Consultancy: **Developing information, education, and communication (IEC) materials for the Burundi plant health project**

Timeline: **June 2025**

This assignment is perfect for someone looking to apply their experience and Knowledge within an organisation that is focused on helping to deliver 8 of the Sustainable Development Goals: (1) No Poverty; (2) Zero Hunger; (3) Quality Education; (5) Gender Equality; (12) Responsible Consumption and Production; (13) Climate Action; (15) Life on Land; and (17) Partnerships for the Goals.

We live in a world where the demand for multiple land uses constantly rises, and climate change places additional stress on the sustainable use of natural resources. While solutions to issues such as hunger and poverty are now within our reach, how we act today will make a big difference to how we live tomorrow.

Introduction and background

CABI envisions a world in which women, youth, and marginalised communities are included in agriculture, and become key to ensuring equity, increasing participation in agribusiness, and reducing youth unemployment; promoting livelihood improvement; increasing production and reducing poverty. CABI's *Medium-Term Strategy (2023-25)* pursues five major goals: 1. Improve the food security and livelihoods of smallholder communities 2. Help communities adapt to the impacts of climate change 3. Reduce inequality through better opportunities for rural women and youth 4. Safeguard biodiversity and support the sustainable use of natural resources 5. Increase the reach, application, and impact of science in agriculture and the environment.

The Plantwise Burundi project by CAB International (CABI) enhances food security and livelihoods for smallholder farmers by improving agricultural advisory systems. It establishes plant clinics staffed by trained plant doctors who provide practical advice. These clinics are supported by a Knowledge Bank, offering resources for diagnosis and pest management. The initiative strengthens national plant health systems, fostering connections and information sharing, ultimately helping farmers produce safe and sustainable food.

Launched in Burundi in 2020, the Plantwise project, led by ISABU, has made significant progress in supporting smallholder farmers. Future steps involve scaling up clinics, assessing progress with a country scoring tool, and strengthening links between national plant health system stakeholders. Key areas of focus will include building diagnostic capacity, integrating plant doctor modules into curricula, and promoting biological control to reduce pesticide use.

The PW+ Burundi project requires information, education, and communication materials (in audio, audio-visual, and print formats) to overcome the challenges hindering its goal of improving smallholder farmers' livelihoods. Key hurdles include limited awareness of sustainable practices and gender-inclusive approaches, insufficient capacity among extension officers, limited access to information, and low use of digital technologies among farmers and stakeholders. The overarching goal is to empower smallholder farmers to produce

By sharing knowledge and science, CABI tackles global issues like poverty, hunger, education, equality, sustainability, climate change and biodiversity. We do this by helping farmers grow more and lose less of what they produce, combating threats to agriculture and the environment from pests and diseases, protecting natural habitats from invasive species, and improving access to scientific knowledge.

CABI is an international, inter-governmental, not-for-profit organization that improves people's lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment. Our approach involves putting information, skills and tools into people's hands. CABI's 49 Member Countries guide and influence our work which is delivered by scientific staff based in our global network of centres.

CABI is committed to making a difference, playing its part in creating a brighter, more equitable and sustainable future.

You can learn more at:**www.cabi.org**

safe and sustainable food, contributing to improved food security and livelihoods, and strengthening the national plant health system.

Overall Objective

The primary objective is to improve agricultural practices and enhance community involvement in plant health management in Burundi, with a specific focus on the Mango Mealybug, Papaya Mealybug, and Tomato Leaf Miner. This is to be achieved through the development and deployment of Information, Education, and Communication (IEC) materials that address identified challenges such as limited awareness of sustainable practices, insufficient capacity among extension officers, and low digital technology use among farmers.

The Scope

The IEC materials target improving agricultural practices and community involvement through specific actions across the country. It will involve using the IEC materials to train stakeholders in mass extension campaigns and piloting new extension methods to boost knowledge sharing and encourage the use of low-risk plant protection. The IEC materials will also include raising awareness about the benefits of these practices. Furthermore, IEC materials will aim to promote biological control agents and educate stakeholders through campaigns about priority pests and their management, aiming for sustainable farming and reduced pesticide reliance.

Messaging Framework

In particular, and as detailed below, the IEC materials will focus on (i) Mango Mealybug (MMB), (ii) Papaya Mealybug (PMB), and (iii) Tomato Leaf Miner.

