TERMS OF REFERENCE

Thematic Area:	Nutrition training in rural farming communities
Project Title:	**Consultancy for the development of a nutrition training kit for rural farming communities**

Date of publication:	9 August 2021
Application deadline:	**5 September 2021**
Project start date:	By 13 September 2021
Project end date:	By 31 January 2022

Background

Good nutrition is both an outcome of and key input for economic growth and social development, and is therefore of great interest to the private sector and governments alike.

Olam is a multi-national agri-business supplying food, feed and fibre to thousands of customers worldwide. Headquartered in Singapore and present in 60 countries worldwide, Olam is a farmer, supplier and a processor. Our team of over 80,000 full-time, seasonal and contract employees have built leadership positions in many of our businesses such as Cocoa, Coffee, Cotton, Edible Oils and Spices. As well as growing crops in our own orchards and estates, and operating some 160 process facilities, we source from a network of around 5 million farmers globally.

Through our purpose to 'Re-imagine Global Agriculture and Food Systems, we aim to achieve positive impact for farming communities, our planet and all our stakeholders. One of the ways we do this is through support to over 700,000 smallholder farmers through sustainability initiatives that aim to improve their livelihoods, agricultural productivity, environment, and well-being, including nutrition.

Olam is therefore seeking one or more persons or entities on a consultancy basis to develop a nutrition training kit for smallholder farming communities. The training kit will include a handbook, a training visual aid, take-home materials and videos to reinforce key concepts. The content of the training shall include a standard core as well as sections that can be adapted to local context, starting with the Nigerian rural context.

Rural Nigeria is affected by some of the highest rates of malnutrition in the world, and yet it is also home to many of the smallholder farmers who grow export crops, such as Cocoa, that are hugely important to the Nigerian economy. The Nigerian cocoa farmer is often characterized as male, 55 years and above, having completed little or no schooling and living in communities with limited health and water infrastructure. However, this profile 'hides' the members of the cocoa farming households who are among the most nutritionally vulnerable groups, namely women and children, and who are also involved and/or impacted by the cocoa value chain.

Given the importance of good nutrition to productivity and social development, Olam is committed to a cocoa value chain that supports good nutrition for all. A specific training on nutrition is needed to empower cocoa-farming families with basic nutrition knowledge needed to eat safe, diversified and healthy diets, and, in turn, reap the many health and economic benefits that come with good nutrition.

Consultancy objective

The objective of this consultancy is to develop a training kit on nutrition that will be delivered to rural farming communities.

Consultancy context

This consultancy will be managed by Olam's Corporate Responsibility & Sustainability (CR&S) Department (Corporate Function & Nigeria Cocoa), with technical collaboration from the Global Alliance on Improved Nutrition (GAIN).

The nutrition training kit should be suitable for a generic profile of rural adult learners, and especially women who will be a primary target trainee group. It should make use of illustration, visuals, and use only simple terminology. It must also be appropriate for people who not necessarily have nutrition expertise, such as agricultural extension workers, to deliver.

The training kit will be part of a broader training package delivered to farmers by Olam's extension staff, who have important experience in training farmers and can provide insights on tried and tested approaches. Furthermore, the consultant should draw on their own experience and lessons on successful farmer training, as well as existing online research on best practices to develop the kit. Olam also has some existing experience in delivering nutrition training and some previous materials that be drawn on for inspiration or revamped for use in this kit.

Scope of work

The scope of work include four parts: (I) content development, (II) content design, (III) training of trainers, (IV) training video production. Part I and III should be completed by same person(s) or entity.

Content Development – Part I

1. Part I of this consultancy is to develop the content for the training handbook, visual aid and take-home materials. Content should be informed by light formative research (2-3 days) to be conducted by the consultants in area of implementation to identify current practices, knowledge and barriers to both that exist.

2. The master content of the kit should also be based on nutritional science and align with nutrition practices promoted by the WHO, UNICEF, FAO, etc. The content of the Nigeria-specific supplementary sections and take-home materials should align with national nutrition guidelines and recommendations.

3. Based on points 1 and 2 above, the **content** of the kit should at a minimum cover (but does need to be limited to):

   Master content
   3.1. What is Nutrition? Why it important?
   3.2. How does food affect our health? What is a healthy diet?
   3.3. Malnutrition – what is it? (including NCDs, Obesity and type 2 diabetes)
   3.4. Nutritional needs of different people across the life-cycle (e.g. the importance of breastfeeding)

   Context specific content
   3.5. Nigeria – what are the common forms of malnutrition? What are Nigerians suffering from? How are well are they eating?

