



**Ministry of Agriculture
Program Management Unit (PMU)
P.O. BOX 10-90100
Somalia Drive, Gardnersville
Montserrado County, Liberia**



**Request for Expression of Interest (REOI)
Production of Visibility Material on the Smallholder Agricultural Productivity
Enhancement and Commercialization (SAPEC) Project
REFERENCE NO.: LIB/SAPEC/PMU/REOI/001/2021**

Background Information

The Ministry of Agriculture is implementing the Smallholder Agricultural Productivity Enhancement and Commercialization (SAPEC) Project with funding from the Global Agriculture and Food Security Program (GAFSP), the African Development Fund (ADF), and the Government of Liberia. The goal of the SAPEC project is to reduce rural poverty and household food insecurity. Its objective is to increase, on a sustainable basis, the income of smallholder farmers and rural entrepreneurs, particularly women, youths and the physically-challenged. The project, being implemented in 13 of the 15 counties (Maryland, River Gee, Grand Gedeh, Grand Kru, Sinoe, River Cess, Grand Bassa, Montserrado, Margibi, Bomi, Bong, Cape Mount and Gbarpolu), is designed to transform Liberian agriculture by moving 25,000 food insecure and low income farming households to commercially oriented agriculture with the aim of fostering economic growth. It has an implementation period of 5 years (2012 – 2017), but was extended for an additional 3 years up to June 30, 2021. It has the following four components: a) Sustainable Crop Production Intensification; b) Value Addition and Marketing; c) Capacity Building and Institutional Strengthening, and d) Project Management.

To better raise public awareness of our work and strengthen our partnerships, the SAPEC PIU would like to apply part of the proceeds of the fund to payment under the contract for Consulting Services for the production of visibility material on the Project.

The services include amongst others:

- i. Develop a documentary film's overall concept and scenario of the SAPEC Project
- ii. Interview selected stakeholders who will include project beneficiaries, Minister of Agriculture, Director of the Program Management Unit, SAPEC PIU, CACs, Project Focal Persons, Extension Technicians, other Government officials, the AfDB Country Manager and/or Country Project Officer and other Development Partners, Non-State, etc.
- iii. Visit project sites in the 13 project counties and interact with the local communities/beneficiaries who have been impacted by the SAPEC Project to get context.
- iv. Create and print a GIS Map of all of SAPEC Project Sites
- v. Develop and submit in a color magazine of the SAPEC Project of glossy quality not less than 100 copies
- vi. Produce a final documentary film not more than 45 minutes long and a summary of promotional version of 1 hour long on 100 separate DVDs
- vii. 100 printed caps

- viii. 100 printed t-shirts
- ix. 50 multipurpose outdoor jackets
- x. 50 baseball caps
- xi. 250 brochures
- xii. 250 stickers

The Program Management Unit (PMU), acting on behalf of the Ministry of Agriculture (MOA) requires the services of a consulting firm to undertake the required Consulting Services for the production of visibility material of the SAPEC Project

The Government of Liberia, represented by the Ministry of Agriculture, now invites eligible consulting firms to indicate their interest in providing the required Consulting Services as described above. Interested consulting firms must provide information indicating that they are suitably qualified to perform the services. The information includes but not limited to (brochures, description of similar assignments, experience in similar conditions, and availability of appropriate skills among staff). Consulting firms may associate to enhance their qualifications.

1. Eligibility criteria: Establishment of the short-list and the selection procedure shall be in accordance with the African Development Bank's ***"Rules and Procedures for the use of Consultants"*** - ***July 2012 Edition***, which is available on the Bank's website at <http://www.afdb.org>. Borrowers are under no obligation to shortlist any consultant who expresses interest.

Interested consultants may obtain further information at the address below from **Monday to Friday between 9:00 AM and 4:00 PM.**

2. Expression of Interest can be delivered in hard copy to the address below or soft copy to wkawalawu@moa.gov.lr with copy to aboimah-porte@moa.gov.lr by 1600 hours (local time) on **Friday, March 5, 2021.**

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EXPRESSION OF INTEREST FOR THE PRODUCTION OF VISIBILITY MATERIAL OF THE SAPEC PROJECT

Attention:

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