Mango Mealybug (MMB)

- Issue: The primary issue is the threat posed by the Mango Mealybug (MMB) to key crops like mango, citrus, and avocado. This pest causes significant damage, including stunted growth and reduced yields, impacting the livelihoods of smallholder farmers and the overall agricultural sector.
- Identification: Identifying the MMB is crucial for early intervention. The pest is characterized by its pale green-yellow colour, covered with white wax, a bare back area, and long, conspicuous filaments. Infestations can be recognized by groups of these powdery insects and the presence of shiny leaves due to honeydew secretion.
- Management: Managing MMB involves a multi-pronged approach. This includes implementing control measures like sanitizing equipment and sourcing certified seedlings, conserving natural predators, utilizing biocontrol agents like parasitoids, and practicing regular monitoring of crops. Effective management also requires

prompt reporting of sightings to relevant authorities for support and preventing the spread of infestations.

Papaya Mealybug (MMB)

- The Issue: The primary issue is the infestation of papaya and other host plants by the Papaya Mealybug (PMB). This pest forms noticeable white, cottony clusters and causes damage to affected plants. The framework highlights the importance of understanding the factors driving PMB spread and population growth, as well as the pathways of dispersal.
- Identification: Identifying PMB involves recognizing the pest itself and its characteristics. Female PMBs are described as yellow and small, with a waxy buildup. The messaging emphasizes the need for farmers and educators to learn how to accurately identify the pest's life stages and differentiate PMB from other scale insects to enable timely action and prevent severe damage.
- Management: Managing PMB focuses on prevention and integrated strategies. This includes implementing good farming practices across all host crops, regularly scouting and monitoring infestations to determine threshold levels, and incorporating cultural control methods like orchard sanitation. A key component is the use of biological control, which involves conserving or introducing natural enemies of the mealybug to provide sustainable pest management. The framework also mentions the judicious use of chemicals as part of an integrated approach.

Tomato Leaf Miner

- Issue: The primary issue is the damage caused by leaf miners to various crops, particularly tomatoes, in Burundi. These pests create distinctive mines within leaves, leading to reduced yields and potential crop loss. The framework emphasizes the importance of early identification and management to prevent a significant economic impact on farmers.
- Identification: Identifying leaf miners is crucial for timely intervention. They are recognized by the serpentine mines they create on leaves and the presence of larvae within these mines. The messaging highlights that accurate identification is essential for effective management and encourages farmers and extension workers to attend training to improve their skills in recognizing this pest.
- Management: Managing the Tomato Leaf Miner involves a combination of strategies. This includes implementing cultural practices, utilizing biological control agents like parasitic wasps and predatory beetles, and using chemicals judiciously. The framework stresses the importance of regular monitoring and scouting, using visual aids, digital tools, and community efforts to detect early signs of infestation and

inform management decisions. The goal is to integrate these methods into a sustainable integrated pest management plan.

Audience Analysis

While CABI will provide detailed messaging frameworks, this section highlights key points. Across all three pests, the primary target audience is smallholder farmers and agricultural extension workers. This reflects the practical focus of the messaging: empowering those directly involved in crop production and those who advise them. Agricultural cooperatives are also a significant audience, acting as a conduit for information and collective action. For PMB and MMB, agricultural researchers are included, indicating a recognition of the need for scientific understanding and the potential for research-based solutions.

Audience knowledge and needs

- The messaging frameworks implicitly acknowledge that the audience's knowledge level about these specific pests may be varied. Therefore, a significant portion of the messaging focuses on basic identification (what the pest looks like, the damage it causes), host plants (where to look for it), and the consequences of infestation.
- This suggests a need to build foundational knowledge before moving to management strategies. For PMB and MMB, the messaging explicitly mentions differentiating the pest from others, indicating a need for more nuanced identification skills.

Audience actions and barriers

- The desired actions are largely consistent: regular monitoring and inspection, implementing integrated pest management (IPM) practices, and reporting sightings. The frameworks encourage farmers to actively engage in these practices.
- Potential barriers to these actions include a lack of knowledge about specific identification features, limited access to training and resources, and perhaps a reliance on traditional or chemical-only approaches.
- The emphasis on biological control and reducing harmful chemicals suggests a need to shift mindsets and build confidence in alternative methods. The call to "Diversify crop choices" for leaf miners and PMB suggests a need to address potential over-reliance on susceptible crops.

Tailoring of messaging

- The messaging is tailored through the use of different media. Radio programs/spots, leaflets, and social media are targeted at smallholder farmers, acknowledging their likely access to these platforms and preference for accessible information.

- Posters with infographics are aimed at agricultural cooperatives and extension workers, recognizing their role in disseminating information and the potential for visual aids in training.
- The inclusion of researchers for PMB and MMB suggests that some messaging might be more technical or focused on research findings, although this isn't explicitly detailed in the frameworks.
- The emphasis on community monitoring groups and reporting via mobile apps for the Tomato Leaf Miner shows an attempt to leverage local networks and technology for broader impact.

