

## ICLEI - LOCAL GOVERNMENTS FOR SUSTAINABILITY

### - AFRICA SECRETARIAT

seeks to appoint a service provider to develop a suite of outreach activities that will create general awareness of nature's benefits and the value and meaning of nature in selected cities in Tanzania, in line with the INTERACT-BIO project.

#### Terms of Reference

##### INTERACT-BIO Project Background

INTERACT-BIO is a four year project designed to improve the utilisation and management of nature within fast growing cities and regions surrounding them. It aims to provide expanding urban communities in the Global South with nature-based solutions and associated long term benefits.

The project will enable governments at all levels – from local to national - to integrate their efforts for mainstreaming biodiversity and ecosystem services into core subnational government functions such as spatial planning, land use management, local economic development and infrastructure design. The project will also support city-regions to understand and unlock, within their specific local context, the potential of nature to provide essential services or new or enhanced economic opportunities, while simultaneously protecting and enhancing the biodiversity and ecosystems on which these services and opportunities depend. In doing so, these actions will place the participating city regions on a more resilient and sustainable development path.

Specific objectives of the project include to:

1. **Connect** national and subnational government decision makers to work together towards integrating biodiversity considerations into city regional planning and decision making;
2. **Strengthen** the capacity of city-regions to integrate biodiversity and nature based solutions into land use, infrastructure and development planning, and to develop supporting policy instruments; and
3. **Mainstream** biodiversity considerations across sectors at the subnational and national level.

It is anticipated that through achieving these objectives, the project will promote:





- greater understanding of nature's benefits;
- improved integration of nature-based solutions and approaches in planning and decision-making processes; and
- nature-based solutions as economically sound and sustainable investments options.

The project will demonstrate the effectiveness of nature-based city region development through pilot projects and multiply nature-based approaches by connecting city regions with one another.

ICLEI – Local Governments for Sustainability Africa Secretariat (ICLEI AS) is currently implementing the INTERACT-BIO project in three city-regions in Tanzania, Arusha, Moshi and Dar es Salaam. The project is funded by the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB) through the International Climate Initiative (IKI).

For further information on the project, please refer to the ICLEI website: <http://cbc.iclei.org/interact-bio/>

## OBJECTIVES OF APPOINTING A SERVICE PROVIDER FOR THE NATIONAL OUTREACH PROGRAMME

One of the project activities entails the development and implementation of a national outreach programme for awareness raising. ICLEI AS requires a service provider to support it with the development and implementation of the national outreach programme. The programme of work will take place over a 24 month period, 2018 - 2019.

The objective of the outreach programme is to raise awareness of nature's benefits, nature-based solutions and the value of nature within the urban context among urban communities and stakeholders.

The outreach programme will be implemented in the three project city-regions:

- Dar es Salaam - this includes the City Council of Dar es Salaam and all five Municipal Councils of Ubungo, Kinondoni, Ilala, Kigamboni and Temeke
- Arusha
- Moshi

The target audience for the outreach programme includes the citizens and general public in the above cities, as well as stakeholder groups such as women, youth, the business sector, the finance and commercial sector, the hospitality and tourism sector, industries, schools and tertiary education institutions, teachers, community-based organisations, faith-based organisations, NGOs, community leaders, etc.

The successful service provider will also work closely with ICLEI Africa to develop specific outreach activities so as to align them and create synergies with other project activities.





## MAIN REQUIREMENTS AND SCOPE OF WORK

The outreach programme must include a suite of exciting, innovative and engaging outreach activities that will create general awareness of nature's benefit, and the value and meaning of nature in cities, in line with objectives of the INTERACT-Bio project (see above).

The service provider must be available to work closely with ICLEI AS in developing and implementing the outreach programme and activities.

The following must be taken into account in developing and implementing the outreach programme:

- The outreach proposal developed by the service provider should include a set of outreach activities to be conducted in 2018 as well as a set of outreach activities to be conducted in 2019.
- Outreach activities should be conducted in each of the project city regions - Arusha, Moshi and Dar es Salaam (including in all 6 municipal councils in Dar es Salaam), with more intensive effort in Dar es Salaam and less intensive effort in Moshi and Arusha.
- The outreach activities should focus specifically on raising awareness on nature's benefit to urban communities and cities and the value of nature in terms of supporting sustainable city development.
- The outreach activities should take the specific stakeholder groups in each of the cities benefitting from the outreach programme into account.
- The outreach activities should include a range of innovative, interesting, and interactive ways of creatively engaging audiences on nature's benefits and the value of nature for cities.
- The service provider must propose a way of tracking change in awareness (and reporting on this) following the first and second specific outreach interventions
- The proposal must include a plan for engaging with the private sector in leveraging additional support for outreach activities.

