TRAFFIC INTERNATIONAL EAST AFRICA

REQUEST FOR PROPOSALS (RFP) TO DEVELOP AND IMPLEMENT AN INITIATIVE TO MANAGE THE DEMAND FOR BUSHMEAT IN KWAKUCHINJA CORRIDOR IN TANZANIA

TERMS OF REFERENCE (TOR)

1. PROJECT OVERVIEW

Research Triangle Institute (RTI), non-profit research and global development institute, is implementing a five-year (2021 – 2026) conservation project in Tanzania funded by the United States Agency for International Development (USAID). The project, called **Tuhifadhi Maliasili** ("Preserve Natural Resources" in Swahili), aims to address threats to animal movement and biodiversity in Tanzania. The following are the main three project objectives that aim to address these threats:

1. Build institutional capacities of both public and private stakeholders.

2. Increase private sector engagement in biodiversity conservation and natural resources management.

3. Improve the policy regulatory and enabling environment for biodiversity conservation and natural resource management.

Tuhifadhi Maliasili has subcontracted TRAFFIC to implement various activities under the project. TRAFFIC is a leading non-governmental organization working globally on the trade-in of wild animals and plants in the context of both biodiversity conservation and sustainable development, to help ensure wildlife trade is not a threat to the conservation of nature. TRAFFIC is undertaking the following activities under the Tuhifadhi Maliasili project:

1. Illegal wildlife trade
2. Bushmeat consumption and trade
3. Illegal timber trading

TRAFFIC has been conducting a programme of work in East Africa to identify the use of wildlife in Kenya, Tanzania and Uganda, and to identify interventions to ensure any use is safe, sustainable, and legal.

Through the support of the USAID funded Wildlife TRAPS project, TRAFFIC undertook a comparative analysis of wildlife uses in Tanzania, Kenya and Uganda between 2017 and 2019. The resulting report, *Meat and Medicine: a comparative analysis of wildlife use in East Africa[1],* described the sale and use of protected wildlife products in these three countries by local Africans and the ethnic Chinese-speaking diaspora.

The study revealed that in Tanzania, consumption of bushmeat[2] amongst local African communities was predominant when compared to uses of other wildlife products. As a result, among the report recommendations was the need for social and behaviour change (SBC) interventions to address this situation.

Legal sourcing of wild meat[3] in Tanzania

In the year 2020, the government of Tanzania passed the Wildlife Conservation (Game Meat Selling) Regulations, 2020. The regulations outline the establishment of game meat selling facilities and procedures for the application and registration of game meat selling facilities. Through these regulations, the country has enabled licensed butcheries (vendors) to sell wild meat from approved sources, assuming that a managed legal trade will reduce dependence on bushmeat (illegally sourced wild meat). The Tanzania Wildlife Authority (TAWA), the agency responsible for regulating this industry, has been taking measures to ensure that there are sustainable legal sources of wild meat including encouraging the opening of game ranches and farms, increasing areas for resident and tourist hunting, and giving seminars to game meat stakeholders, resident hunters, and District Game Officers in areas where game meat is sourced. Based on research findings, as well as ongoing observations of game meat selling in Tanzania, the legal supply of wild meat is relatively low compared to high consumer demand, both for subsistence and more 'choice' oriented use.

This Request for Proposals (RFP) invites expressions of interest from creative agencies and/or an individual consultant interested to support social, and behaviour change interventions concerning the consumption of bushmeat in view of the country's legal source of wild meat and the need to have appropriate differentiated approaches focusing on each gender.

2. **PROJECT GEOGRAPHIC COVERAGE**

Kwakuchinja wildlife corridor is located in northern Tanzania. It comprises 15 villages that cut across two districts namely Babati district council in the Manyara region and Monduli district council in the Arusha region. The villages are: Vilima Vitatu, Minjingu, Olasiti, Kakoi, Sangaiwe, Mwada, Ngoley, Maweni, Magara, Manyara and Mayoka (under Babati district council) and Oltukai, Mswakini Juu, Mswakini Chini and Naitolia (under Monduli district council). The target area for this work is restricted to all 15 villages.

