



## CALL FOR PROPOSALS

### Development of Digital Animated Skilling Materials and Printable Step-by-Step Guides for the EYE-C Program

Ref No.: CAU-EYEC-2026-03

Issue Date: April 17, 2026

Submission Deadline: April 24, 2026 (23:59 EAT)

Note: This is a strict deadline. No applications will be accepted after this date and time.

#### Program & Consortium Context

The Empowering Young Women Entrepreneurs in Agriculture stimulated by Coffee (EYE-C) program is a 5.5-year initiative designed to alleviate poverty by creating dignified and fulfilling work opportunities for 300,000 disadvantaged young women (aged 18–35) in Uganda. The program targets the coffee value chain and complementary enterprises (horticulture, pulses, poultry, banana, apiary, and briquettes), with a specific focus on including 3% young women with disabilities and strengthening 300 young women-led MSMEs.

Cafe Africa Uganda (CAU), as the lead Skilling Partner within the EYE-C consortium (alongside aBi Development, International Women's Coffee Alliance, and a Financial Inclusion Partner), is mandated to lead the harmonization and standardization of skilling approaches across the program. As part of this mandate, CAU seeks to engage a qualified consultant to develop high-quality digital and visual skilling materials that translate practical agricultural skills into clear, engaging, and accessible multimedia resources suitable for community-level learning.

#### Objective of the Assignment

The objective of this assignment is to develop digital and visual learning materials that translate practical agricultural skills into clear, engaging, and accessible multimedia resources for the EYE-C program.

Specifically, the assignment aims to:

- Transform existing coffee training materials and develop new content for complementary value chains into animated instructional videos and printable step-by-step guides.
- Ensure the content is learner-friendly, technically accurate, and accessible for EYE-C learning environments, including low-literacy audiences.
- Strengthen last-mile learning delivery through the deployment of portable digital projection equipment, enabling facilitators to deliver visual learning sessions within target communities.

#### Scope of Work

The consultant will work in close collaboration with the Cafe Africa Uganda EYE-C program team to deliver an end-to-end visual digital skilling solution. This includes designing, producing, localizing, and deploying step-by-step animated instructional videos and illustrated printable learning materials across coffee and targeted complementary value chains: **horticulture, banana, poultry, briquette making, apiary, and pulses.**

The scope includes:

1. **Content Development & Production:**
  - Produce step-by-step animated instructional videos covering coffee and all six complementary value chains.
  - Create illustrated printable learning posters corresponding to each video for use in community training sessions.
  - Ensure all content is technically accurate, visually engaging, and suitable for low-literacy, rural audiences.
2. **Localization & Translation:**
  - Translate all materials into five languages: English, Luganda, Runyakitara, Lusoga, and Lugisu.
  - This will result in a total of 35 finalized videos (one per value chain per language) optimized for both online and offline use.
  - Produce videos in HD and 4K formats.
3. **Asset Delivery & Archiving:**
  - Deliver one complete digital asset package containing all final, organized, and labelled content files.
  - Provide all raw footage and working files for archiving with Cafe Africa Uganda.
  - Note: Original copies of all developed work will remain the property of Cafe Africa Uganda, which retains unrestricted usage rights.
4. **Feedback & Refinement:**
  - Accommodate two cycles of feedback and refinement after the production of final drafts to ensure quality and alignment with program needs.



#### 5. Infrastructure & Rollout Support:

- Procure, configure, and facilitate the distribution of 10 portable digital projection units to enable last-mile delivery of visual content.
- Support the initial rollout of skilling materials by conducting training sessions for Master Trainers of Trainers (MToTs) and Trainers of Trainers (ToTs) on how to effectively use the digital content and projection equipment in community settings.

#### 4. Who Can Apply?

- Registered firms, NGOs, or social enterprises with proven experience in multimedia production and storytelling for development programs.
- Demonstrated expertise in animation, video production, and visual communication for learning, with a strong portfolio of previous work.
- Strong experience in agricultural or rural learning content production, with direct understanding of the target value chains (coffee, horticulture, pulses, poultry, banana, apiary, briquettes).
- Demonstrated capacity to translate technical training materials into practical and engaging visual learning resources suitable for low-literacy audiences.
- Strong working relationships with key government institutions, particularly the Ministry of Agriculture, Animal Industry and Fisheries (MAAIF) and the Uganda Vocational and Technical Training Board (UVTAB), to ensure alignment with national training standards and certification frameworks.
- Experience working with youth-focused or agricultural livelihood programs and a commitment to gender-sensitive and inclusive design.
- Capacity to deliver high-quality multimedia content within defined timelines (three months).

#### 5. Application Process

Interested firms should submit the following documents via email to [khadija@cafeafrika.org](mailto:khadija@cafeafrika.org) by **April 24th, 2026 (23:59 EAT)**.

\*Please indicate the reference number **CAU-EYEC-2026-04** in the email subject line. \*

#### Required Documents:

1. **Technical Proposal** (max. 12 pages) detailing:
  - Understanding of the assignment and the EYE-C program context.
  - Proposed methodology and production approach, including sample work plan covering pre-production, production, and post-production phases.
  - Examples of previous animated or multimedia content for development programs (links or samples).
  - Team composition and CVs of key personnel (animators, scriptwriters, translators, trainers).
  - Approach to localization and translation across five languages.
  - Plan for procuring and deploying projection equipment and training facilitators.
2. **Financial Proposal** (detailed budget in UGX or USD, inclusive of all taxes), breaking down costs by:
  - Pre-production (scripting, storyboarding)
  - Production (animation, voiceover, editing)
  - Post-production (localization, formatting)
  - Printable materials design and printing
  - Procurement of 10 projection units
  - Training and rollout support
  - Administrative costs
3. **Company/Organization Profile** including registration certificates and a valid Tax Compliance Certificate.
4. **References** from at least two previous clients for similar assignments.

For inquiries or to request further details, please contact: [khadija@cafeafrika.org](mailto:khadija@cafeafrika.org)

#### 6. Timeline & Budget Notes

- **Assignment Duration:** The assignment is expected to be implemented over **three months**, with materials delivered in phases as they are completed.
- **Payment:** Payments will be made based on agreed milestones and satisfactory delivery of outputs, in accordance with Cafe Africa Uganda's procurement procedures.
- **Budget:** The assignment will be implemented based on an approved project budget covering the full production lifecycle, including pre-production, production, post-production, equipment procurement, and administrative costs.