

A CALL FOR BID PROPOSAL

TERMS OF REFERENCE

Engagement of Consultancy Service for the Documentation of Inspiring Youth Agri-Preneur Tsokowate Journey

I. BACKGROUND

As part of the Coop-PROPEL Project, MASS-SPECC is commissioning consultancy support for the documentation of inspiring journeys of youth agri-preneurs from our eight (8) participating primary co-operatives. This initiative seeks to highlight the stories of young individuals who have ventured into agricultural entrepreneurship, demonstrating innovation, resilience, and impact in their communities.

The Coop-PROPEL Project, supported by the German Development Cooperation and the European Union through GIZ under the SPADe Project, is implemented across Regions 9, 11, and 12. Anchored in the AgriBEST Program of MASS-SPECC, the project enhances co-operative capacity to empower smallholder farmers—including youth—through sustainable, inclusive, and enterprise-oriented agricultural development.

This specific documentation will focus on capturing the lived experiences, challenges, and successes of youth agri-preneurs engaged through the project. It aims to recognize the critical role these young entrepreneurs in revitalizing the agriculture sector and contributing to co-operative growth and community development. The output will serve not only as a knowledge-sharing tool but also as an advocacy and learning resource to inspire more youth participation in agri-based entrepreneurship and co-operative engagement.

II. DESCRIPTION OF THE PROJECT

The documentation of inspiring youth agri-preneur journeys aims to promote youth engagement in agricultural entrepreneurship and highlight their vital contributions to co-operative and community development. This initiative will showcase the transformative experiences, innovative practices, and resilience of young individuals who have pursued agri-based enterprises with the support of their co-operatives under the Coop-PROPEL Project.

Through various project engagements, the need for relatable and accessible stories from young agri-preneurs has emerged as a valuable resource for motivating more youth to participate in agriculture. Many aspiring agri-preneurs and co-operative stakeholders are seeking real-life examples that reflect the challenges and rewards of youth-led enterprises, particularly in rural and underserved areas. Without such documentation, opportunities for peer learning, inspiration, and replication of successful models are significantly constrained.

This effort will contribute to the knowledge base of the Coop-PROPEL Project by compiling youth success stories into usable formats that can inform capacity-building, advocacy, and learning activities. It will serve as both a motivational tool and a practical reference for co-operatives and development partners aiming to support young agri-preneurs.

To ensure the relevance and impact of the final output, a consultant will be engaged to lead the documentation process, working directly with selected youth agri-preneurs and their co-operatives. The consultant will capture stories that reflect diverse contexts and lived realities, drawing out lessons that can inspire more inclusive and sustainable agri-based enterprise development across the co-operative network.

III. SCOPE OF WORK

In coordination with the project staff, the Consultant is engaged to perform specific tasks that will contribute to the successful documentation of inspiring youth agri-preneur journeys from selected partner co-operatives under the Coop-PROPEL Project. In each of the participating areas, the Consultant shall carry out the following:

- **Conduct key informant interviews and focused group discussions** with selected youth agri-preneur, co-operative staff, and relevant stakeholders to gather personal narratives, enterprise development experiences, and the role of co-operatives in supporting youth in agriculture.
- **Capture video and photographic documentation** during field visits to visually support each story, including interviews, enterprise activities, and community context.
- **Develop one inspiring success story of the selected youth agri-preneur**, highlighting their entrepreneurial journey, innovations, challenges overcome, and the social or economic impact created.
- **Produce short video feature (2–3 minutes each)** for the documented youth agri-preneur, integrating interviews, narration, b-roll footage, and graphics that reflect the Coop-PROPEL branding and messaging.
- **Consolidate key themes and insights** from the story that reflect youth empowerment, agri-preneurship strategies, and co-operative support systems that are effective and potentially replicable across the network.
- **Submit a complete, all-in documentation package**, including:
 - Written success stories (print- and web-ready format)
 - Edited video features with subtitles and final touches
 - High-quality photo sets with captions
 - Raw media files and working files in editable formats
- **Ensure that all production, creative work, and logistics** (including transportation, equipment, and editing) are managed by the Consultant, delivering a turnkey or “all-in” solution ready for publication and dissemination.

IV. TASKS, DELIVERABLES AND TIMELINE

Responsibility	Tasks	Deliverables	Timeline
Consultant	Design interview guide and visual documentation plan; prepare necessary equipment	Approved interview and documentation plan; readiness checklist	Week 1
Consultant	Conduct field visits, key informant interviews, and focus group discussions	Field notes, interview transcripts, raw video and photo materials	Weeks 2–4
Consultant	Draft written success story for a youth agri-preneur	At least one (1) inspiring, well-structured youth success story (print- and web-ready)	Week 5
Consultant	Produce short video feature (2–3 minutes) for the youth’s story	Edited and subtitled video feature for the youth agri-preneur	Week 6
Consultant	Submit consolidated knowledge outputs, photo sets, raw materials, and editable files to MASS-SPECC	Complete documentation package: <ul style="list-style-type: none">• Final success story• Video feature• Photo sets with captions• Raw and editable media files	Week 7

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V. COST OF THE ENGAGEMENT AND PAYMENT SCHEDULES

The cost of the engagement is **Two Hundred Fifty Thousand Pesos (P250,000.00)**, inclusive of travel and out-of-pocket expenses, which shall be released based on these tranches:

Payment Tranche	Amount to be Paid	Payment Requirement
1st Tranche	P75,000.00	Upon submission and approval of interview guides, documentation plan, and finalized youth agri-preneur
2nd Tranche	P100,000.00	Upon completion of fieldwork and submission of initial draft of success story and raw media files
Final Tranche	P75,000.00	Upon submission and acceptance of the complete documentation package including finalized stories, videos, and photos

VI. QUALIFICATION REQUIREMENTS FOR CONSULTANT

Consultant must have the following qualifications, skills and professional experience as follows:

1. Qualifications and Skills
 - At least a Bachelor’s degree in a discipline relevant to the scope of work, such as rural development and economics, or any relevant discipline; In the absence of a Master’s degree, five years continuous professional work and practice in these fields.
 - Proven understanding of issues related to co-operatives and rural development, business development, value addition and value chain upgrading, marketing and financing.
 - Excellent interpersonal and communication skills to be able to effectively interact with the project team and the co-operative staff.
 - Good knowledge of the areas where the participating co-operatives are located.
2. Professional Experience
 - Minimum of five years professional experience in the areas relevant to the consultancy tasks
 - Substantial experience in using the value chain development approach and in the conduct of business planning for upgrading value chains.

VII. SUBMISSION OF PROPOSAL

Submission of letter proposal for consultancy engagement with the supporting curriculum vitae of the consultant/s is due on or before August 15, 2025.

It is to be addressed to Ms. Bernadette O. Toledo, Chief Executive Officer, and sent to this email address: admin@mass-specc.coop.