



## A CALL FOR BID PROPOSAL

### TERMS OF REFERENCE

#### Engagement of Consultancy Service for the Documentation of Project Implementation of MASS-SPECC with Participating Cooperatives and Farmers' Stories of Transformation

Project: Strengthened Cooperatives and Viable Agro-enterprises for Smallholder Farmers' Profitable Production and Engagement in the Value Chains (Coop-PROPEL Project)

#### I. BACKGROUND

The Coop-PROPEL Project "Strengthened Cooperatives and Viable Agroenterprises for Smallholder Farmers' Profitable Production and Engagement in Value Chains or Coop PROPEL Project" is being implemented by MASS SPECC in partnership with 8 primary cooperatives located in Regions 9, 11 and 12, and in collaboration with other stakeholders. Supported by the German Development Cooperation and the European Union through GIZ under the SPADe Project, this project enhances the initiative of MASS SPECC's farmer development support in its AgriBEST Program.

The project will contribute to the goal of increased income of smallholder farmers brought about by strengthened capacities of cooperatives to support smallholder farmers' profitable engagement in the value chains of coconut and cacao. The agro-enterprise clustering approach (AECA) was adopted for effective mobilization of farmers and consolidation of their products through small groups or farmer clusters, as well as their coordination for the cooperative's efficient value chain operations in consolidation, processing and marketing.

Project outputs during the last quarter of project implementation include the documentation through case write-up on effective value chain related development interventions of primary cooperatives in partnership with MASS SPECC, as well as in collaboration with other stakeholders. Documentation will also be done through video production and caselets featuring stories of transformation among farmers with their cooperative as they are mobilized and organized into effective product supply units using the AECA approach.

To deliver the documentation outputs, MASS-SPECC shall engage the services of a consultant who has extensive experience in providing AECA technical assistance to the farmers and the cooperatives, familiarity of the project's interventions through its various activities, as well as project documentation. He/she can create and supervise a team composed of a feature writer, editor/proofreader, video director and videographers, who can help put together the expected outputs. The resulting documentation package that includes case write-ups and video files shall be utilized as learning resource materials as well as advocacy tools to mainstream value chain development support with AECA approach, among others, among cooperatives in the AgriBEST program of MASS SPECC.

#### II. PURPOSE OF CONSULTANCY ENGAGEMENT

The hiring of the consultant shall produce knowledge products in the form of case write-ups and video production that will facilitate knowledge sharing involving MASS SPECC with its primary cooperatives on value chain development assistance with AECA application, as well as help popularize adoption of value chain assistance that augments the existing cooperative's financial services in more cooperatives that support more farmer members.

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These are the expected outputs:

1. A case-write of project implementation featuring the collaboration of MASS SPECC with the primary cooperatives in extending value chain development assistance to smallholder farmers with project support, with highlights on the challenges and how they were overcome, the milestones achieved, and the insights on promising practices and success factors that support wider application in MASS SPECC involving more cooperatives through the AgriBEST Program.
2. Seven (7) caselets featuring human interest stories (primarily featuring the farmers) in the 8 participating cooperatives, capturing experiences, reflections and behavioral changes as farmers journey with the cooperative staff in targeted project milestones. The caselets shall be reference in video production.
3. Two (2) video files (maximum of 5-minute duration for each), that utilize 2 out of the above-mentioned 7 human interest caselets to translate narrative stories into visual form.

### III. SCOPE OF WORK

In coordination with the project team through the Project Manager, the Consultant is engaged to perform specific tasks that will lead in achieving the purpose of this engagement. These include:

- Review the approved project proposal and the bi-annual project progress reports
- Conduct key informant interviews and focused group discussion with selected farmers, cooperative staff, and relevant stakeholders to gather narratives, value chain development related experiences, innovations and reflections on learnings
- Write a case of MASS SPECC's collaboration with the primary cooperatives in extending assistance to the farmers with project support, featuring challenges and milestones, innovations, and insights from experiences that present farmers' participatory strategies, and cooperative support systems that are effective and potentially replicable across the federation.
- Write seven (7) caselets together with the cooperative staff featuring the entrepreneurial journey of the farmers they have assisted through project support, challenges they encountered and how they were resolved, milestones, and key learnings
- Create storyboard for 2 video production materials he 7 caselets for 2 video production
- Produce 2 video files featuring the farmers' journey with their cooperative, and with project support in improving farm production and marketing, and based on the highlights in the caselet narrative. The video features for each documented story shall utilize content from 2 out of the 7 documented caselets, and shall cover pre-production (creating storyboard planning and organizing crew and actors, and securing equipment), production (filming, videography, directing scenes and actors) and post-production (editing footage, adding audio and visual elements, as well as text (titles, sub-titles, credits), and revision based on feedback.
- Submit a complete documentation package, including the following:
  - 1 case write-up and 7 caselets (formatted for print)
  - 2 video files with project branding
- Ensure that all production, creative work and logistics (including transportation, equipment and editing) are managed by the Consultant.





IV. EXPECTED DELIVERABLES AND TIMELINE

Tasks	Deliverables	Timeline
Document review Preparation of narrative and visual documentation plan Design of Key Informal Interview (KII) and Focused Group Discussion (FGD) tools Preparation of guide for caselet writing	Documentation plan KII and FGD tools Guide for caselet writing	Week 1
Conduct field visits, and key informant interviews, and focus group discussions	Field reports	Weeks 2
Draft 7 caselets and 1 case write-up Prepare 2 video storyboard Gather feedback	7 draft caselets (featuring 7 participating cooperatives) 1 case-write (documenting MASS-SPECC co-implementation with 8 cooperatives) 2 draft video storyboard	Weeks 3-4
Gather feedback Finalize 7 caselets and 1 case write-up Finalize video files	Finalized documentation package: 1 case write-up 7 caselets 2 video files	Week 4-5

V. COST OF ENGAGEMENT

The cost of the consultancy engagement is a maximum of **Eight Hundred Fifty Thousand Pesos (Php 850,000.00), inclusive of travel expenses supplies and materials, equipment use, and taxes.**

Payment Tranche	Amount to be Paid	Payment Requirement
1 <sup>st</sup> Tranche	20%	Submission of documentation plan and information gathering tools
2 <sup>nd</sup> Tranche	20%	Upon completion of fieldwork and submission of the following: <ul style="list-style-type: none"><li>Final of 2 caselets</li><li>Two video storyboard</li></ul>
3 <sup>rd</sup> Tranche	10%	Upon completion of fieldwork and submission of the following: <ul style="list-style-type: none"><li>Final of 3 caselets</li><li>Draft of 1 case write-up</li></ul>
4 <sup>th</sup> Tranche	35%	Submission of the following finalized deliverables after incorporating feedback: <ul style="list-style-type: none"><li>1 case write-up</li><li>2 video files</li></ul>
Final Tranche	15%	Upon acceptance of the complete documentation package





## VI. QUALIFICATION REQUIREMENTS FOR CONSULTANT

The consultant/s 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 cooperatives and rural development, agri-based enterprise development, inclusive market systems
- Proven knowledge in the agro-enterprise clustering processes (AECA) that is employed in the project
- Demonstrated work and experience in organizing project documentation (both visual and narrative forms)
- Excellent writing skills in English; proficiency in Cebuano or local dialects
- Excellent interpersonal and communication skills to be able to effectively interact with the project team and the cooperative staff.
- Good knowledge of the areas where the participating cooperatives 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 AECA application in value chain upgrading
- Substantial experience in organizing project documentation (both visual and narrative forms)

## 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](mailto:admin@mass-specc.coop)

