

TERMS OF REFERENCE (TOR) FOR THE CONSULTANCY FOR DEVELOPMENT OF A VISUALIZATION AND INFOGRAPHICS BASELINE FACTSHEET FOR THE PSAC PROJECT.

Cordaid

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Terms of Reference (ToR)

Consultancy for Development of a Visualization and Infographics baseline Factsheet for the PSAC Project.

Background

The Promoting Smallholder Agro-Export Competitiveness (PSAC) project is a six-year initiative aimed at increasing the income of smallholder farmers engaged in export-oriented value chains, specifically in tea, coffee, and horticulture. The project targets smallholder farmers organized in cooperatives, with an emphasis on inclusive participation of women (40%) and youth (30%).

Cordaid as a key partner under the component B1, is tasked to strengthening governance and leadership for cooperatives, enhancing farming as business skills and entrepreneurship and financial management capacities for cooperatives and farmers, promoting inclusivity for women and youth in targeted value chains, advancing climate-resilient financial products, and strengthening financial institutions' capacity to support targeted value chains, strengthening access to market and promoting digital and technological solutions for agriculture to support the broader objectives of the PSAC project.

The first year of the project involved more of planning and preparation through multiple capacity needed assessments. To communicate the insights in a clear and compelling way, a professional consultant is sought to develop a visualization and infographics baseline factsheet based on multiple project documents and assessments.

Objective of the Assignment

The objective of this consultancy is to develop a high-quality, data-driven visualization and infographics baseline factsheet that effectively summarizes and presents key findings and insights from Cordaid's PSAC-related reports and activities. This tool will be used for internal learning, donor engagement, stakeholder communication, and public outreach.

Scope of Work

The consultant will be responsible for:

Review and synthesis of relevant documents, including but not limited to:

- PSAC project proposal
- Cooperative Matrix Assessment Report
- Capacity Needs Assessment Report
- Community Working Groups Assessment Report
- Value Chain Analysis Finance Documents
- Climate Resiliency Financing Report
- Business Development Services (BDS) Report
- Tea, coffee, horticulture value chains inclusion and gender report.
- Activities implementation progress reports
- Other project related documents such as MEL plan and other relevant documents
- Identification of key data points, messages, and stories that align with Cordaid's role and results under Component B1.

Design and development of a professional infographics factsheet, integrating:

- Charts, graphs, and visual data representations
- Key statistics and indicators
- Illustrative icons or process flows
- Short narrative elements, quotes and project in a nutshell
- Incorporate Cordaid and PSAC branding and ensure alignment with communication guidelines.
- Provide at least two layout options/design concepts for review and feedback before finalization.
- Finalize and deliver a print-ready and web-optimized version of the baseline factsheet.

Deliverables

- A summary brief of reviewed documents and extracted insights (max 5 pages).

- Two draft infographic/factsheet design concepts for feedback
- Two finalized infographic baseline factsheets (A4 printable, PDF, and web version). One in English and another in Kinyarwanda.
- And editable versions of the above finalized infographic baseline factsheets.

Duration and Timeline

The assignment is expected to be completed within 4 weeks from the signing of the contract, as per the following tentative timeline:

Activity	Timeline
Document review, synthesis and submission of a summary brief of reviewed documents and extracted insights (max 5 pages).	Week 1
Submission of two draft infographic/factsheet design concepts for feedback	Week 2
Feedback through an interactive session. Revision of factsheet based on the feedback.	Week 3
Delivery of two finalized infographic baseline factsheets (one in English and one in Kinyarwanda) in both A4 printable PDF and web formats, along with their editable versions.	Week 4

Required Qualifications and Experience

- Proven experience in developing high-quality visual communication materials, infographics, and data visualization products.
- Strong understanding of agricultural development, value chains, gender inclusion, and financial access is an advantage.
- Proficiency in design software (Adobe Illustrator, InDesign, Canva Pro, etc.).
- Ability to translate complex information into clear, engaging visual formats.
- Excellent communication and coordination skills.

Application Requirements

Interested consultants or firms should submit:

- A brief technical proposal (max 3 pages) outlining understanding of the assignment, approach, and methodology.
- Updated CV(s) & company profile showcasing relevant experience and a registration certificate from RDB.
- Portfolio of previous work (minimum 3 examples of infographics factsheets or similar products).
- A detailed financial proposal (inclusive of all applicable costs in detail and taxes).

Supervision and Reporting

The consultant will work closely with Cordaid's PSAC Team, under the overall supervision of the MEL advisor. Regular check-ins and feedback sessions will be conducted to ensure alignment.

Evaluation criteria

Application will be evaluated based on:

- Proposed technical proposal with clear methodology (40%)
- Relevance experience and qualifications (30%)
- Cost effectiveness (30%)

Submission of Proposals

All proposals should be submitted electronically to apollinaire.nshimiyimana@cordaid.org by 12th May 2025 at 17h00 with the subject line:

“Consultancy – Visualization & Infographics Factsheet for PSAC”

Done at Kigali on 5th May 2025

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