## SERVICE PROVIDER REQUIREMENTS

The successful service provider must have:

- extensive and demonstrable experience in developing and implementing outreach and awareness raising activities and projects in the above mentioned target groups;
- existing networks and established relationships with target groups and government actors;
- proven track record of community engagement in Dar es Salaam and the other participating cities in Tanzania;
- existing networks and prior experience working with local Tanzanian radio stations and other media and communications actors;



- knowledge and understanding of Tanzanian biodiversity, nature's benefits and nature-based solutions within the urban context of the project cities;
- ability to communicate awareness raising messages in Swahili; and
- sound understanding of the issues and challenges that the affected urban communities and stakeholder groups experience;
- Be based in Tanzania.

## DELIVERABLE AND TIME FRAMES

The service period will begin on 11 December 2017, or as close to this date as possible. Indicative deliverables and time frames are as follows:

- 15 December 2017: Service Level Agreement
- Mid January 2018: Submission of Draft Outreach Programme and work plan of outreach activities to be conducted in each of the participating city-regions to ICLEI AS for approval
- January – April 2018: Implementation of outreach activities planned for year 1 (2018)
- 30 May 2018: Report detailing implementation of 2018 outreach activities and outcomes submitted to ICLEI AS for acceptance
- October 2018: Submission of revised work plan for 2019 outreach activities to be conducted in each of the participating city-regions to ICLEI AS for approval
- January – October 2019: Implementation of outreach activities planned for year 2 (2019)
- 30 November 2019: Report detailing implementation of 2019 outreach activities and outcomes submitted to ICLEI AS
- 10 December 2019: Close out report submitted to ICLEI AS for acceptance

## REPORTING REQUIREMENTS AND MANAGEMENT

- Regular progress meetings to report on activities undertaken as well as the attendance and outcomes of each activity.
- Reports detailing implementation of outreach activities and outcomes, following the completion of the outreach activities planned for 2018, and again for 2019.
- The service provider must supply accurate and comprehensive financial records of project-related expenses, which contribute to a financial report that is submitted with a narrative report to ICLEI AS prior to receiving payments.
- A close out report demonstrating overall objectives met and capturing successes and lessons learnt should be submitted at the end of 2019.

## REQUIREMENTS FOR THE PROPOSAL

The following information must be provided in the proposal:

- Detailed work plan of the proposed outreach programme which specifies what activities will be conducted in each of the participating city regions, provides indicative time frames and identifies who will be responsible for implementing the outreach activities. The work





plan should be broken down into activities to be conducted in year 1 (2017) and in year 2 (2019).

- Clear description of each of the proposed outreach activities and anticipated outputs, as well as a short explanation of how each activity will be implemented.
- Description of the team responsible for providing the services and their respective roles and responsibilities.
- The service provider must make provision for all travel and accommodation costs associated with undertaking the proposed outreach activities.
- Detailed budget broken down into:
  - Daily charge out rate for all members of the team for 2018 and 2019
  - Expenses associated with the specified outreach activities to be implemented in 2018 and 2019, including but not limited to venue hire, catering, printing, advertising, stationary
  - All travel and accommodation expenses to the five participating cities.
- Full staff CVs for each of the project team detailing qualifications, skills, experience and past track record, particularly in relation to the main requirements and skills and competencies requirements for service providers as outlined above.

The available funding envelope for all costs associated with the development and implementation of the outreach programme should not exceed Euro 20 000 per year.

The service provider may sub-contract other parties to assist them. Sub-contracted parties must identified in the proposal and the specific role/s and task/s to be performed by sub-contracted parties must be described

## CLOSING DATE FOR SUBMISSION OF PROPOSALS

Kindly submit your proposal and supporting documents via email to Ingrid Coetzee at [ingrid.coetzee@iclei.org](mailto:ingrid.coetzee@iclei.org) by **16:00 (SAST) on 11 December 2017**. For any queries related to submission please contact ICLEI AS via the email address above.

## ICLEI AS RESERVES THE RIGHT NOT TO APPOINT A SERVICE PROVIDER IN RELATION TO THIS TERMS OF REFERENCE

For more information on ICLEI AS see: <http://www.iclei.org/> and <http://africa.iclei.org/>

