

Empowering Local Systems in Agriculture – ELSA

Scope of Work

Production of Communications Content Scope of Work

Date	December 6 th , 2024
Assignment Title	Communications Content Development
Assignment Dates	December 2024 – December 2025
Assignment Location	All over Lebanon
Assignment Manager	ELSA Communications and Outreach Specialist

i. Implementer Overview:

Land O'Lakes International Development (<https://www.landolakes.org>) is a 501(c)(3) nonprofit helping communities around the world build economies by strengthening agriculture from farm-to-fork, helping businesses grow, and linking farmers to markets. Since 1981, we have been leveraging nearly 100 years of expertise in dairy, animal nutrition, crop inputs and agricultural insights from our affiliate, Land O'Lakes, Inc., a farmer-owned agribusiness with a purpose of feeding human progress. Our worldwide team is committed to market-led approaches, and passionate about collaborating locally to create lasting inclusive economic growth.

ii. Project Overview:

Empowering Local Systems in Agriculture – ELSA, is a 5-year activity, funded by the U.S. Agency for International Development (USAID), and implemented by Land O'Lakes Venture37 in Lebanon. The primary goal of the activity is to develop viable local systems able to provide consistent and affordable inputs and create inclusive market channels in the agriculture sector. The program description should include how Venture 37 intends to: 1) identify the most suitable local entities to partner with; 2) design and plan a volunteering and partnerships program that addresses the technical and financial assistance needs of these entities; 3) initiate and scale market systems at farmgate and market stages in the sector; and 4) address the above listed identified gaps to complement ongoing Mission interventions in the sector. The activity should be based on substantial use of volunteer technical assistance. The activity should draw on the expertise of US volunteers but may also, as appropriate, use third country and local volunteers where available

and suited to the needs. The activity should commit to coordinating with and using, as appropriate, Farmer-to-Farmer core program funded volunteer services from whatever implementing partner might be available to work in Lebanon.

iii. **Objectives:**

In collaboration with Elsa Communications and Outreach Specialist (COS), the contractor shall provide services consisting of but not limited to: Social Media strategy for the growth of the project's digital platforms, design templates for both print and digital versions, short videos and reels, high quality pictures and beauty shots. All material will be composed of information on project impacts and best practices to tell ELSA story in Lebanon its activities and achievements. All materials are intended to be used by USAID and Implementing partner, for both external and internal purposes. ELSA's target audience:

- Enterprises, farmers, and other sector and value chain actors
- Public and private agribusiness sector
- Host government entities such as technical agencies with a role in ensuring food safety, quality, and promotion of Lebanese products
- USAID stakeholders (Missions and Washington), non-governmental organizations, institutions, and other ongoing USAID-funded projects in Lebanon
- U.S. and local media and social media audiences

These objectives will result in:

- Highlighting the support of the American People to Lebanon through the USAID-funded ELSA project
- Producing high quality communication tools that can be used on different platforms
- Showcasing the impact of the ELSA project on changing people's life and economic situation especially within the current difficult context

iv. **Key Activities:**

The consultant will be expected to:

- Participate in initial brainstorming sessions with ELSA COS to fully understand the context of each ELSA components and partner or situation, which helps to refine the deliverable design.
- Review project information that is provided by the ELSA COS (Grant/TA description, reports, success stories, and other project material) to ensure accuracy and consistency of material produced.
- Visit the field, meet with partners and take video footage, high quality pictures and beauty shots, interviews with beneficiaries, partners and stakeholders.
- Produce avant-garde designs, infographics for print and digital communications material.

- Produce short videos including developing an attractive storyboard, narrative, interview script, high quality footage, editing, subtitling
- Make necessary amendments as requested by USAID and/or ELSA team.
- Create a bank for raw footage and open files of all communications material developed
- Ensure all communications material produced meet USAID’s marking and branding, ethical, and technical guidelines.

v. Deliverables and Outputs:

Deliverables	Descriptions/Specifications
<p>Digital strategy</p> <p><i>Support in the implementation of a comprehensive plan leveraging ELSA’s digital platforms, aligning online and offline activities, driving organic growth to the newly establish pages and help tell ELSA’s story to a wide audience.</i></p>	<ol style="list-style-type: none"> 1. Support in developing of social media calendar for ELSA project 2. Help in planning content distribution strategies consistently across platforms 3. Pitch in on ideas for paid and organic fully rounded campaigns 4. Provide recommendations on how to grow ELSA social media platforms, drive traffic, maximize impact and optimize engagement.
<p>Design</p> <p><i>Development of high-quality communications material consisting of original and attractive designs to help audience understand ELSA story.</i></p>	<ol style="list-style-type: none"> 1. Create initial design concepts based on the project brief, for external and internal dissemination, consisting of, but not limited to social media posts, brochures, leaflets, branding for events and campaigns, with original illustration and infographics all while aligning with USAID Marking and Branding Guideline, for print, digital and other use 2. Design social media posts, aligning with USAID M&B guideline and ELSA digital strategy
<p>Video production</p> <p><i>Production of high-quality videos, highlighting ELSA’s story, activities, impact and achievements, featuring partners, beneficiaries...</i></p>	<ol style="list-style-type: none"> 1. Provide of new video ideas to promote ELSA project 2. Produce videos for unlimited use, in coordination with ELSA COS, to be submitted in a high-resolution and a low-resolution version. 3. Develop attractive storyboard, narrative, and interview script based on each activity 4. Use storytelling techniques to showcase the impact of the project on beneficiaries' lives, all while documenting ELSA activities and milestones 5. Make sure final product to include coloring, graphics, voice over recording, translation & subtitling, music & sound design. 6. Production of reels for ELSA SM platforms

<p>Photography</p> <p><i>Help ELSA COS, create a library of high-quality professional pictures and beauty shots, for internal and external use, telling ESLA story.</i></p>	<ol style="list-style-type: none"> 1. Visit field (in the presence of ELSA team) to take high quality pictures and beauty shots of project activities, beneficiaries, equipment, facilities, events, trainings, workshops.... 2. Curate the best images for quality, storytelling, and technical excellence, capturing emotions, interactions, and outcomes. 3. Edit photos for color correction, cropping, and minor retouching while maintaining authenticity. 4. Provide high-resolution and web-optimized images in required formats. 5. Deliver a well-organized digital archive, categorized by themes or activities.
<p>Additional tasks</p>	<p>Some other tasks might appear in the pipeline, involvement of the consultant will be decided in accordance with ELSA DCOP and COS</p>

vi. Consultant Background, Responsibilities and Tasks

The recruited expert is expected to have the following skills and qualifications:

1. Solid experience of over 10 years in the field of video production, photography, design and digital strategy
2. Proven experience in developing communications material
3. Previous experience with international organizations
4. Ability work with time-bound, time sensitive deliverables
5. Excellent communication skills

vii. Period of performance

The consultant is expected to be available for a period of one year from December 2024 to December 2025 to take provide digital marketing, videography, photography and design services. The final timeline will be dependent upon further conversations with selected consultant.

viii. Technical Direction and supervision

Technical direction and approvals will be provided by ELSA Communications and Outreach Specialist for all services requested, through the entire period of the agreement.