Psychographic and Behavioural insights

Population in Babati district

WARD	TOTAL POPULATION	MALES	FEMALES	VILLAGES WITHIN THE WARD
MWADA	12,167	6,395	5,772 (47%)	Mwada, Sangaiwe and Ngolei
NKAITI	18,435	9,213	9,222 (50%)	Vilima Vitatu, Minjingu, Olasiti and Kakoi
MAGARA	20,281	10,641	9,640 (48%)	Magara, Maweni, Manyara, Mayoka

Population in Monduli district

WARD	TOTAL POPULATION	MALES	FEMALES	VILLAGES WITHIN THE WARD
ESILALEI	2,275	940	1,335	Oltukai
MSWAKINI	9,657	4,273	5,384	Mswakini Chini, Mswakini Juu and Naitolia

Major tribes: Maasai and Barabaig.

Major economic activities: Livestock keeping and small-scale agriculture.

Other small activities: Retail business and services, tourism activities, fisheries and beekeeping.

Demographics:
1. The majority are of adult age (18-45)
2. Majority married
3. All had at least primary level education with the ability to read and write
4. Involved in economic activities such as small-scale business owners and other entrepreneurial activities.

Psychographic and Behavioural factors:
1. Aware of the existence of the protected areas including the Burunge Wildlife Management Area (Burunge WMA)
2. Moderate knowledge of conservation (through awareness programs by Tarangire National Park Community Conservation Service and Burunge WMA activities)
3. Likely to know people who consume bushmeat
4. The primary motivation for wildmeat consumption is taste and availability. Due to the presence of legalised butcheries price will be a concern as the price of wildmeat is relatively higher compared to beef
5. They have relative knowledge about the legal consequences of purchasing illegal wildlife products including bushmeat (i.e., law enforcement actions/ arrests/ fines/imprisonment)
6. Awareness/understanding of zoonotic diseases are not so much known
7. Residents of these villages are mostly Christians and Muslims, just a minor population does not believe in or follow any of the two religions
8. Women spend more time taking care of home chores and are involved in some economic activities through VICOBA or entrepreneurial groups.

3. **OBJECTIVES**

Through support from Research Triangle Institute (RTI) [4] under the USAID-funded Tuhifadhi Maliasili project, and complementary to work by TRAFFIC under two separate but aligned

USAID-supported projects, namely, Wildlife TRAPS and CONNECT, TRAFFIC aims to engage local groups and target audiences in a package of work building on social and behaviour change (SBCC) best practice. This work aims at managing demand such that if it is necessary to consume meat from wild animals, consumers will change in a positive direction away from the current undesirable consumption of bushmeat to legal wild meat that is sustainable and safe from disease risks. The objectives are:

1. Encourage traders in the Kwakuchinja corridor to obtain meat which is safe, sustainable, and legally sourced.
2. Encourage women through community groups and religious institutions in the Kwakuchinja corridor to help address the illegal harvesting and use of wild meat.

TRAFFIC will support the selected creative agency and/or an individual consultant by sharing key information around trends and dynamics of illegal wildlife trade (IWT) and consumption in the region. This will increase insight and understanding for better execution of the project.

4. TARGET AUDIENCE

The main target audiences for this work will be the wild meat traders and women through community groups such as *Village Community Banking (Vicoba)[5]*, houses of worship and any other women associations situated in 15 villages within and surrounding the Kwakuchinja Corridor.

4.1 Wild meat traders

Traders are an important link to the consumption of wild meat as they source and supply meat to the end-users. Since the establishment of the Game Meat Selling Facilities (GMSTs), the government through TAWA has a registry of all traders licensed to trade wild meat. This initiative will engage all wild meat traders in the Kwakuchinja corridor who are licensed by the government (through TAWA) that are selling meat from a legal source and encourage them to ensure or satisfy themselves that are supplying safe, sustainable and legal wild meat. The initiative will also consider traders who illegally source and consume wild meat products.

4.2 Women

In most local African families, a breadwinner is a man. A man is the one meeting the needs of the family i.e., ensuring the basic needs are met. A man would always bring essentials/items that will be celebrated at home. Consequently, a woman is responsible for household chores at home including the preparation of meals for the family. Moreover, a woman and the children influence a man's choice of what to bring at home. Thus, this makes women an important target group to focus on due to their roles and influence at the family and community level.

From the WUP study, it was found that the majority of women (52%) engage in economic activities with an income of up to Tanzania Shillings 100,000. Thus, this initiative will engage

women in registered platforms such as VICOBA groups to speak up against the consumption of illegally harvested wild meat in their households and other platforms.

In the same study, the majority of women were Christians (n=193) followed by Muslims (n=90). This initiative will seek to engage women through religious institutions to speak up against the consumption of illegally harvested wild meat in their households and other platforms.