Specific nuances per pest:

- Mango Mealybug - The inclusion of "pesticide regulators" as an audience for control measures suggests a recognition of the need for policy or regulatory support in managing this pest, perhaps related to the sourcing of certified seedlings or chemical use. The emphasis on monitoring during "new growth phases" is a specific instruction tailored to the pest's behavior.
- Papaya Mealybug - The messaging explicitly mentions "attendant ants" as something to monitor, indicating a specific ecological interaction relevant to this pest. The focus on "prevention" as the most effective management highlights a proactive approach. Including researchers for biocontrol suggests a potential need for scientific expertise in implementing these strategies.
- Tomato Leaf Miner - The framework for this pest is the most detailed regarding monitoring, including the use of "mobile apps" and "community monitoring groups," suggesting a higher level of technological integration in the proposed approach. The inclusion of "community leaders" and "agricultural authorities" as audiences for monitoring indicates a broader effort to involve multiple stakeholders in surveillance.

Consultant’s Task

A consultant is expected to perform the following tasks using the CABI campaign messaging framework to

- Create a visual identity, including logos, colours, and graphics, and a slogan or tagline that summarizes the campaign concept.
- Review pre-created scripts for audio and visual elements, and plan visual sequences and transitions (for audio-visual material). Select voice actors and onscreen talent.
- Capture audio and video footage, ensuring high-quality sound and visuals. Oversee the recording process, guiding talent and crew. Incorporate sound effects, music, and other audio elements. Set up lighting and other visual elements for video recordings.
- Ensure quality photos and high-level graphic design that are visually appealing for print materials.

- Edit audio and video footage, including cutting, rearranging, and refining content. Balance and enhance audio levels, adding effects as needed. Add graphics, titles, and visual enhancements (for audio-visual material).
- Through CABI support, conduct a review with stakeholders, making final adjustments based on feedback.

Key overall deliverables

- A comprehensive campaign visual identity, which includes a specific color palette and graphic design elements that resonate with the target audience.
- Refined audio, audio-visual production, and illustration plans, which involve reviewing pre-written scripts, planning detailed visual sequences and transitions for video, selecting appropriate voice actors and on-screen talent, and creating a clear roadmap for the recording process.
- High-quality raw audio and audio-visual production, which constitutes the captured audio and video footage developed, ensuring excellent sound quality and visually appealing imagery, with the consultant overseeing the recording process and guiding talent and crew.
- Professionally designed print materials, which include producing high-quality photos and visually appealing graphic design elements specifically for print materials such as leaflets and posters, as mentioned in the audience analysis.
- Polished and edited audio-visual content, encompassing the final edited audio and video footage, incorporating cutting, rearranging, refining content, balancing and enhancing audio levels, adding sound effects and music, and integrating graphics, titles, and other visual enhancements.
- Stakeholder-validated final IEC materials, with complete sets of IEC materials (audio, audio-visual, and print) that have been reviewed with stakeholders through CABI support and adjusted based on the feedback received, ensuring their relevance and effectiveness.

Timeline

The expected duration for undertaking this assignment is 30 days.

Key expertise and qualifications

CABI seeks to work with a firm that has the following…

- Proven experience in developing IEC materials, particularly in agriculture, health, or environmental sectors.
- Proven experience in crafting clear, impactful messaging tailored to diverse audiences, ensuring comprehension and engagement.

- Demonstrated ability to produce engaging audio-visual content, including jingles, skits, and educational programs for radio, with a portfolio of similar projects for reference.
- Experience in graphic design and print production for educational materials, ensuring high-quality designs that resonate with local audiences.
- Familiarity with local cultures, languages, and community dynamics in Burundi, with the ability to create content in multiple local languages (i.e., Kirundi, French, and Swahili).
- Demonstrated ability to effectively incorporate feedback from stakeholders during the development process and iterate on IEC materials to ensure they are relevant, accurate, and meet the project's objectives.
- Strong organizational and project management capabilities, including the ability to develop timelines, manage multiple components of a campaign, and ensure timely deliverables while adhering to project goals and budget constraints.

Submission Requirements

Interested firms or individuals are invited to submit the following:

a) Technical proposal, CV, and work plan
b) Financial proposal. Preferred currency is USD

Deadline for submission

All Interested consultants should upload the above required documents to the CABI contractors' work suit platform using the link below.

- For existing contractors who are yet to update their profiles https://cabi.worksuite.com/invite/58edd5c5e4e14b44b49c4933f786d18b/
- For new contractors who should first create an account in the system and also update their profiles. https://cabi.worksuite.com/invite/d48e3ba552a6484eb3d2759f4aec5b38/
- For any queries/clarification/challenges in uploading the proposal, please write to procurement-africa@cabi.org
- The deadline for submission of proposals is 26th June 2025

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