



Terms of Reference

Selection of fifteen (15) individual photo and video specialists in the fifteen (15) countries covered by the Project to Promote Integrated School Feeding Models in West Africa (PMAI-AO)

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Deadline for responses	August 12, 2026 at 11:59 p.m. GMT

1. Background and rationale

The ECOWAS Commission, with co-financing from the Spanish Agency for International Development Cooperation (AECID), is implementing the Project to Promote Integrated School Feeding Models in West Africa (PMAI-AO) for the period 2023–2027.

The project aims to contribute to human capital development in West Africa by sustainably improving access to healthy, balanced and nutritious school meals for pupils in vulnerable rural areas.

Building on the first phase of the ECOWAP/PDDAA and constituting a flagship intervention of the Regional Programme to Support National Social Safety Nets (PRAFNSS), revised in 2022, the PMAI-AO promotes an integrated school feeding model based on local sourcing. It thus supports the development of agricultural value chains (production, processing, storage and transport), agricultural education in schools, income-generating activities (IGAs) and the strengthening of local economic infrastructure, whilst encouraging the sharing of experiences and best practices amongst Member States.

As part of its implementation, the Regional Agency for Agriculture and Food (ARAA) launched a call for proposals in August 2023, which led to the selection of sixteen (16) field projects. These projects are currently being rolled out across the twelve (12) ECOWAS Member States and the three (3) member countries of the Alliance of Sahel States (AES), contributing to the testing and dissemination of innovative integrated school feeding models tailored to local circumstances.

In terms of outcomes, five (05) results are expected from the project:

- (R1) Integrated school feeding models are promoted and strengthened in West Africa;
- (R2) Knowledge of good practices in nutrition, hygiene, basic sanitation and sustainable natural resource management is strengthened;
- (R3) Economic opportunities and opportunities for women's economic inclusion are created within communities;
- (R4) ECOWAS's operational capacities in the area of knowledge management are strengthened;
- (R5) The regulatory and institutional framework and the governance of school feeding programmes in the region are strengthened.

As part of the implementation of the Project to Promote Integrated School Feeding Models in West Africa (PMAI-AO), the ECOWAS Regional Agency for Agriculture and Food (ARAA) attaches particular importance to communicating and promoting the results achieved on the ground.

The project's activities have a wide-ranging impact on beneficiaries, including pupils, local producers, school authorities and communities. However, during previous missions and

information-gathering exercises, it was found that the quality of locally produced images and videos does not always meet the visual standards required for institutional dissemination to ECOWAS, technical and financial partners, the media and digital platforms. These limitations affect the ability to effectively showcase the project's results, beneficiaries and impacts in the various beneficiary countries.

In order to improve the quality of communication materials and enhance the project's visibility, the ARAA wishes to compile a directory of professional service providers specialising in photography and audiovisual production in the countries where the PMAI-AO operates.

2. Objective

The overall objective is to select qualified service providers capable of producing high-quality visual content to document, showcase and promote the achievements of the PMAI-AO.

3. Specific objectives

The selected service providers will be responsible for:

- Producing professional photographic reports illustrating the project's activities and results;
- Producing portraits and testimonials from beneficiaries;
- Filming project activities in the field;
- Conducting interviews and gathering testimonials from those involved;
- Producing corporate video clips, reports and mini-documentaries;
- Provide content tailored to various communication channels (website, social media, institutional publications, events).

4. Expected outcomes

The services provided must result in:

- A library of high-quality professional images;
- Video footage that can be used for the production of corporate content;
- Short video clips highlighting the results achieved and the project's impact;
- Content that complies with the ECOWAS visibility charter and that of the project partners.

5. Profile of the service providers sought

Applicants must:

- Be professionals or organisations legally established in their country;
- Demonstrate at least three years' proven experience in photography and/or audiovisual production;
- Have suitable professional equipment (professional-grade camera, video camera, tripod, photo editing and video editing software, etc.);



- Submit a personal portfolio demonstrating the quality of their previous work;
- Have experience in covering development, agricultural, educational or community projects;
- Have a good understanding of the context of field projects in West Africa and in the regions where projects are being implemented or in the immediate vicinity;
- Be proficient in digital post-production tools and possess skills in computer graphics and photography.

