

TRAFFIC INTERNATIONAL EAST AFRICA

REQUEST FOR PROPOSALS (RFP) TO ENGAGE A COMMUNITY-BASED ORGANIZATION (CBO) TO UNDERTAKE BEHAVIOUR CHANGE INTERVENTION IN THE KWAKUCHINJA WILDLIFE CORRIDOR TO REDUCE THE DEMAND FOR AND CONSUMPTION OF ILLEGAL WILD MEAT 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 wild animals and plants in the context of both biodiversity conservation and sustainable development, to help ensure the 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, the consumption of bushmeat² 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.

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.

Legal sourcing of wild meat³ 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 Community Based organizations (CBOs') interested to undertake behaviour change interventions regarding 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

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

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 initiative, and complementary to work by TRAFFIC under two separate but aligned USAID-supported projects, namely, Wildlife TRAPS and CONNECT, TRAFFIC aims to engage a suitable CBO to undertake a behaviour change initiative in Kwakuchinja wildlife corridor. The overall purpose of this work will be on managing demand such that if it is necessary to

⁴ <https://www.rti.org/about-us>

consume wild meat, this moves away from current undesirable consumption behaviours of illegal and/or unsustainable wild meat (i.e., bushmeat), toward desirable consumption behaviours around wild meat that is proven to be safe from disease risks, sustainable, and legal.

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 CBO 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, households and other women associations/platforms 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 VICOPA groups to speak up against the consumption of illegally harvested wild meat in their households and other platforms.

⁵ VICOPA is a tailored micro-finance program. It is designed to provide credit to low-income people who need capital to start their 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%20VICOPA%3F,create%20a%20community%2Dbased%20bank>.

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 CBO will be required to design and deliver a programme of activities with the target audience mentioned above, keeping in mind the CBO work will complement the work of the creative agency and will focus on message design, testing and dissemination. Activities for the CBO will include raising awareness and encouraging women to speak up against the consumption of illegally harvested wild meat in their households and other platforms.

The CBO will engage specialists who will provide cookery demonstrations of new and tasty recipes for women to cook in households that avoid the use of illegal wild meat, and that focus on supporting the desired behaviour and inspiring the target audience to be motivated towards this, rather than just emphasizing legal risks and consequences to prevent ongoing engagement in the undesirable behaviour.

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

1. The development of the behaviour change implementation strategy
2. Approaches to execute the strategy
3. Pre-testing of the campaign materials with members of the target audience and adjusting as necessary (in collaboration with the creative agency)
4. Disseminating the materials through priority channels, including face to face (in collaboration with the creative agency)
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. CONSIDERATIONS AROUND APPROACH

The proposal could consider the following approaches:

1. In concert and through close coordination with the creative agency, the CBO will be expected to identify and deliver face-to-face and multi-media content that encourages and enables the target audience to transition from the undesirable behaviour (i.e., illegal and/or unsustainable wild meat consumption) towards the 'desired behaviour' (i.e., legal and/or sustainable consumption of wild meat)
2. Energise the target audiences to spread the messages of the behaviour change campaign, and engage them in awareness-raising seminars that will inspire them to communicate in the microfinance groups, houses of worship, households, and other platforms
3. Engage messengers or influential persons to divert demand from the undesirable behaviour towards the desired behaviour, and manage and monitor/evaluate their activity delivery
4. Engage reformed poachers or former illegal wildlife dealers to tell their stories and encourage traders and consumers through face-to-face discussions to abide by the legal procedures and regulations.

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 registered Community-Based Organization operating in Tanzania
2. Must have at least 5-10 years of experience in community outreach and community advocacy, 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 the capacity to engage messengers or influencers suitable to the targeted community
5. Must have personnel with relevant experience and qualifications to implement the proposed work
6. Must have experience in working with local government agencies and other community-based stakeholders
7. Must be deadline-oriented, with high standards for quality
8. Must be able to coordinate/collaborate with beneficiaries of the project
9. Must attach two CVs of Key Personnel in the Organization
10. Must attach the proposed timeline/Gantt Chart
11. The indicative budget for the initiative is USD 48,000.00
12. Must attach the proposed timeline/Gantt Chart of at least six months.
13. 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
TRAFFIC International is a UK Registered Charity No. 1076722, Registered Limited Company
No. 3785518.

APPENDIX A
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 Organization
- Provide the contact information for your primary contact for this project
- Please describe your Organization 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 Organization 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/stakeholders and their 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/stakeholders 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/stakeholders would engage the applicant should they have similar needs in the future?

C. Technical Approach

Please submit a detailed technical write-up of the proposed implementation strategy and execution 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 carried out.

3. The Budget

The applicant's budget must represent the linkages between budget items and activities proposed in the technical 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 and 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				
ACTIVITIES				

**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					-	