approved by the NCO.

- Review relevant SAPZ reports and background documents.
- Identify potential stories and beneficiaries in consultation with the NCO/KMC Unit.
- Prepare a simple field documentation plan and interview guides.
- Visit selected project sites and conduct beneficiary and key-informant interviews.
- Observe relevant project activities and collect supporting evidence.
- Document results such as changes in production, income, employment, market access, services and livelihoods, where applicable.
- Capture photographs and short audiovisual materials where required.
- Draft and submit agreed communication products for review and validation.
- Revise and finalise the products based on comments from the NCO/KMC Unit.

5. Key Areas for Documentation

- Smallholder farmer support and agricultural productivity;
- Agro-processing and agro-industrial hubs;

- Market linkages and farmer organisations;
- Digital agricultural and extension services;
- Input support and financial inclusion;
- Matching grants and agribusiness development;
- Women and youth empowerment;
- Nutrition-sensitive and climate-smart agriculture;
- Infrastructure and community-level interventions;
- Capacity building and value-chain development; and
- Other SAPZ-supported activities with demonstrable results.

6. Methodology

The consultant shall use a practical field-based approach combining desk review, interviews, observation, evidence collection, photography and content development. The consultant shall:

- Review relevant programme documents before field visits.
- Agree selected sites and beneficiaries with the NCO/KMC Unit.
- Use structured or semi-structured interview questions.
- Cross-check important quantitative information with programme records or relevant officials.
- Clearly distinguish verified programme data from beneficiary-reported information.
- Write stories in a human-interest style while maintaining factual and professional language.
- Submit drafts to the NCO/KMC Unit for review and incorporate agreed comments.

7. Success Story Format

Each success story should, as appropriate, cover:

- Headline and introduction;
- Beneficiary profile and background;
- Situation before SAPZ support;
- SAPZ intervention and support provided;
- Changes/results achieved;
- Evidence and key figures;
- Beneficiary quotation/testimony;
- Challenges and responses;
- Lessons learned and future prospects; and
- Relevant photographs.

8. Deliverables

No.	Deliverable	Description
1	Inception Report/Workplan	Brief understanding of the assignment, methodology, proposed sites, activities and schedule.
2	Field Documentation	Completed field visits, interviews, beneficiary information, evidence and photographs.
3	Success Stories	A minimum of 6 quality, evidence-based SAPZ success

		stories, subject to agreement with the NCO.
4	Factsheets/Beneficiary Profiles	Up to 4 concise factsheets or beneficiary profiles on selected interventions.
5	Newsletter/Feature Articles	Up to 6 editorial articles suitable for SAPZ newsletters and other approved publications.
6	Photo and Testimonial Archive	Captioned photographs and selected beneficiary quotations; short video testimonials where specifically required.
7	Final Report	Brief report summarising activities, outputs, lessons learned and recommendations, with all editable files submitted.

The final number of stories and other products may be adjusted by the NCO based on programme priorities, field findings, assignment duration and available resources.

9. Geographical Coverage

The assignment will cover selected SAPZ project locations in Kano and Ogun States. Specific locations and beneficiaries will be agreed with the NCO/KMC Unit and State Programme Coordination Offices. The consultant should be available to travel to farms, processing sites, aggregation centres, project facilities, training sites and other relevant SAPZ-supported locations.

10. Responsibilities of the Individual Consultant

- Develop and submit an inception report/workplan.
- Review relevant SAPZ documents and identify potential stories.
- Prepare interview and documentation tools.
- Coordinate and undertake approved field visits.
- Interview beneficiaries and relevant stakeholders.
- Collect, verify and organise relevant information and evidence.
- Capture quality photographs and agreed audiovisual materials.
- Prepare success stories, factsheets, beneficiary profiles and newsletter content.
- Ensure accuracy, clarity and consistency of all materials.
- Submit drafts for review and promptly address comments.
- Maintain an organised electronic archive of photographs, interviews and final products.
- Obtain appropriate consent before using identifiable information, photographs or recordings.
- Submit all final and editable materials to the NCO.