3.6. Context specific information and advice on food consumption – this should be informed by the initial research but should likely include information about: Nigerian foods/dishes and Nigerian indigenous vegetables (using local names), key advice on the nutrient-dense locally available food (including indigenous vegetables and using local names of dark leafy greens) and how they can be incorporated into the rural diet, basic cooking advice to preserve nutrients, etc.

3.7. Cost-effective backyard farming – what can farmers do to help themselves and enrich their diets? Suggestions of what local foods to grow and basic guidance on the process they can follow to set up backyard farm/kitchen garden.

4. The consultant must field-test all components of the training kit as part of the development process to ensure concepts are clear and resonant with communities.

5. The **deliverables** for Part 1 of this consultancy are:

5.1. A drafted Training handbook of maximum 25 pages to be used by trainers as a reference to deliver the training

The handbook serves as a reference to trainers, describes the content of the training, explains how to deliver it and provides common Q&A that trainers may receive. It must include master sections that relate to the foundations of basic nutrition, as well as templated supplementary sections that can be tailored to make the training resonate in different contexts. As part of this consultancy, supplementary sections must be completed for the Nigerian rural context. All parts should be completed in English. A graphic designer will format the final handbook as described in Part II.

5.2. A content outline that provide key messages and suggests appropriate imagery for the training visual aid that trainers will use to deliver the training to farmers and their family members, especially women and mothers.

The visual aid must have master sections and templated supplementary sections that correspond to the handbook. Similary, the supplementary section should be completed for the Nigerian rural content as part of this consultancy. A graphic designer will develop the final visual aid as described in Part II.

5.3. A content outline for take-home materials for trainees/communities in the Nigerian rural context – can include booklets, picture brochures, posters, etc. A graphic designer will develop the final take-home materials as described in Part II.

6. The deliverables shall be completed in an iterative process, with the workplan allowing for outline approval of the training handbook and at least 2 reviews of the draft content for all deliverables before finalization. **Part I deliverables must be completed by 24 October 2021.**

7. The modifiable files of all deliverables will be made available to Olam for future use. They should be made in the Microsoft office suite (Word, PowerPoint or Publisher) or other agreed upon application.

8. The consultant should factor in
8.1. **1 additional day in November 2021** to review and provide input on the final products to be developed by graphic designers in Part II.
8.2. **2 additional days in January 2022** to review and provide input into video storyboards and review video content developed by videographers in Part IV.

Content Design – Part II

9. Based on the Part I deliverables, Part II of this consultancy is to:
   9.1. Format the draft Training Handbook into a user-friendly document in line with Olam's brand guidelines, and:
   9.2. Develop the training visual aid and take-home materials

10. The **deliverables** for Part II this consultancy are:
   10.1. A formatted training handbook as drafted in Part I which includes:
      10.1.1. A master version (includes completed master sections and templated supplementary sections for the context specific content) developed in English
      10.1.2. A context specific version of the supplementary sections for Nigerian's rural context in English

   10.2. A training visual aid that is mostly illustrative, based on the technical content / outline provided by Part I
      10.2.1. A master version (includes completed master sections and templated supplementary sections for the context specific content). Where words are needed, use English.
      10.2.2. A context specific version of the supplementary section for Nigerian's rural context. Where words are needed, use Pidgin English, Yoruba or other Nigerian languages, as applicable.

   10.3. Take-home materials, such as booklets, checklists, etc. for individual use and posters for community use (e.g. in schools), that serve to reinforce key messages and concepts, are mostly pictorial and will be provided to trainees and their communities. Technical content will be provided through the Part I deliverable. Where words are needed, Pidgin English, Yoruba or other Nigerian languages as applicable should be used.

11. The deliverables shall be completed in an iterative process, with **the first draft and sketches of the imagery in black and white being finalized by 14 November 2021** (to make them available for the consequent trainings of trainers as described in Part III). **The final deliverables must be completed before 12 December 2021.**

12. The modifiable files of all components will be made available to Olam for future use. They should be made in the Microsoft office suite (PowerPoint or Publisher) or other agreed upon application.

Training of Trainers – Part III

13. Once the final deliverables are available (following Part II), the Part I consultant shall conduct a training session with the team of Olam extension staff who will administer the nutrition training to rural communities. This should involve both classroom-style learning and practical application.

