



CALL FOR EXPRESSION OF INTEREST

FACILITATORS / MASTER TRAINERS FOR CONTENT DEVELOPMENT (VIDEOS, PRESENTATIONS & LEARNING MATERIALS) FOR PELUM KENYA ACADEMY – ONLINE LEARNING PLATFORM

1.0 Introduction

Participatory Ecological Land Use Management (PELUM) Kenya is a national network that currently comprises 68 member organizations located in 47 Counties. The 68 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 through member organizations for 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 the farmers but through the member organizations.

2.0 Background

[PELUM Kenya](#) operates as a national network bringing together diverse member organizations, partners, and stakeholders working to advance agroecology and sustainable food systems. As the organization's work, partnerships, and knowledge products continue to grow, there is an increasing need for a modern, engaging, and well-structured website that effectively communicates PELUM Kenya's mandate, programmes, and impact.

The Knowledge Centre for Organic Agriculture and Agroecology in Africa (KCOA-KHEA) Project is in its second phase of implementation for the 3rd Phase. KHEA Project Phase III is part of the initiative by the German Ministry of Economic Cooperation and Development (BMZ) through its executing agency GIZ to support a network of regional knowledge hubs for organic farming in Africa. Biovision Africa Trust (BvAT) is the lead coordinating agency of the project in Eastern Africa, with a co-hosting arrangement with Participatory Ecological Land Use Management (PELUM) Uganda. PELUM Kenya is the County Implementing partner of the project in Kenya.

The **expected outcome** of the hub stakeholders involved in value chain processes, including agricultural production, processing, marketing and consumption do better harmonize these processes and maintain balance in natural resource use through ecological intensification of their actions and improved consumption behaviours.

The five (5) key focus areas are;

1. Knowledge Management and Dissemination
2. Entrepreneurship and Market Development.
3. Networking and Linkages
4. Policy and Advocacy
5. Capacity Building

To strengthen capacity building, knowledge management, and digital learning, PELUM Kenya intends to establish an online learning platform – PELUM Kenya Academy, anchored on the PELUM Kenya website. The Online Academy will provide structured, accessible, and interactive online learning/refresher modules for multipliers, farmers, trainers, youth, women, policymakers, and agroecology practitioners. To strengthen capacity building, knowledge management, and digital learning, PELUM Kenya is establishing the PELUM Kenya Academy, an online learning platform integrated into the PELUM Kenya website. The Academy will host structured agroecology and organic agriculture training modules delivered through videos, presentations, transcripts, and interactive learning tools

PELUM Kenya seeks to engage qualified Facilitators / Master Trainers to support the development of high-quality learning content for the PELUM Kenya Academy.

Facilitators will be responsible for:

- Preparing training presentations
- Supporting or participating in video recording
- Developing learning resources and reference materials
- Working closely with the Consultant of the Learning Management System (LMS) to ensure content is learner-friendly, accurate, and suitable for online delivery

3.0 Scope of Work

Under the guidance of the PELUM Kenya Secretariat and in collaboration with the LMS Consultant, the Facilitators shall undertake the following:

3.1 Content Development

- Develop structured PowerPoint presentations aligned to approved module outlines
- Prepare session notes, key learning points, and practical examples
- Provide references, tools, case studies, and further reading materials
- Adapt content for online, self-paced learning, ensuring clarity and simplicity

3.2 Video Content Support

- Participate in or support the recording of training videos (Zoom or studio-based)
- Deliver clear, engaging, and well-paced presentations for video learning
- Support the review and validation of recorded videos before uploading

3.3 Module Coverage

The Online Learning Platform shall host one (1) course/module titled “**Fundamentals of Agroecology and Organic Agriculture**” with six (6) sub-topics. It is on this basis that PELUM Kenya is seeking Facilitators/Master Trainers in the following sub-topics:

1. Introduction to Agroecology and Organic Agriculture
2. Seed Systems and Seed Saving
3. Soil Health and Fertility Management
4. Integrated Pest Management (IPM)
5. Marketing and Certification
6. Animal Husbandry and integrated farming systems

3.4 Collaboration & Quality Assurance

- Work closely with the LMS Consultant to align content with platform requirements
- Revise content based on feedback from PELUM Kenya
- Ensure content is technically accurate, context-relevant, inclusive, and gender-responsive

4.0. Deliverables

Each Facilitator//Master Trainer shall deliver:

- PowerPoint presentations for assigned module(s)
- Recorded video sessions (or participation in recording)
- Session notes and transcripts (Word/PDF)
- Reference lists and additional learning resources and include the Digital Knowledge Platform links to Knowledge products - <https://kcoa-africa.org/>
- Reviewed and finalized content ready for upload to the LMS

6.0. Reporting, Ownership, and Confidentiality

1. The Facilitator/Master Trainer will report to the PELUM Kenya Secretariat through a designated focal person and provide regular progress updates at key milestones.
2. Technical coordination will be done in collaboration with the LMS Consultant
3. All deliverables will be reviewed and approved by PELUM Kenya before publication
4. All content developed under this assignment shall remain the exclusive property of PELUM Kenya
5. The Facilitator/Master Trainer shall not reuse, publish, or distribute the materials without written permission
6. Confidentiality of institutional information must be maintained at all times
7. The Facilitator/Master Trainer shall hand over all administrative access, source files, and relevant documentation upon completion and shall maintain the confidentiality of all organizational information.
8. PELUM Kenya will retain copyright of all the works
9. The Facilitator/Master Trainer shall obtain consent for any photo captured in the presentation/training materials

10. Hand over all data and permanently delete retained copies upon contract termination

7.0. Duration

The assignment will be implemented within the **two (2) weeks** with specific timelines agreed based on:

- Assigned topic (s)
- Number of sessions
- Recording schedule

The consultant shall work with you to ensure the timely delivery of all outputs within two (2) weeks, in close consultation with PELUM Kenya

8.0. Qualifications and Experience

Facilitators should demonstrate:

- Proven experience in agroecology, organic agriculture, food systems, or related fields
- Strong background in training, facilitation, or adult learning
- Experience developing training manuals, presentations, or digital learning content
- Ability to communicate clearly for online and video-based learning
- Familiarity with farmer-centred, participatory, and agroecological approaches

9.0. Application Process/Proposal Submission Requirements

Interested candidates/consultants who meet the above requirements should submit their applications with the subject “**Facilitator/Master Trainer for PELUM Kenya Academy**” to procurement@pelumkenya.net by **5th May 2026 (Kenyan time)**. The application/submission should include.

1. A competitive quote indicating the topic you wish to cover. On the topic selected, please highlight in brief the areas that you will touch.
2. A detailed Curriculum Vitae (CV)
3. Additional documents required are: KRA PIN Certificate