5. DELIVERABLES

The selected agency will be required to deliver the following documents for their technical proposal with detailed descriptions for ideas and approaches:

1. The development of a creative strategy
2. The design and production of creative materials including key visuals and message
3. Pre-testing the campaign materials with members of the target audience and adjusting as necessary
4. Disseminating the materials through priority channels, including face to face
5. Evaluating the outputs of the initiative (such as reach, engagement and interactions) and
6. The outcomes of the initiative (such as changes in awareness, attitudes and intended behaviour).

6. CREATIVE CONSIDERATIONS

The proposal could consider the following approaches:

1. Develop multi-media content promoting the transition from the undesirable behaviour (i.e., illegal and/or unsustainable bushmeat consumption) towards the 'desired behaviour' (i.e., legal and/or sustainable consumption of wild meat)
2. Through close coordination and collaboration with the Community Based Organization, the creative agency will be expected to identify and deliver face-to-face multi-media content that encourages, enables, and promotes the target audience to transition from the undesirable behaviour (i.e., illegal and/or unsustainable bushmeat consumption) towards the 'desired behaviour' (i.e., legal and/or sustainable consumption of wild meat)
3. Engage the target audiences in awareness-raising seminars that will inspire them to communicate in the microfinance groups, houses of worship, households, and other platforms
4. Engage different stakeholders to distribute messages through multiple communication channels.

The proposal should:

1. Be engaging and resonate with the target audience and address their underlying motivations to purchase illegal bushmeat for consumption

2. Focus on what people should do rather than not do, and not just the conservation reasons why

3. Not imply that those who purchase bushmeat are "wrong", but instead highlight that it is no longer socially acceptable to purchase or consume these products because the animals may be endangered, carry diseases and be illegal to consume. Using shock tactics and overemphasizing negative consequences should be avoided

4. Highlight tangible, personal, short-term rewards, rather than distant long-term biodiversity gains

5. Propose alternatives through which the underlying motivations to consume bushmeat can be fulfilled. Consider including imagery of the target audience already doing/enjoying the alternative desired behaviour

6. Avoid implying that consuming bushmeat is a social norm/pervasive, instead imply that rejecting bushmeat is increasingly common.

7. SUBMISSION REQUIREMENTS

1. Must be a Tanzanian individual or a registered creative agency in Tanzania

2. Must have at least 5-10 years of experience in marketing and communications, preferably having worked on SBCC initiatives in the past or having in-depth knowledge of SBCC

3. Work experience in the environment and the wildlife-related sector is an advantage

4. Must have knowledge and experience in marketing and communications to propose innovative and creative approaches for the dissemination of messaging

5. Must have the capacity to engage messengers or influencers suitable to the targeted community

6. Must have personnel with relevant experience and qualifications to implement the proposed work

7. Must have experience in working with local government agencies and community-based organizations

8. Must be deadline-oriented, with high standards for quality

9. Must be able to coordinate/collaborate with beneficiaries of the project

10. Must attach two CVs of Key Personnel in the Organization

11. Must attach the proposed timeline/Gantt Chart

12. The indicative budget for the initiative is USD 35,000.00

13. Must attach the proposed timeline/Gantt Chart of at least six months.

14. The application must include the following appendices:
    Appendix A: Proposal template
    Appendix B: Logical framework template
    Appendix C: Budget template

Note: TRAFFIC will assess the eligibility and institutional capacity of the shortlisted applicants in compliance with donor regulations.

Please submit your application by midnight Tanzania time on 3rd June 2022 via traffictz@traffic.org.

For more information about TRAFFIC visit www.traffic.org or call 0762 761 491

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[1] Mgaza A., Rossi A., Tam C. and Thomson J. (2020). *Patterns of Use of Threatened Wildlife in East Africa: A comparative analysis of wildlife uses by African and Asian expatriate communities*; TRAFFIC International, Cambridge, United Kingdom.

[2] Illegally sourced meat.

[3] The word wild meat is used interchangeably with legal game meat in this document.

[4] RTI is the contractor for USAID Tuhifadhi Maliasili Project. https://www.rti.org/about-us

[5] VICOBA is a tailored micro-finance program. It is designed to provide credit to low-income people who need capital to start their own businesses. The program brings together groups of 25 to 50 people, mostly women, and allows them to combine their savings to create a community-based   bank. http://kitegacc.org/campaigns/village-community-banking-vicoba/#:~:text=What%20is%20VICOBA%3F,create%20a%20community%2Dbased%20bank.

