

Terms of Reference (TOR)
RE- Call for Edutainment Service
Ethiopian Horticulture Producer Exporters Association (EHPEA)

1. Introduction

EHPEA is established as a pioneer horticulture legal entity representing actors in the sector in 2002. EHPEA is not-for-profit, non-governmental organization whose members are legally registered and operating in the horticulture production and export business, such as flowers, cuttings, ornamental plants, fruits, vegetables and herbs. The mission of EHPEA is to promote the competitive position of the Ethiopian horticulture sector in the global market.

More than 85% of the work forces in floriculture are women. Studies indicate that about 88% of the workers are within the age range of 18-30 years. Of the total number of the women workers more than 60% are single and 62% of the workers are enrolled in elementary education only. As a result of the above mentioned factors, women are vulnerable to a number of challenges, though various interventions are underway to address their challenges, such as gender based violence and harassment.

Thus, EHPEA in partnership with IDH the sustainable trade initiative-Floriculture Sustainable initiative (FSI) needs to conduct edutainment programs on the selected farm vicinity so as to create mass awareness about gender based violence and harassment among farms' general workers and engage relevant stakeholders in the prevention of such issues at farm's vicinity.

1.1 General objectives of the assignment

The Entertainer will conduct the edutainment program in order to create mass awareness about harassment, gender based violence (GBV) among farm workers and its impact on farm female workers, farms' production and its long term effect on the sector and engage relevant stakeholders to tackle the issues through "Theatre for Social Change" (forum theatres).

1.2 Specific Objectives:-

1. To create mass awareness through question and answer as well as stage theatre about harassment, gender based violence (GBV) and its impact on the life of farm female workers, farm production and sustainability of the sector,
2. To engage relevant stakeholders though discussion, such as farm management, local government and non-government organizations,
3. To entertain the participants using music band, which composed of different traditional music and dances.

1.3 Methodology

Edutainment will be conducted at a place, which is convenient to accommodate around 3000-5000 participants of each cluster for the duration of half day. Thus,

The Entertainer is expected to:

- Conduct question and answer among voluntarily selected farm workers and the winner will get prize. The question and answer focus on harassment, GBV and women specific provisions in Ethiopian laws,
- Demonstrate “**theatre for social change**” or to stage a short theatre and to create a space for discussion and exchange of ideas between the audiences, which will lead to suggest solutions for the problems within the workers themselves and together with other stakeholders.
- Entertain the participant by different traditional songs and dances using a band,
- Prepare banners and stickers for each program,
- There will be a briefing session on the issues to the winner entertainer before the preparation of concept note, dramatic script and questions.
- There should be a moderator (Joker) who can facilitate the program,
- The program should be video recorded and photographed.

2. Deliverables

The winner is expected to deliver:-

- Concept note and detail action plan,
- Dramatic script,
- Banner & sticker,
- Conduct the edutainment program as per the TOR No. 1.3 (methodology)
- Photographs and video record of the program.

- 3. Place and Dates:** The first program shall be undertaken in Ziway on Oct 24th 2015 and the firm can demonstrate the show to other clusters upon request of EHPEA.

4. Minimum Competency and Academic Qualification

The competing firm for this particular assignment should possess the following competency and academic qualifications:

- The director/writer of the performance needs to have a theatrical arts educational background or other related discipline,
- The composition of the team members should have substantial, reputable and dependable experience, skill and knowledge to conduct the tasks.
- Testimonials & other supporting documents that have relation with the tasks should have to be submitted.
- Fluency of Amharic and Oromifa is mandatory,

- A person who have gender academic background in the team will be advantageous during selection;

5. Application Procedure

- Interested Bidders can collect the Bid document (TOR) from our Association office or this document can be downloaded from EHPEA website at www.ehpea.org.
- Bidders should submit renewed trade license and other required documentation as indicated in the TOR,
- Both envelopes with bid documents shall be clearly marked as “**Call for Edutainment Service**”,
- All bid document, which are not dropped in the bid box on the time indicated will not be accepted,
- Bidders should drop their technical and financial proposals in separate envelopes in a bid box located at the following address on or before **15th September, 2015**
- Technical proposals of bidders will be opened on **16th September 2015 at 3:00 PM** in the Board room of EHPEA in the presence of bidders or their legally authorized representatives.
- EHPEA reserves the right to accept or reject any or all bids.
- Late bids shall be rejected.
- For further information and queries, please contact

The proposals should be submitted in person box in the following address:

Ethiopian Horticulture Producer Exporters Association (EHPEA)

On the Road to Chechiniya, from Zerihun Building to Atlas Hotel

N.B Business Center Building, 6th floor, 603,

Admin and Finance Office

For more information contact: Tel. 251 (0) 11 6636750, +251 (0) 913008226.