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**Terms of Reference for A Consultant to Produce a Documentary on the Tobacco Value Chain in Zambia to assess its Financial and Health Costs**

**CTPD, 2021**

# Introduction

## Brief Background of CTPD

The Centre for Trade Policy and Development (CTPD) is a not-for-profit, membership-based trade policy and development think tank. The organization was established in 1999 and existed as the civil society trade network of Zambia (CSTNZ), until 2009 when it was rebranded as the Centre for Trade Policy and Development (CTPD).

The mandate of CTPD is to influence pro-poor trade and investment reforms at national, regional and multilateral levels. CTPD provides analytical research, capacity building and facilitation services in trade and investment sectors to civil society, the local private sector, small-scale producer groups and Government. CTPD equally serves as an advocate for the use of trade policy as an instrument for poverty eradication and economic development.

**Background to tobacco health effects in Zambia**

The Ministry of Health of Zambia reported in 2018 that there were over 7, 000 tobacco related deaths yearly with youths and adolescents being the most at risk. An estimated 7,312 deaths are expected by the end of 2020. The most recent Global Adult Tobacco Survey reveals that consumption of tobacco is increasing among adolescents and youths. Among the reasons cited for this include, accessibility and affordability of tobacco products through among other means illicit trade such as smuggling of cigarettes and manufacturing of counterfeit products. Additionally, revenue collections from administration of tobacco products are low on account of the existing complex excise tax system. The tax revenues are a drop in the ocean in comparison to the burden on the health sector (with estimated 8,000 tobacco use related deaths) and little or no economic benefit to the country despite arguments that the tobacco industry contributes heavily to livelihoods.

In Zambia, there is still no implementation framework for National Tobacco Control Strategy despite having acceded to the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) in 2008. Nonetheless, The Public Health Act, Public Health Tobacco Regulation Statutory Instruments and the Local Government Smoke Free Laws are provision of legal basis, adequate for tobacco control, thus this enables fairly easy domestication of the FCTC in Zambia. One biggest challenge with tobacco control in Zambia pertains to the agreement among different key stakeholders. It was indicated in the mapping study that tobacco is greatly considered to be an economic crop in the country with a number of players citing high profitability levels. The Ministry of Health and a handful of other international and local agencies are the only ones in persuit for the agenda to control tobacco production and consumption in Zambia.

As a result, CTPD has been working with other civil society organizations in Zambia to create an enabling environment for policymakers to reduce tobacco use through Tax policy reform, Tax increase, passage of the Tobacco Control Bill. In the quest to conduct effective advocacy work on tobacco taxation and control, CTPD alsoconducted two studies on the Tobacco Sub Sector: where one focused on Tax revenue generation capacity of the Tobacco Industry in Zambia and the other one aimed at mapping the key players in the sub sector of the country.

Therefore, as a way of enhancing tobacco taxation advocacy work to ensure that reduction of tobacco use, CTPD wishes to produce a documentary focusing on tobacco value chain and its effect on human health in Zambia. Therefore, the objectives of the documentary are to:

1. Establish how labour intensive tobacco growing is and its effect on farmers
2. Establish alternative livelihood activities for tobacco farmers
3. Sensitize tobacco farmers on the effects of child labour in tobacco growing
4. Understand the tobacco value chain to inform tax policy reforms around tobacco growing in Zambia

# Intent of the Terms of Reference

These Terms of Reference (TORs) are aimed at providing guidance in the production of the video documentary focused on tobacco value chain and its effect on human health in Zambia.

# List of Targeted Persons for Interviews

* Farmers: The documentary will target farmers from Kaoma, and Kalomo
* Zambia Revenue Authority
* Tobacco Board of Zambia, Ministry of Trade and Agriculture, Ministry of Health,

# Specific tasks

* Conduct interviews with Farmers focusing on tobacco farming processes
* Conduct interviews with selected health institutions and practitioners to gather facts around health effects of tobacco.
* Conduct interviews with managing authority as well as other key players in the tobacco sector in Zambia
* Capture clips of tobacco fields (all stages)

# Deliverables

In response to these TORs, the consultant will be expected to submit the following;

* First cut video documentary
* Final cut video documentary
* 10 CD copies with a well-designed cover
* Folder with 30 field photos

# Time frame

* 1 months

# Requirements:

## Preferred institutions or individuals should, as a minimum requirement:

* Be skilled in editing and film making (Certificate in editing and film making will be an added advantage)
* Provide their CV and the CVs of all their team members, in the case of a group of people or an institution, to demonstrate that they have worked on similar work in similar environments
* Have a mminimum of 3 years of work experience (having worked on tobacco documentary before will be an added advantage)
* Provide a sample or link of a final report of the work they have done in the past
* Provide at least two references and their contact details

# How to Apply:

Submit a **letter of interest accompanied with technical and financial proposal by 9th September, 2021. *Note that*** only shortlisted candidates will be contacted. Applications to be addressed to the Executive Director and emailed to [info@ctpd.org.zm](mailto:info@ctpd.org.zm) and copy in [HR@ctpd.org.zm](mailto:HR@ctpd.org.zm)