1. INTRODUCTION ABOUT EASTERN AFRICA GRAIN COUNCIL (EAGC)

The Eastern Africa Grain Council (EAGC), a regional private-sector membership based organisation of the grain stakeholders in the Eastern Africa region. EAGC the Voice of the Grain Stakeholders in Africa, is guided by its mission “to advocate for an enabling environment and promote structured grain trade for optimum benefits of its stakeholders”. EAGC’s membership comprises of the regional grain value chain stakeholders including the grain farmers/producers, traders and processors/millers.

The mandate of EAGC is to facilitate efficient, structured and profitable grain trade in Eastern Africa region including Tanzania, Rwanda, Kenya, Uganda, Burundi, Ethiopia, South Sudan, Zambia, Malawi and the Democratic Republic of Congo.

Our programme interventions include: promotion of regional structured grain trade including facilitating grain trading through Gsoko, warehouse receipt systems (WRS); enhancing market access through the provision of market information services through the Regional Agricultural Trade Intelligence Network, EAGC RATIN (www.ratin.net); capacity building (Eastern Africa Grain Institute) and strategic support to stakeholders and evidence-based policy advocacy to enhance an enabling environment requisite for a thriving grain industry (ATPAF-ESA). The Council works very closely with governments in the region, regional economic blocs like the EAC, COMESA and SADC and also development partners to address the various challenges in food security. For more information please visit www.eagc.org, www.ratin.net

2. BACKGROUND OF EAC STAPLE FOODS STANDARDS

The overarching goal of the Council is to contribute to the integration of national and regional grain markets and by so doing increase market access and incomes for the grain value chain stakeholders.

The council’s thrust is to develop and promote a structured grain trading systems that stimulates backward and forward linkages between the various levels of value chain actors resulting in increased opportunities for the smallholder farmers to participate in formal structured grain markets. To achieve the objectives EAGC implements interventions intended to achieve a more organized marketing system that include developing markets institutions, provision of market information, capacity building and policy influencing.

To ensure efficiency in structured grain trade, quality is one of the essential requirements to formal structured trading system that depend to a larger extent on consistency and arbitration. In efficient, well-functioning markets, quality standards increase transparency and formalize the language of trade. This helps create efficiencies that reduce costs and increase competitiveness.

The East African Community (EAC) gazetted the new East Africa Standards for Cereals and Pulses (EAS 2013) on December 6, 2013. This was a critical step taken by the EAC, geared towards addressing one of the key obstacles to formal structured trading systems that depend on consistency and standardization of products quality. Implementation of the approved standards commenced, in earnest, throughout the EAC Partner States.
through collaborative efforts of the respective National Standards Bureaus (NSBs) and the grain industry stakeholder institutions. Since 2013, the standards have been undergoing domestication and adoption at national level across the EAC region. EAGC has in particular been supporting the implementation of the EA standards within the EAC region with the primary objective of Accelerating their application and adoption. The target audience for these stakeholder forums includes producers, farmer-based organization, warehouse operators, traders, processors, relief agencies, extension officers and border agents.

3. RATIONALE & OBJECTIVE OF THE ASSIGNMENT
The Eastern Africa Grain Council (EAGC) seeks the support of a media expert to support in the production of a documentary on the application of the EAC staple foods standards which will be used by the various partners within the grain value chain to promote the adoption of the standards across the East African region.

I. Objective
To assist in developing media content that will help create awareness amongst various grain value chain stakeholders on the level of adoption of the East African Standards for Cereals and Pulses within the East African Community.

II. Scope of Work and Tasks
The consultant will work with heads of the respective national bureaus of standards and other implementation agencies/partners to provide the following services:
   a. Interview heads of the various national bureaus of standards and key implementation partners to get a clear understanding on the successes and challenges in adoption of East African Standards for Cereals and Pulses at Country level.
   b. Develop a ten minute documentary on the successes and challenges in the adoption of the EA standards in each country.
   c. Develop a write-up (Op-Eds) on the status of adoption of the EAC standards for each of the five EAC countries.
   d. Develop and facilitate the placement of an article on the key media channels in each country

4. EXPECTED OUTPUTS
   i) Upon award of the contract and within the initial 2/3 days the consultant will submit an Inception Report
   ii) Ten (10) minutes documentary in each country
   iii) Written Article on the status of EAS adoption for each country
   iv) At least one media placement in each country

5. EXPERTISE AND PROFILE OF THE CONSULTANT
The ideal candidate/firm will:
   i. Demonstrate solid professional experience and knowledge production of documentaries and comprehensive interviews in Agricultural area.
   ii. Demonstrate experience and knowledge in agricultural trade issues in Eastern Africa, with specific knowledge of the grain sector.
iii. Have extensive knowledge and experience with working in Media Consultancy and specifically in the Agriculture sector.
iv. Possess academic training in Media, Communications, or related field relevant to carry out the task.

6. REPORTING AND COORDINATION
   The media expert will directly report to the Regional Programs

7. SELECTION, EVALUATION AND AWARD OF CONSULTANCY
   The evaluation of the proposals and award of the contract will be based on expertise background, technical competencies and the budget. EAGC reserves the right to accept or reject any proposal received without offering any explanation.

   EAGC expects from the companies interested, will be required to present:
   a) The technical proposal;
      i. Description of the suggested execution of the assignment
      ii. Description of the Consultant/firm
      iii. Detailed CVs of project team with proven track record of similar assignments with similar scope and complexity;
      iv. Indicative work Plan of activities, schedule of works,
      v. Samples of Video podcasts and write ups (Op-Eds)

   b) 2. Financial proposal

   c) Supporting documents
      • Certificate of incorporation.
      • Short company description with examples of its previous experiences in similar assignments, contacts of three recent corporate clients.

8. CONSULTANCY DURATION
   The assignment to run for 30 days starting from the day the contract will be signed.

9. SUBMISSION OF PROPOSAL
   Interested applicants should send proposal and a CV detailing relevant experience and areas of capabilities to procurement@eacg.org, with a copy to grains@eacg.org by September 30th, 2016 at 1700 Hours East Africa Time (GMT +3).

   Inquiries for clarifications or more information can be addressed on email to the above address or to the Programs Administration Manager, +254 733 444035