



Partnering for Innovation

Scope of Work: Program Video

Background: [Feed the Future Partnering for Innovation](#) is a US Agency for International Development (USAID) program that helps the private sector scale and market agricultural innovations for smallholder farmers through investing in technology commercialization and knowledge exchange. Partnering for Innovation also works with USAID Missions to create and manage public private partnerships that improve agricultural productivity. Through its online community, the [AgTechXChange](#), the program facilitates connections and knowledge sharing among entrepreneurs, investors, and nonprofit organizations.

As part of its final documentation and outreach, Partnering for Innovation is developing a multimedia package of written reports, a podcast series, and a video that together show how a program like Partnering for Innovation can effectively support private sector companies in entering and scaling in smallholder farmer markets.

The video portion is intended to show other international development implementers, as well as US taxpayers and Congress, how investments in smallholder farmers in developing countries can make dramatic changes in farmer productivity and incomes, as well as food security. These farmers are important customers for agricultural products and services, just like their counterparts in the developed world, and the video will highlight examples and lessons learned of the importance of USAID investment supporting and leveraging the private sector in these markets over the course of the six-year program.

The contractor will facilitate the development of a storyboard with Partnering for Innovation and will be expected to visit four program partners to collect footage and audio from the partners as well as farmers, agrodealers or other off-farm agricultural workers. The video will include footage and audio from partners in Guatemala, Bangladesh, and two of the following African countries (the contractor may decide which to propose): Nigeria, Kenya, Mozambique, Malawi, or Zambia.

Partnering for Innovation will facilitate contacts with its partners, who can accompany the contractor to site visits and set up interviews with farmers and agrodealers. The contractor will be expected to organize his/her own travel and hotels, though Partnering for Innovation can provide suggestions as needed.

Final deliverable: One video of up to 8 minutes using stories of entrepreneurs and smallholder customers working with Partnering for Innovation's partners to show lessons learned in how partnering with the private sector in developing countries is good for smallholder farmers and businesses, and is a valuable investment from the American people. The final video is due March 30, 2018.

Activities:

1. Guide storyboarding session with Partnering for Innovation. *Output: finalized storyboard for video.*
2. Film footage in the field, based on approved storyboard. *Output: Raw footage.*
3. Edit video, including captions and soundtrack. *Output: First cut of video to Partnering for Innovation.*
4. Incorporate feedback from Partnering for Innovation on video first cut. *Output: Second cut of video to Partnering for Innovation.*
5. Incorporate feedback from Partnering for Innovation on second cut of video. *Output: final video.*

Interested applicants should provide a budget and schedule reflecting travel to and within Guatemala, Bangladesh, the two African countries from the list above, their competencies for completing the project, and examples of similar work to Jamie Holbrook at jholbrook@fintrac.com by July 31, 2017.