Required skills and qualities:

- Excellent writing skills, with the ability to summarise and analyse visual content;
- Ability to work independently, in the field and to meet **tight deadlines**;
- Good command of one of ECOWAS's working languages (French, English or Portuguese);
- Immediate availability for ad hoc assignments in their home country and possibly across the region.

6. Deliverables

Contractors shall provide, in particular:

- High-resolution, retouched photographs;
- Raw video files;
- Videos edited in accordance with the ARAA's specifications;
- Source files and versions adapted for social media;
- A brief report for each assignment (list of shots, suggestions for use, narration, etc.).

7. Duration and area of operation

The services will be provided at the request of the ARAA in the service provider's country of residence, specifically in the areas of operation or in areas immediately adjacent to the localities benefiting from the projects, for the entire duration of the project. The list of projects specifying the countries and areas of operation is annexed to this notice.

A one-year framework contract will be signed with the service provider, with the possibility of renewal subject to performance and the availability of resources.

8. Working methodology

For each assignment, the ARAA will provide the contractor with a set of specifications. The contractor will work under the technical supervision of the Communications Officer for the PMAI AO project.

9. Selection procedure

Selection will be based on:

- The service provider's experience;
- The technical quality of the portfolio;
- Technical capacity (equipment), operational capacity and availability;
- The financial offer submitted.

10. Submission of applications

Applications must be submitted by country. Each service provider is only permitted to submit a tender for the provision of services in the country in which they are legally established or in which they reside.

Consequently, no service provider established, registered or resident in country X may submit a tender for the provision of services in country Y. Each application must therefore relate exclusively to the country of establishment or residence of the tenderer.

The application pack must include:

- A covering letter;
- A detailed CV highlighting relevant experience;
- A copy of the qualification(s);
- A presentation of the consultant;
- A portfolio of recent work (including examples of photographs and videos produced);
- Provide proof of professional registration / tax identification number (applicable only to firms or organisations);
- Three relevant references;
- An indicative financial proposal (daily or per-assignment rates).

11. Eligibility and qualifications

- The ECOWAS Commission, through the Regional Agency for Agriculture and Food (ARAA), hereby invites individuals to express their interest in providing the required services by submitting information demonstrating that they possess the necessary qualifications and relevant experience to carry out the assignment.

- The attention of interested individual consultants is particularly drawn to Article 117 of the Revised ECOWAS Public Procurement Code ('Offences committed by candidates, tenderers and successful bidders'), which provides information on corrupt or fraudulent practices in the competition for or execution of a contract. Furthermore, please refer to the following specific information on conflicts of interest relating to this assignment in accordance with Article 118 of the Revised ECOWAS Public Procurement Code.

12. Submission of applications

Applications must be received no later than **12 August 2026 at 11:59 p.m. GMT**,
Submission links : applications must be submitted via upload using the following Drive link:
<http://bit.ly/4bdLLlz>

- **Application format: the application must be in the form of a single PDF file.**
- **The ARAA reserves the right not to consider applications that do not comply with the above submission requirements.**

13. Selection method

The selection method is 'selection based on the consultant's qualifications' as described in the ECOWAS Procurement Code. **The ARAA reserves the right not to proceed with this call for expressions of interest.**

14. Requests for further information

Interested consultants may obtain further information by writing to the following email addresses: procurement@araa.org cc: ctienon@araa.org , ebannerman@araa.org ; with the subject line **"PI 021- PMAI AO – Photography and video production service providers"**.

The ARAA reserves the right to establish a database of pre-qualified service providers who may be called upon as required by the project.

