



Section I. Letter of Invitation

Gaborone, 03rd March 2026

Invitation no. 2026/02;

Agreement no. loan no. 81312345

Dear Sir/ Madam,

1. The Center for Coordination of Agricultural Research and Development for Southern Africa (CCARDESA) has received financing from the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH: equivalent to EUR 1,562,000.00 towards the cost of Growing Greener: Restoration and sustainable agropastoral systems in open arid landscapes across Southern Africa (Growing Greener) Project and intends to apply a portion of the proceeds of this grant towards eligible payments under this contract
2. The *Center for Coordination of Agricultural Research and Development for Southern Africa* now invites proposals to provide the following consulting services: **Development of high- quality animated videos and visual training materials for training farmers and local organizations using existing Herding for Health (H4H) training materials, including concepts, and other value chains for Herding for Health (H4H) Sites in Botswana, Madagascar, and Zambia**
3. A consultant will be selected under the " *Individual Consultant* " method and procedures described in this invitation, in accordance with the policies detailed in CCARDESA's Procurement Policy as approved by CCARDESA's Board of Directors.
4. The requested proposals should be submitted no later than [20th March, 1630hrs] [Gaborone, Botswana], local time, to the address below.
5. The proposal must remain valid for 90 (ninety) days after the above submission date. During this period, the consultant shall maintain the availability of professional staff nominated in the proposal.
6. The estimated indicative budget for this assignment is **\$34, 000.00**

7. Please inform us in writing upon receipt:

- (a) that you received the letter of invitation; and
- (b) whether you will submit a proposal alone or in association.

at the following address

Not Required

Yours sincerely,

Tseliso Makara (Mr)
Procurement Expert-CCARDESA

Section II. Instructions to Consultants

1. A two-envelope system is to be used.
2. The consultant shall not have any actual, potential or reasonably perceived conflict of interest. A consultant with an actual, potential or reasonably perceived conflict of interest shall be disqualified unless otherwise explicitly approved by CCARDESA. A consultant, including their respective personnel and affiliates, are considered to have a conflict of interest if any of them a) has a relationship that provides them with undue or undisclosed information about or influence over the selection process and the execution of the contract, b) participates in more than one proposal under this procurement action, c) has a business or family relationship with a member of the client's board of directors or its personnel, the Fund or its personnel, or any other individual that was, has been or might reasonably be directly or indirectly involved in any part of (i) the preparation of the expression of interest, (ii) the selection process for this procurement, or (iii) execution of the contract. The consultant has an ongoing obligation to disclose any situation of actual, potential or reasonably perceived conflict of interest during expression of interest (if any), preparation of the proposal, the selection process or the contract execution. Failure to properly disclose any of said situations may lead to appropriate actions, including the disqualification of the consultant, the termination of the contract .
3. The Fund requires that all beneficiaries of CCARDESA funding or funds, including the client, any consultants, implementing partners, service providers and suppliers, observe the highest standards of integrity during the procurement and execution of such contracts, and commit to combat money laundering and terrorism financing.
4. The technical proposal shall be marked "original" or "copy" as appropriate. The technical proposals shall be sent to the following address:

The Executive Director

Centre for Coordination of Agricultural Research and Development for Southern Africa
(CCARDESA) Secretariat

Ground Floor, Red Brick Building

Plot 4701

Station Exit Road

Private Bag 00357

Gaborone, Botswana

E-mail: procurement@ccardesa.org

Tel: 00267 391 4991/7

and in one (1) original hard copy and three (3) additional hard copies. All required copies of the technical proposal are to be made from the original. If there are discrepancies between the original and the copies of the technical proposal, the original governs.

5. A proposal shall be rejected at this stage if it does not respond to important aspects of the terms of reference or if it fails to achieve the minimum technical score of 70 points.

6. Combined technical/financial evaluation:

“the client will select the consultant with the lowest evaluated total price among those consultants that achieved the minimum technical score, and invite such consultant to negotiate the contract.”

7. Notice of intent to award: after the completion of the evaluation report and having obtained all the necessary approvals, the client shall send the notice of intent to award to the successful consultant.

8. The consultant is expected to commence the assignment by *01st April 2026* at the following address:

Centre for Coordination of Agricultural Research and Development for Southern
Africa (CCARDESA) Secretariat

Ground Floor, Red Brick Building

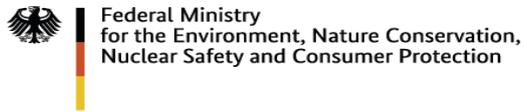
Plot 4701

Station Exit Road

Private Bag 00357

Gaborone, Botswana

Supported by:



based on a decision of
the German Bundestag

Terms of Reference

Consultancy to develop infographics, high-quality animated videos and other visual materials targeting farmers Non-Governmental Organizations, and Government using existing Herding for Health (H4H) training materials including concepts and related value chains.

February 2026



A. BACKGROUND

The CCARDESA Knowledge Management component of the Herding for Health (H4H) Project is implemented across semi-arid and arid landscapes in Botswana, Madagascar, South Africa, and Zambia. The project responds to accelerating land degradation and climate variability by promoting regenerative livestock and rangeland management systems that restore ecosystem function while strengthening rural livelihoods.

