

## TERMS OF REFERENCE

### Documentation of Client Stories and Interviews under the SFAREC Project

#### 1. Project Background

The SFAREC Project is a partnership between Cordaid Rwanda and the Rabo Foundation, aimed at supporting smallholder farmers in Rwanda to better adapt to climate change. The project focuses on strengthening the capacity of four Microfinance Institutions (MFIs) to provide climate-sensitive and resilient financial services, aligned with national climate and financial inclusion strategies to smallholder farmers in various value chains.

It is in this regard that Cordaid Rwanda intend to engage a service provider to collect, document, and produce compelling communication materials that increase client's knowledge on climate sensitive agriculture finance in the selected value chains. This includes storytelling, interviews, videos, and case studies that reflect both client and institutional experiences.

#### 2. Scope of Work

The service provider shall interact with the following groups to ensure production of interactive content:

- Smallholder farmers who have benefited from climate-resilient financial products.
- Staff from participating MFIs.
- Key stakeholders including Cordaid and partner organizations.

The service provider shall:

- a) Produce marketing and success story videos to engage with clients.
- b) Document human-interest and success stories from MFI clients.
- c) Conduct interviews with Cordaid and partner organizations.
- d) Develop factsheets and case studies for each participating MFIs.
- e) Compile a comprehensive final report with findings and visuals.

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### 3. Deliverables

Activity	Tasks	Deliverables	Timelines	Payment Modality
Marketing Videos for MFIs	<ul style="list-style-type: none"> <li>• <b>Concept Development:</b> Create concepts for four, 2–4-minute videos tailored to partner MFIs.</li> <li>• <b>Filming &amp; Production:</b> Capture real-life stories showcasing the Agri climate financial product developed and their benefits compared to other products.</li> <li>• <b>Editing &amp; Post-Production:</b> Produce polished videos with branding, subtitles (Kinyarwanda/English), and call-to-action messages.</li> <li>• <b>Accessibility:</b> Deliver videos in HD with subtitles in both languages.</li> </ul>	4 polished videos (2–4 minutes each) in MP4 format with subtitles	Within 1 month of contract signing	Payable upon submission and approval of 4 finalized marketing videos
Client Story Collection & Field Visits	<ul style="list-style-type: none"> <li>• Identify and document a minimum of 10 human-interest stories.</li> <li>• Take high-quality photos and capture quotes during field visits.</li> <li>• Ensure stories represent diverse clients and geographic coverage.</li> </ul>	10 written stories with high-quality photos and quotes.	Within 2 months of contract signing	Payable upon submission of 10 written stories and supporting photos with their consent.
Cordaid and MFI Staff Interviews	<ul style="list-style-type: none"> <li>• Conduct interviews with 2 Cordaid staff</li> <li>• Conduct interviews with at least 5 staff members per MFI.</li> <li>• Focus on their experience offering climate-sensitive financial services.</li> <li>• Transcribe interviews and extract relevant quotes for storytelling.</li> </ul>	At least 20 transcribed interviews; quotes for storytelling	By the end of Month 2	Payable upon submission and approval of all staff interview transcripts and consent.

Success Story Video	<ul style="list-style-type: none"> <li>Produce a 3–5-minute documentary-style video.</li> <li>Include interviews with smallholder farmers, MFI staff, and other stakeholders.</li> <li>Include English and Kinyarwanda subtitles and background music.</li> </ul>	1 documentary video (3–5 minutes) with subtitles and raw footage	By mid-Month 3	Payable upon submission of finalized documentary video
Factsheets and Case Studies	<ul style="list-style-type: none"> <li>Develop one 2-page factsheet per MFI and one consolidated factsheet.</li> <li>Design short case studies (2–3 pages) highlighting project results.</li> <li>Incorporate infographics, compelling photos, and key findings.</li> </ul>	4 MFI-specific factsheets, 1 summary factsheet; 4–6 case studies (2–3 pages each)	By the end of Month 3	Payable upon submission and approval of all factsheets and case studies
Final Reporting	<ul style="list-style-type: none"> <li>Submit a final narrative report summarizing all activities, challenges, outcomes, and stakeholder engagement.</li> <li>Include all original photo/video files, interview transcripts, and design files.</li> <li>Submit all final deliverables including videos, photos, transcripts, case studies, factsheets, and reports in editable and PDF formats, accompanied by signed consent forms for all featured individuals and documentation of any copyrighted content used.</li> </ul>	Final comprehensive report including all deliverables in both editable and PDF formats, along with the submission of signed consent forms and documentation of any copyrighted materials used.	By early Month 4, upon completion of all activities	Payable upon submission of final report and debrief





## 6. Time Schedule

### Contract Period: June 2025 to December 2025

Each component will be conducted over this period based on a jointly agreed timeline.

