

## **Term of Reference**

### **Background:**

CROPS4HD (Consumption of Resilient Orphan Crops & Products for Healthier Diets) is an international collaborative project implemented by SWISSAID, FiBL, and AFSSA Co-funded by the Swiss Agency for Development and Cooperation. The project aims to enhance food security and increase the demand for neglected and underutilized species (NUS) and crops in India, Tanzania, Chad, and Niger. Additionally, it seeks to improve the legal framework and environment for peasant seed systems.

CROPS4HD project has mandated the inclusion of relevant agroecological principles and food system transformation initiatives within its project activities to promote sustainable development. Community Institutions e.g. Village Level Groups (SHG, MCG etc.), Farmer Producer Companies (FPCs) formed and supported under the project are envisaged as the vehicles for disseminating and including agroecological practices within the project activities. Apart from an agroecological production system, efforts around creating an effective marketing strategy have been implemented in the project landscape for local market development

### **Requirements**

SWISSAID India is teaming up with local partner organizations to roll out the CROPS4HD project in Odisha, West Bengal, and Karnataka. This initiative aims to open new doors for farmers involved in agroecological production by linking them with rural, peri-urban, and urban consumers. Market Development & Awareness Creation are two success factors in the demand creation of nutritious crops and products. The awareness of both farmers and consumers helps in responding to the market demand, crop availability, and market price and a few recipes help in connecting producers and consumers and making informed decisions on food consumption.

In light of this, SWISSAID India is committed to supporting the Sustainable Lifestyle Influencer Approach - SuLIA Campaign for Promoting Awareness and Consumption of Sustainable Food through Influencer-based Campaigns initiative under the CROPS4HD project. The Sustainable Lifestyle Influencing Approach (SuLIA) aims to promote a more sustainable lifestyle among consumers through influencer-based awareness campaigns through a 'basket of different campaigns', to create sufficient momentum to promote and consolidate the desired positioning of products and brands.

### **Influencer Marketing Agency's Role**

1. Lead the creative and content strategy (e.g., hashtags, locations, timings, influencer selections, how to communicate the main campaign message, decide which social media platforms are used) together with the client (us)
2. Produce the campaign timeline
3. Analyze potential influencers to ensure that they are the best fit for the campaign
4. Find and select the most relevant influencers for the brand and campaign and propose them to the client
5. Outreach to the influencers, brief them, and contract them
6. Manage the influencers' relationships and act as a bridge between them and the client
7. Make sure the content to be posted by the influencer is approved by the client
8. Decide on campaign success metrics (e.g number of likes/comments, product sales)

