**AA_Logotype100_CMYKCall for Expression of Interest** – **12th December 2024**

**Consultancy:** **Development of Infographics for ActionAid Nigeria’s Simplified Version of the National Agriculture Technology and Innovation Policy (NATIP)**

ActionAid (AA) Nigeria is an affiliate of ActionAid International, which is a global alliance of organizations working towards achieving a world without poverty and injustice in which every person enjoys the right to a life with dignity. As a large and visible development organization, we work in 45 countries in Africa, Asia, Europe, and America. Our expertise lies in community-led approaches to development and working through partnerships with the poor and other grass root organizations.

**Background**

ActionAid Nigeria’s Inclusive Food Systems Project (IFSP) funded by GIZ through the **GIZ AgSys Nigeria project** aims to make Nigeria’s food systems inclusive of women, young people, vulnerable groups, and stakeholders to achieve sustainable agricultural transformation and economic growth. The project will build the capacities of smallholder women farmers and young people, enabling their participation in key agriculture policy and programme decision-making processes.

The National Agricultural Technology and Innovation Policy (NATIP) outlines Nigeria's strategy to diversify its economy by focusing on agricultural development and ensuring food security. The policy aims to achieve several objectives: creating agricultural employment, supporting agro-industries with raw materials, boosting industrial sector markets, earning foreign exchange, promoting rural socio-economic development, and enhancing Nigeria's position in the global food market.

**Rationale**

The National Agricultural Technology and Innovation Policy (NATIP) aims to drive agricultural development and innovation in Nigeria. As part of the deliverable of the Inclusive Food Systems project to build the capacities of smallholder women farmers and young people, enabling their participation in key agriculture policies and programmes decision-making processes, ActionAid Nigeria has simplified the National Agricultural Technology and Innovation Policy (NATIP) to make it easier for smallholder farmers to understand the content and policy provisions for them. The next step is to develop compelling and easy-to-understand infographics to effectively communicate the policy's key elements.

To ensure that the benefits of the policy are accessible, simple and comprehensible to all stakeholders, particularly women and young people involved in agriculture, there is a need to present the simplified version of the NATIP into a format that is more illustrative and reader friendly for easy understanding by smallholder farmers and other audience.

**Objectives:**

* To transform ActionAid Nigeria’s simplified version of the National Agricultural Technology and Innovation Policy into visually engaging and reader-friendly infographics.
* To produce infographics that cater primarily to smallholder farmers while also appealing to policymakers, agribusinesses, and other stakeholders.

**Methodology**

The process will involve a critical study of the simplified NATIP to understand the content and develop infographics that is reader friendly and cater primarily to smallholder farmers while also appealing to policymakers, agribusinesses, and other stakeholders.

**Scope of Work**

The consultant will undertake the following tasks:

1. Study the **24 pages** of the simplified version of the National Agricultural Technology and Innovation Policy (NATIP)
2. Design a series of infographics that clearly convey all the components of the simplified policy using appropriate visuals that resonate with smallholder farmers and Agriculture in general.
3. Ensure the infographics are easy to distribute digitally and in print.
4. Ensure final products meet the ActionAid’s branding and communication standards.

**Contract Period**

The contract is for a period of fourteen (14 ) working days.

**Required profile for consultant:**

**The consultant (She/he) to be recruited should have the following experiences:**

* Proven experience in infographic design and visual communication, particularly for development-related content.
* Experience in designing materials for diverse audiences, especially smallholder farmers.
* Evidence of having undertaken such assignments or related work (to be provided in the expression of interest).

**Payment**

The Consultant shall be paid a consultancy fee of Seven Hundred Thousand Naira (N700,000) only. The total sum of the fee shall be paid on finalisation of the infographics, summited and signed off by ActionAid Nigeria’s Director of Programmes.

ActionAid will deduct 5% withholding tax from the total sum in accordance with the Nigeria tax law for onward remittance to the Federal Inland Revenue Service.

**Reporting Lines**

The consultant shall submit the developed infographics to ActionAid Nigeria Food Systems Specialist who will confirm the infographics satisfactory before payment is made.

**Ownership of Output**

Outputs of the work done as stipulated in the call expression of interest belongs to ActionAid Nigeria.

**Submission of Expression of Interest**

Please send us your expression of interest (detailing how you intend to accomplish this assignment) and profile to: [procurement.nigeria@actionaid.org](mailto:procurement.nigeria@actionaid.org) on or before **14th**  **January 2025**. Applications should be sent in one Microsoft word document. Only the selected applicant would be contacted.