TERMS OF REFERENCE (TOR)
MEDIA CONSULTANT

1.0 Introduction

Participatory Ecological Land Use Management (PELUM) Kenya is a national network that currently comprises 69 member organizations located in 47 Counties. The 69 members of PELUM Kenya are distributed in the four (4) PELUM Kenya zones: Nairobi and Central, Rift and Western, Lower Eastern and Coast, Upper Eastern and Northern Zone. Participatory Ecological Land Use Management (PELUM) Association is an indigenous African network with over 250 Civil Society Organizations (CSOs) from 12 African Countries, namely Kenya, Uganda, Tanzania, Ethiopia, Zambia, Zimbabwe, Lesotho, Botswana, South Africa, Malawi, Swaziland and Rwanda.

The vision of PELUM Kenya is to empower prosperous, healthy and resilient communities in Kenya. The Mission is to promote agroecological principles and practices among member organisations, aiming to support the sustainable livelihoods of smallholder farmers and pastoralist communities in Kenya. It is, however, essential to note that PELUM Kenya does not work directly with farmers, but rather through its member organizations.

2.0 Background of the Consultancy

Cross-border trade is very important for members of the East African Community. The trade in agroecological products will become increasingly critical for countries within the East African Community. Given the impact climate change is already having and will continue to have on agriculture and food systems, conventional agriculture will face ever-expanding challenges. Agroecological production systems, given that they are more resilient, will become more critical as they demonstrate on a growing scale the numerous advantages. It is within this context that agroecological products will experience increasing demand as food systems experience multiple crises.

Nevertheless, there are several impediments to increased intra-EAC trade in agroecological produce for Kenya. In a study a study on Trade of Agroecological Products within the EAC conducted by AFSA, findings revealed that Kenya's agroecological products under export to other partner states face of non-tariff barriers such as complex customs procedures, high transportation costs, limited awareness, operationalization, and domestication of the EAC Simplified Trade Regime (STR), poor trade facilitating infrastructure (including common user facilities in territorial markets), existing trade, intellectual property and Agriculture policies and regulations (at national, regional and continental levels) which contradict Agroecology, and multiple dues, permits and documentation imposed by border agencies. Other documented NTBs include cumbersome sanitary and phytosanitary standards (SPS) certificate requirements; high costs of organic certification; and multiple currencies in territorial markets affected by sporadic exchange rates. These challenges were also re-echoed during the regional multi-stakeholder meeting organized by AFSA, whose major objectives were to deliberate on the research findings, agree on actions to take forward, and generate recommendations to inform legal institutional reforms and practice.

The above limitations and the recommendations proposed by the study need to be addressed at the Partner State (national) and EAC Secretariat (regional) levels. This requires further national level consultations tailored to generating actionable policy and practice reforms to increase the participation of agroecological value web actors in EAC trade. Furthermore, a first-hand account and experience of the operating ecosystem of agroecological value web actors in these border posts is important for policymakers, including other duty bearers and rights holders. It is therefore strategic to organize field visits to obtain valuable insights into the operational realities of agroecological trade, including bottlenecks in supply chains, quality and safety standards, and the impact of trade policies on the ground.

It is against this background that PELUM Kenya, in partnership with Alliance for Food Sovereignty in Africa (AFSA), wishes to undertake a multiapproach of combining audiovisual, print and branding approaches in triggering conversations along Agroecology with a main focus on stimulating and accelerating demand for agroecological produce and products on cross-border trade. The plan is to showcase the experiences and solutions offered by smallholder farmers and indigenous people, as well as advocates of agroecology from bordering countries of Eastern Africa. This initiative is in line with AFSA's cross-border strategy and seeks to address food sovereignty, seed and land rights, climate justice, as well as agroecological markets in tackling policy and practice in the region.

Media and awareness interventions will demonstrate the agroecological benefits, including but not limited to: Improved soil health and nutrition, climate resilience, and lower production costs. Relevant market information, such as where to access agroecological products, new trade relations at border points, and new cross-border trade opportunities, will also be packaged in media content. Ground voices will narrate experiences of the informal market, certification challenges, and how agroecology has improved their cross-border trade of products

3.0 Scope and Deliverables

The consultancy deliverables and scope are as follows:

1. Develop and design spot messages in local languages (Swahili or Luhya) at the border points of Busia and Namanga. The messages will be shared during radio shows and on social media. The messages will trigger conversations along Agroecology with a main focus on stimulating and accelerating demand for agroecological produce and products in cross-border trade. It should also highlight experiences of the informal market, certification challenges, and how agroecology has improved their cross-border trade of products
2. Share at least ten (10) designed posters and captions for PELUM Kenya to share on social media to create conversations. It can highlight experiences of the informal market, certification challenges, and how agroecology has improved their cross-border trade of products
3. Book four (4) local radio spots in Busia and Namanga in the local languages for at most 30 minutes. PELUM Kenya will nominate the speakers who'll be featured on the show. The consultant will also support in developing questions and scripts to support the interview
4. Documentation of human-interest stories from border points in Busia into ten (10) video reels of 2- 3 minutes, two (2) fact sheets and one (1) designed booklet capturing the human-interest stories collected. The documentation to highlight their good practices, challenges and recommendations

5. Develop article (s) and book newspaper features/ pullouts with a few stories from cross-border traders, highlighting especially their challenges. (Consultant to suggest the media house and its cost per feature/pullout for review/selection)
6. Be able to deliver within three (3) weeks at the onset of the assignment
7. Share a detailed report from the assignment

4.0. Qualifications and Experience

The consultant should have the following qualifications and experience:

- Bachelor's degree in Marketing/Communications or a related field from a reputable University, with at least three (3) years' progressive work experience in the relevant field;
- The consultant MUST have proven experience in a similar assignment. Attach at least three (3) proofs of undertaking similar assignments

4.1. Skills and Competencies

- Ability to work with minimal supervision
- High-level written and oral communication skills
- Must be result-oriented, a team player, exhibiting high levels of enthusiasm, tact, diplomacy, and integrity
- Demonstrate excellent interpersonal and professional skills in interacting with government, civil society, farmers, the private sector, and other development partners.
- Excellent skills in the facilitation of stakeholder engagements/workshops
- Evidence of having undertaken similar assignments (attach two recent works and contact persons)
- Experience in research, strategy and strategy development, management, and programming-related work

5.0. Application process

Interested candidates who meet the above requirements should submit their applications with the subject "Media Consultant" to procurement@pelumkenya.net by 24th November 2025 at 10 am (Kenyan time). The application/submission should include.

1. Combined Technical and Financial Proposal
2. A detailed Curriculum Vitae (CV) or CVs of the lead consultant and other experts, in case of a company or consortium
3. Attach at least three (3) proofs of undertaking similar assignments

Note: Only shortlisted candidates will be contacted