## 7. Budget and Payment Modality

- i. The service provider shall submit a financial proposal aligned with each deliverable and the first payment shall not go beyond 30% of the total cost.
- ii. Each activity shall be undertaken upon submission of the activity plan and confirmation
- iii. The total budget for this assignment is estimated to **5,000,000 RWF (Five million Rwandan Francs)**, inclusive of taxes, logistics, and all production costs maximum.
- iv. All payments requests will comply with Rwanda Revenue Authority (RRA) invoicing requirements.

## 8. Technical capacity

The service provider shall provide evidence of avail a team composed by, at least with:

### 8.1 Project Manager:

- Bachelor's degree in communications, Business Administration, or a related field.
- Experience of 5 years managing multimedia projects and coordinating with diverse stakeholders and proof of completion of similar assignment.
- Strong organizational and leadership skills.
- Experience in stakeholder engagement and logistics coordination.
- Strong interpersonal skills for working with rural communities.

### 8.2 Content Writer/Storyteller:

- Degree in Journalism, Communications, or a related field.
- Proven experience in writing compelling case studies.
- Understanding of development and agricultural contexts.

### 8.3 Videographer/Editor:

- Degree in Film Production, Media, or a related field.
- Expertise in filming, editing, and post-production (e.g., Adobe Premiere Pro, Final Cut Pro).
- Experience producing high-quality videos for development projects.

### 8.4 Graphic Designer:

- Degree in Graphic Design or a related field.
- Strong portfolio demonstrating expertise in infographics and case study design.
- Proficiency in design tools (e.g., Adobe Creative Suite, Canva).

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**NB: Ownership, Copyright, and Consent**

All materials generated under this assignment including videos, photographs, interview transcripts, case studies, factsheets, and reports must be submitted along with signed consent forms from all individuals featured or interviewed. These materials must be cleared for public use.

The service provider shall ensure that all participants (e.g., clients, MFI staff, community members) featured in photos, videos, or interviews, have given full, informed consent for their likeness, voice, and stories to be used by Cordaid for communication and documentation purposes.

All final outputs and raw materials produced during the assignment will become the sole property of Cordaid Rwanda. The service provider will retain no rights to reuse, reproduce, or distribute these materials without prior written approval from Cordaid. Any copyrighted content (such as music, graphics, or third-party visuals) used in the materials must be properly licensed, and proof of such licenses must be provided.

Cordaid reserves the right to use, modify, publish, or disseminate the materials across various platforms for awareness, advocacy, reporting, or donor communication, in line with its organizational mission.

**Submission Guidelines**

Interested service provider should submit the following by June 10, 2025, to [apollinaire.nshimiimana@cordaid.org](mailto:apollinaire.nshimiimana@cordaid.org) with a CC to [carinekelvine.sinzihara@cordaid.org](mailto:carinekelvine.sinzihara@cordaid.org)

- Technical Proposal: Outlining the approach to meeting the objectives, including a detailed work plan and timeline.
- Financial Proposal: Detailing all costs associated with the project, inclusive of VAT.
- Portfolio: Examples of similar case studies and videos produced.
- Proof of Concept: A sample storyboard or draft case study layout to demonstrate capability.
- CVs: Of key personnel assigned to the project.
- Certificates: RDB certificate, tax clearance, and data processor certificate.

**Evaluation Criteria**

Applications will be evaluated based on:

- Technical Approach and Methodology (40%): Clarity, feasibility, and creativity of the proposed approach.

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- Relevant Experience and Qualifications (30%): Demonstrated expertise in similar projects.
- Cost-Effectiveness (20%): Reasonableness and transparency of the financial proposal.
- Innovation and Added Value (10%): Unique ideas or approaches to enhance impact.

### **Right of Withdrawal**

Cordaid reserves the right to cancel or withdraw from negotiations with the selected firm under the following conditions:

- If satisfactory agreements cannot be reached on terms, conditions, or scope of work.
- If changes in project funding, scope, or timeline make the assignment unfeasible.
- If the firm provides false or misleading information.
- If the firm fails to meet the required quality standards.
- In case of external factors or force majeure events.

Cordaid will provide a written notice outlining the reasons for withdrawal or cancellation to prospective bidders.

**Approval**

  
**BIRASA Patrick**  
Country Manager  
Cordaid Rwanda