Proposal Format

The applicant shall submit the proposal in accordance with the Terms of Reference (ToR) and shall contain the following:

1. **Proposal Cover Letter** signed by the authorized person

2. Technical Proposal

The technical proposal must be written in English language. There should be a maximum of 10 type-written pages, excluding appendixes/supporting documents, with no more than 3 pages covering Company or Organisation's Information and Relevant Past Performance. (Format - Type: Times New Roman, Font Size 11, Margins: 1" all around)

The technical proposal shall address the subjects outlined below:

A. Firm Information
- Provide the name, address and license of your firm
- Provide the contact information for your primary contact for this project
- Please describe your firm's management structure
- Identify the Key Personnel that would be working on this project assuming an award. Please include a brief statement about the capabilities and experience. CVs must be provided, not exceeding 2 pages.

B. Past Performance

Please outline the experience your firm has had in performing work similar to that described in the ToR. For each former and/or current project, please include the name of the client and his or her contact information (current and most recent information required, within the last year). At least two references should be included. It is TRAFFIC's intention to contact some of these clients for testimonials regarding your firm's performance in these areas:
- The quality of the work performed by the applicant
- The capability performed by the applicant
- The timeliness of the effort of the applicant, and
- Whether the client would use applicant's services should they have similar needs in the future?

C. Technical Approach

Please submit a detailed technical write-up of the proposed implementation strategy and management of the initiative at Kwakuchinja corridor as per the detailed attached ToR. The technical approach should contain the goal(s)/objectives; activities including sustainability and gender aspects; methods; Gantt Chart/Timetable (from May 2022 to April 2023) and how monitoring and evaluation will be addressed.

3. The Budget

The applicant's budget must represent the linkages between budget items and activities proposed in the proposal.

It should be noted that a narrative describing the basis on which the costs were derived as well as an explanation for whom, why, where, when etc. and supporting information must be provided in sufficient detail to allow a complete analysis of the applicant's cost/price.

The applicants must use the budget template in **Appendix C.** If need be, the applicants can use the "justification" column available in the budget template to explain further the rationale behind the numbers.

Note: It is requested that applicants organize their technical proposal ad budget as noted above. This request is prerequisite for the Project to review the submitted material thus enabling a rapid decision and contracting process.

APPENDIX B

LOGICAL FRAMEWORK

	PROJECT SUMMARY	INDICATORS	MEANS OF VERIFICATION	RISKS/ASSUMPTIONS
GOAL				
OUTCOMES				
OUTPUTS				
ACTIVIVITIES				

APPENDIX C
BUDGET

S/N	Description	Unit of Measure	No. of Unit	Rate (USD)	Days	Total (USD)	Justification of costs
A	**Personnel (e.g. professional fees)**					-	
						-	
						-	
						-	
						-	
	Subtotal					**-**	
B	**Travel (e.g. Taxis, accomodation, meals, subsistence)**						
	Description	**Unit of Measure**	**No. of Unit**	**Rate (USD**	**Days**	**Total (USD)**	**Justification of costs**
						-	
						-	
						-	
						-	
						-	
	Subtotal					**-**	
C	**Workshop Costs (e.g. conference fees, participants expenses)**						
	Description	**Unit of Measure**	**No. of Unit**	**Rate (USD**	**Days**	**Total (USD)**	**Justification of costs**
						-	
						-	
						-	
						-	
						-	
	Subtotal					**-**	
D	**Operational Costs (e.g. printing, photocopying, stationeries)**						
	Description	**Unit of Measure**	**No. of Unit**	**Rate (USD**	**Days**	**Total (USD)**	**Justification of costs**
						-	
						-	
						-	
						-	
						-	
	Subtotal					**-**	
E	**Communications Costs (e.g. Information, Education and Education materials)**						
	Description	**Unit of Measure**	**No. of Unit**	**Rate (USD**	**Days**	**Total (USD)**	**Justification of costs**
						-	
						-	
						-	
						-	
						-	
	Subtotal					**-**	
F	**Other Costs (provide any other details of other costs not mentioned on the list above)**						
	Description	**Unit of Measure**	**No. of Unit**	**Rate (USD**	**Days**	**Total (USD)**	**Justification of costs**
						-	
						-	
						-	
						-	
						-	
	Subtotal					**-**	
	Total					**-**	