11. Responsibilities of the NCO/SAPZ Programme

- Provide relevant programme documents and background information.
- Facilitate access to selected project sites and beneficiaries.
- Provide relevant contacts and introductions.
- Facilitate coordination with State Programme Coordination Offices.
- Provide technical clarification where required.
- Review submitted materials and provide comments.

- Support validation of programme data and beneficiary information.
- Approve final communication products.

12. Duration

The assignment shall be completed within two (2) months from the date of contract signing. The consultant shall submit a simple workplan showing the timing of desk review, field visits, content development, review and finalisation.

13. Qualifications and Experience

The assignment shall be undertaken by an individual consultant with relevant qualifications and demonstrated experience in communication, journalism, documentation, knowledge management, development communication or a related field.

- Bachelor's degree in Mass Communication, Journalism, Development Communication, Communication Studies, Public Relations, Knowledge Management, Agriculture, Development Studies or a related field.
- At least five (5) years of relevant professional experience in development communication, journalism, documentation, knowledge management or related work.
- Demonstrated experience in documenting agricultural, rural development, livelihood or development programmes.
- Proven ability to write human-interest stories, case studies, factsheets and newsletter content.
- Experience conducting interviews with farmers, communities, beneficiaries and development stakeholders.
- Strong writing, editing, interviewing and storytelling skills.
- Ability to take quality photographs and undertake basic audiovisual documentation.
- Good understanding of agricultural value chains and rural development issues.
- Ability and willingness to travel to project locations.

14. Ethical and Safeguarding Requirements

- Obtain informed consent before interviews, photography and video recording.
- Explain the purpose of documentation to beneficiaries.
- Respect the privacy and dignity of beneficiaries.
- Avoid coercion, misrepresentation and discriminatory representations.
- Avoid publishing sensitive personal information without approval.
- Protect children and other vulnerable persons appropriately.
- Accurately represent beneficiary statements and experiences.
- Comply with applicable SAPZ, government and development-partner safeguarding requirements.

15. Intellectual Property and Ownership

All stories, photographs, videos, interview recordings, transcripts, factsheets, articles and other materials produced under the assignment shall become the property of the SAPZ Programme/National Coordination Office upon payment, subject to the contract. The consultant shall not publish, reproduce or commercially use the materials without prior written approval from the NCO.

16. Quality Assurance and Approval

The consultant shall ensure that all materials are accurate, factual, well-written and properly edited. Important statistics, names, locations and beneficiary quotations shall be verified before submission. All products shall be reviewed and approved by the NCO/KMC Unit before external publication.

17. Reporting and Supervision

The consultant will work under the overall supervision of the National Coordination Office and report primarily to the designated representative of the KMC Unit. The consultant will coordinate, as required, with the National Programme Coordinator, technical specialists, State Programme Coordinators, KMC focal persons and relevant programme staff.

18. Payment

Payment shall be linked to satisfactory completion and acceptance of agreed deliverables. A proposed payment schedule is:

Milestone	Payment
Approval of inception report/workplan	20%
Completion of agreed field documentation and submission of draft outputs	50%
Submission and approval of final outputs and final report	30%

19. Application/Proposal Requirements

Interested individual consultants shall submit:

- Brief technical proposal demonstrating understanding of the assignment.
- Proposed methodology and workplan.
- Curriculum Vitae (CV).
- Financial proposal showing professional fee and applicable field/travel costs.

20. Expected Outcomes

- Credible and well-documented SAPZ beneficiary stories and project results.
- Improved visibility of SAPZ achievements and investments.
- Availability of quality content for newsletters, factsheets and other publications.
- A useful archive of photographs, testimonials and supporting documentation.
- Improved evidence-based knowledge management and communication for the SAPZ Programme.