Operating under the broader *Restoration and Sustainable Agropastoral Systems in Open Arid Landscapes across Southern Africa (Growing Greener)* initiative, the project seeks to combat desertification, enhance biomass production and biodiversity, increase soil organic carbon, and build climate resilience in vulnerable agropastoral systems. It applies the Herding for Health (H4H) approach, which uses controlled rotational grazing and improved animal health management to reverse rangeland degradation, improve livestock productivity, and unlock sustainable income streams for pastoral communities.

By strengthening livestock health and market participation, the project enhances economic returns for both women and men agropastoralists, increasing household resilience to climate shocks. Implementation strategies are adapted to national and local contexts while contributing to regional learning and replication across the Southern African Development Community (SADC).

The Growing Greener consortium is led by GIZ and implemented in partnership with Conservation International (CI), Peace Parks Foundation (PPF), and the Centre for Coordination of Agricultural Research and Development in Southern Africa (CCARDESA). CI and PPF provide technical leadership for Outputs I and II (with PPF leading in Zambia and CI in Botswana, Madagascar, and South Africa). GIZ leads Output III, focusing on policy engagement and coordination with national and regional stakeholders. CCARDESA leads Output IV, ensuring knowledge management, communication, and dissemination of best practices across the SADC region.

Through its leadership of Output IV, CCARDESA anchors the knowledge architecture of the programme, ensuring that evidence, innovation, and field experience are systematically captured, shared, and scaled beyond project sites. This Terms of Reference is to support CCARDESA in delivering its objectives under the Growing Greener project.

B. OBJECTIVE OF THE ASSIGNMENT

The objective of this assignment is to strengthen knowledge transfer and capacity development under Output IV: Knowledge Management and Capacity Building by developing high-quality animated videos, infographics and other visual training materials as part of knowledge management component of the Growing Greener project.

The assignment aims to develop multilingual, culturally appropriate, and visibility-compliant knowledge products, that align project interventions to the IKI objectives.

C. SERVICE AND SCOPE OF WORK

To meet the objective of this assignment, CCARDESA is seeking the services of a highly experienced Individual Consultant to develop high-quality animated videos, infographics and visual training materials. The consultant will be required to:

1. Develop **4 short animated explainer videos** (3–5 minutes each) aligned with the Herding for Health Results Framework.
2. Develop **10–15 visual training materials** (infographics, posters, facilitator aids, presentation slides, or similar products) to support cascade training approaches.
3. Ensure content integrates gender-responsive and socially inclusive perspectives.
4. Translate and localize all materials into:
 - English
 - Silozi (Zambia)
 - Sestwana (Botswana)
 - Malagasy (Madagascar)
 - Tsonga (Mozambique dialect)
 - Tsonga (Limpopo dialect, where applicable)
 - Provide professional voice-overs and subtitles in all required languages if possible.
 - Deliver all editable source files to ensure sustainability and future adaptation.

D. Deliverables

The Consultant is expected to produce the following:

- I. Inception Report (workplan, methodology, and approach).
- II. Approved Scripts and Storyboards (English master versions and translated scripts).
- III. 4 short, animated videos (3-5 minutes each). Produced in all required languages. High-resolution and web-optimized versions. Subtitle files (.srt format)
- IV. **Visual Training Materials Package.** 15 finalized visual products on agreed topics and content. Print-ready and digital formats.
- V. Organized digital repository for handover

E. QUALIFICATIONS AND WORK EXPERIENCE

The individual consultant will be required to have the following qualifications and experience:

- I. Master's degree, or Bachelor's degree with extensive experience in Multimedia Design, Animation, Communication, Film Production, Digital Media, Instructional Design, or a related field.
- II. At least 5 years of demonstrated experience in developing animated explainer videos and visual learning materials.
- III. Proven experience producing content for development programmes, preferably in climate change, natural resource management, agriculture, or environmental sustainability.
- IV. Experience designing materials for adult learning and for farmers.
- V. Demonstrated experience in multilingual content production, including coordination of translation and voice-over processes.
- VI. Experience working with international development organisations in the SADC Region

Technical Competencies

- I. Proficiency in animation and multimedia software (e.g., Adobe After Effects, Illustrator, Premiere Pro, InDesign, or equivalent).
- II. Strong scriptwriting and visual storytelling skills.
- III. Ability to translate complex technical content into simplified, visually engaging products suitable for community-level audiences.
- IV. Knowledge of branding and visibility compliance requirements under donor-funded programmes.

Language Requirements

- I. Excellent written and spoken English.
- II. Ability to coordinate professional translation into Setswana, Silozi, Malagasy, and Tsonga (Mozambique and Limpopo dialects).
- III. Experience working in the SADC region
- IV. Knowledge of SADC languages would be an added advantage.

F. DURATION

The assignment is expected to be completed within 60 days. This assignment will commence on the day on which the individual signs the agreement.

G. Duty Station

The assignment will be conducted virtually.

H. ASSIGNMENT MANAGEMENT

The CCARDESA Information, Communication, and Knowledge Management (ICKM) Manager will be the focal point for CCARDESA and will work with other consortium partners.