14. The **deliverables** for Part III this consultancy are:
   14.1. Agenda for a 2-3 days Training-of-Trainers session, shared with Olam one-week in advance of session for input
   14.2. Delivery of the Training-of-Trainers session

15. The session dates shall be mutually agreed with Olam and shall take place between **15 and 28 November 2021.** Olam will provide the venue and participant materials for the session.

Training video production – Part IV

16. To maximize training reach, Part IV of this consultancy involves developing storyboards and producing four (4) short training videos on nutrition.

17. Two (2) of the videos will essentially serve as audio-visual reinforcements of the information in the training handbook (drafted in Part I and formatted in Part II) and should communicate the key information. The consultant will be responsible for filming the training delivery in two areas (South-south and South-west) in rural Nigeria in January 2022. Additional scenes and shots must be proposed in the storyboard and filmed by the consultant to complete the training information and narrative arch, based on the technical information on nutrition in the training handbook. (drafted in Part I and formatted in Part II).

18. The other two (2) videos will focus on cooking and food preparation and must communicate how people, and in women in particular, can prepare safe and nutritious meals from local ingredients. The videos shall feature Olam's chef, who will lead the cooking demonstrations, and should be made for each region (one for South South and one for South West) to account for the different cuisines and cooking styles of the two regions.

19. In addition to storyboarding and filming, the consultant shall edit and sound mix the content to produce a professional final version of the four (4) videos.

20. The training videos will be screened on a TV-equipped mobile van to reach the primary audience of people, and women and girls in particular, in rural farming communities in Nigeria.

21. The **deliverables** for Part IV this consultancy are:
    21.1. Two 5-10 min training videos that communicate key nutrition information, using compelling footage of community training and of community members themselves applying and explaining good nutrition practices. One video should be tailored to South South and the other should be tailored to South West.
    21.2. Two 5-10 min training videos focused of safe and nutritious food preparation. One video should be tailored to South South and the other should be tailored to South West.

22. Accompanied by Olam, the consultant can plan a field visit prior to storyboarding to get a sense of the context, possible shots, and training delivery.

23. The deliverables shall be completed in an iterative process, with the workplan allowing for 2 reviews of the storyboards and 2 reviews of each video before the editing is finalized. **Part IV deliverables must be completed by 31 January 2022.**

24. The raw footage will be made available to Olam for future use.

Skills and Qualifications

The consultant or consultancy team for Part I and Part III should possess the following:

- Advanced university degree in Food Science/technology, Human Nutrition, Public Health or any other relevant discipline
- Experience with Social Behaviour Change Communication for nutrition
- Demonstrated relevant experience in design and development of similar trainings and participatory curriculum development
- Superior understanding community dynamics, including those related to gender, at the most rural levels

- Fluency in written English, Pidgin English, Yoruba and/or other Nigerian languages

The consultant or consultancy team for Part II should possess the following:

- Outstanding graphic design and illustration skills
- Previous experience in designing visual aids for rural training or communication campaigns for a rural audience
- Fluency in written English

The consultant or consultancy team for Part IV should possess the following:

- Outstanding videography skills, including filming, editing and audio mixing
- Previous experience in producing videos for rural training or communication campaigns for a rural audience
- Superior understanding community dynamics, including those related to gender, at the most rural levels
- Fluency in English, Pidgin English, Yoruba and/or other Nigerian languages

Given that multiple parties are likely to be engaged for different parts of this consultancy, all persons, teams or entities are expected to come with a collaborative attitude and work with the utmost professionalism and accountability to achieve the collective final output of a comprehensive nutrition training kit for rural communities.

Submission Process and Evaluation Criteria

Proposals for this engagement must be sent by email **to** crs.thinkin@olamnet.com with the subject line 'Nutrition Training Kit Consulting Application – [Specify Part Number(s)]' not later than **5 September 2021**.

The following requirements indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive and is provided to enhance the applicant's ability to respond with substance.

- Evidence of experience of implementing similar work and description of previous relevant work (maximum 1 page)
- Detailed proposal explaining how the scope of work will be addressed, including ideas on how to make the materials appealing and digestible for the users (maximum 5 pages)
- Feasible work plan to ensure successful completion of deliverables (timelines)
- Budget and detailed budget justification (table plus no more than 1-page narrative of all-inclusive fees, including lump sum travel and subsistence costs)
- Possible challenges, strategies to overcome them, and opportunities envisaged in undertaking the consultancy assignment
- Resume or curriculum vitae of consultant or consultancy team members (maximum 2-page per person)
- References