Country	Projects	Project leaders	Region	Localities (villages)
BENIN	Project to Promote Integrated School Feeding in the municipality of Banikoara (2PASl)	Organisation for Sustainable Development, Strengthening and Self-Promotion of Community Structures (DEDRAS)	Alibori Department	Banikoara
BURKINA FASO	'Model Schools': social safety nets to promote integrated school canteens in vulnerable areas of Burkina Faso	Research and Support Group for the Self-Empowerment of Populations in Africa (GRAAP-Africa)	North	Rural municipalities of Kalsaka and Rambo
CAPE VERDE	Food security in schools and opportunities for young local producers	Friends of Nature Association (AAN)	the islands of Santo Antão, São Vicente and Santiago	Municipalities of Porto Novo, Ribeira Grande, Paúl, São Vicente, Ribeira Grande de Santiago and São Domingos
IVORY COAST	Promotion of integrated school feeding models by the Gagnoa-Lakota Training Centre in Côte d'Ivoire	Gagnoa/Lakota Training Centre (CFGL) of ANADER	GÔH, Gagnoa Department	Gagnoa
GAMBIA	Promotion of the School Feeding Programme in poverty-stricken areas in The Gambia	Association of Farmers, Educators and Traders (AFET)	Lower River & West Coast	Lower River & West Coast
GHANA	Promoting academic success among underprivileged schoolchildren in rural areas through the School Feeding Programme in Ghana	Millennium Child Support Group (MCSG)	Upper West; Upper East; Northern East and Oti	Lambussie-Kami, Nandom and Wa West districts; Bongo and Builsa districts; Chereponi and Walewale districts; and Nkwanta North and Nkwanta South
GUINEA	Project to Promote Local Produce for School Meals in Lower Guinea (VaProLAS-BG)	The World of Humanists (MDH)	Kindia Administrative Region	Coba Regional Centre, Tarrivey Regional Centre/Télémélé Prefecture
GUINEA-BISSAU	Promoting local production through the supply of staple foods to school canteens	Action for Integrated Rural Development (ADRI)	Bafata	Ganadu
MALI	School Feeding Programme in Mali	Research Team – Actions for Sustainable Development (ERADD)	Gao, Kidal and Timbuktu	Gao, Kidal and Timbuktu
LIBERIA	Integrated School Feeding and Agro-Ecological Farming Initiative for Lower Bong County	Catalyst Liberia Inc (CLI)	Lower Bong County	Lower Bong County



NIGER	Improving access to a healthy and balanced diet in primary schools in the rural commune of Karma	Strengthening Community Initiatives (RICO)	Tillabéry, Kollo Department	Rural Commune of Karma
NIGERIA	The Promotion of an Integrated School Feeding Programme for Schools Serving Nomadic Pastoralists in the Kachia (Ladduga) Grazing Reserve, Kaduna State, and the Maigatari/Magaria Cross-Border Pastoralist Communities in Nigeria and the Republic of Niger	CONFEDERATION OF TRADITIONAL STOCK BREEDERS' ORGANISATION (CORET)	Kaduna, Nigeria, and Zinder, Niger	Kachia/Maigatari cross-border communities and Magaria cross-border communities
NIGERIA	Innovative Action for School Feeding Programme (Innovative Action)	ActionAid Nigeria	Taraba State	The border communities of Mayo-Ndaga and Saakaka in the Sardauna Local Government Area
SENEGAL	Consolidation of experiences in supporting integrated school canteens for children in vulnerable schools: Experiences in five departments in Senegal (PACI)	GRDR Migration, Citizenship and Development	Departments: Bakel, Kolda, Vélingara, Oussouye, Rufisque	Bakel, Kolda, Vélingara, Oussouye, Rufisque
SIERRA LEONE	Wi Eat Waiting We dea Plant (We eat what we plant)	CAUSE CANADA SIERRA LEONE	Northern Province	Koinadugu and Falaba districts
TOGO	Promotion of an integrated school feeding programme centred on agroecological production managed in partnership with the community	NGO CODE UTILE AFRICA	Savannahs	Tandjouare, Tône and Cinkassé prefectures