1. Programme Description

The IUCN Eastern and Southern Africa Regional Office (ESARO) operates in twenty-four countries in the Western Indian Ocean (WIO). The ESARO Programme focuses on biodiversity conservation through a diverse portfolio of projects and programmatic initiatives ranging from activities at the level of individual protected areas to shaping regional policy on biodiversity conservation. Program and project implementation are done in collaboration with IUCN members, commissions and other strategic partners.

In August 2021, IUCN received funding from the Irish Embassy in Dar es Salaam-Tanzania to implement a 12-month pilot project called “Towards a Blue Future in the Tanga-Pemba Seascape Initiative”. This builds on more than four decades of operations in Tanzania, working with many partners and stakeholders to implement a large and diverse portfolio of conservation projects including management of protected areas, forest ecosystems, coastal and marine resources, aquatic ecosystems and climate change resilience. A program approach is adopted to implement this initiative. It builds on the IUCN Eastern and Southern Africa’s Blue Resilience Framework, composed of 3 key pillars: Blue Planet, Blue People and Blue Partnerships.

Project Goal

The goal of the project “Towards a Blue Future in the Tanga-Pemba Seascape Initiative” is to unlock and support the development of a blue economy while contributing to long-term effective, equitable and inclusive conservation of coastal and marine biodiversity and ecosystem services in the Tanga-Pemba seascape. Ideally, this aims to support the
establishment and operationalisation of a regenerative and productive seascape in the Tanga-Pemba marine area.

**Project Expected Outcomes**
The project has four expected outcomes:

1. Locally-relevant governance frameworks strengthened at the seascape level
2. Improved knowledge and awareness among key stakeholders in Tanga-Pemba Seascape and the Western Indian Ocean regional
3. Improved livelihoods and socio-economic status in the Tanga-Pemba Seascape
4. Enhanced advocacy in blue economy and conservation of coastal & marine resources and ecosystem services in the Tanga-Pemba seascape.

**Project Expected Outputs**
To achieve the expected project outcomes, this initiative operates under four main components, namely (i) Governance, (ii) Knowledge, (iii) Action and (iv) Advocacy.

(i) **Governance component**: An enhanced locally-relevant multi-stakeholder governance framework is developed and promoted to support equity and effectiveness in the decision-making, management and benefit sharing in the Tanga-Pemba Seascape

(ii) **Knowledge component**: Relevant knowledge and awareness products are developed and disseminated among local communities, civil society, private sector and governments in the Tanga-Pemba Seascape and at the Western Indian Ocean regional level.

(iii) **Action component**: Sustainable and resilient blue livelihoods are promoted, catalysed and supported in the Tanga-Pemba Seascape to efficiently conserve its blue natural capital and unlock its socio-economic development potential.

(iv) **Advocacy component**: National and/or sub-national blue economy development strategies are strengthened through evidence-based advocacy efforts.

2. **Objective of the consultancy**
This consultancy aims to support IUCN to develop high quality communication materials for its project “towards a blue future in the Tanga-Pemba seascape area”.

For purposes of this assignment, Tanga-Pemba seascape area is the ocean area from Pangani district to the boundary with Kenya, to the western part of Pemba Island (red cycle in Figure 1).
3. **Scope of work**
   The scopes of services fall under three major result areas as follows;

   A. Production of a high resolution and quality five minutes video documentary. This documentary is produced to explain clearly what a seascape approach is and how it can create the enabling environment for the development of a regenerative blue economy at scale while conserving biodiversity and driving climate action. The documentary is also expected to link seascape approach with the impact of our blue economy incubator program at the seascape. The video documentary is expected to be in Swahili with English subtitles and is expected to be used for advocacy and communications through Television, social media (Facebook, Instagram and you-tube) etc.

   B. Production of high resolution and quality 15 minutes audio documentary. This is the extension of the above video documentary. The Audio documentary is expected to be used for advocacy and communications through various communication channels including radio, WhatsApp etc.

   C. Designing and printing of a 4 page flyer that explain clearly what a seascape approach is and how it can create the enabling environment for the development of a regenerative blue economy at scale while conserving biodiversity and driving climate action. The flyer is also expected to link seascape approach with the impact of our blue economy incubator program at the seascape. At least 700 printed copies of flyers are expected, at least 350 copies each in Swahili and English version.

4 **Key Responsibilities and Tasks**
   A consultant (s) will have the following functions and responsibilities;
   (a) Search, collect and review relevant documentaries to inform execution of this assignment.
   (b) Prepare inception report detailing;
(1) A comprehensive description of the consultant’s understanding of the Terms of Reference and indicating any major inconsistency or deficiency in the Terms of Reference and proposed amendments.

(2) Methodologies to be used to carry out this assignment. The proposed methodologies should provide sufficient information needed under each of the three results areas of this assignment as stipulated under the scope of work above. This include proposed scrip for production of video and audio documentaries.

(3) A complete work plan for the entire period of undertaking this assignment.

(c) With the support of project, organise and conduct field visit in the Tanga-Pemba seascape area, Zanzibar, Dar es Salaam and Dodoma for consultations with relevant Tanga-Pemba seascape stakeholders.

(d) Prepare draft video, audio and flyer and share with IUCN for review and comments.

(e) Incorporate comments from IUCN to produce the final documentaries and flyer.

5 Qualification and experience of the firm/consultant(s)

The consultant(s) to undertake this consultancy is expected to have the following qualification and experience:

- A Team leader hold at least a bachelor's degree in film, journalism, communication or another related field.
- A Team leader will have at least 5 years of proven experience in one of the technical areas listed above. Experience in production of natural resources films/documentaries will be an added advantage.
- A consultant with artistic and innovative ways of storytelling and cutting-edge stories. We are expecting this documentary to be as didactic as possible, using animation or any other innovative approach, not just people talking. This link provide an idea of a documentary we are looking for: https://www.youtube.com/watch?v=vmDFbB55w_4. Applicants are encouraged to share the links of their previous related work in their proposals.
- Excellent English and Kiswahili communication skills.

6 Budget, Deliverables and Schedule of Payments

The budget is up to 18,955,280 Tanzania Shillings (including fees and direct costs) depending on the qualification and experience of the consultant and proposed methodologies. This assignment is expected to be conducted for a maximum of 18 consecutive days. The payments will be subject to withholding tax deduction of 5% for Tanzania residents as per Tanzania tax regulations. The timeline and payment schedule is as described in the table below.

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Estimated duration to complete</th>
<th>Payment structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>submission and presentation of the inception report</td>
<td>Within 3 days after signing contract.</td>
<td>40%</td>
</tr>
<tr>
<td>Submission of final and accepted deliverables.</td>
<td>Within a week after submitting final and accepted deliverables.</td>
<td>60%</td>
</tr>
</tbody>
</table>
7 Management arrangement for the consultancy
The representative from IUCN Tanzania Country Office will be a Focal Point for this consultancy and will have the overall coordination role including facilitating the logistical requirements for consultant(s) and setting up interviews and field visits where necessary.

8 How to apply
Interested firms/ independent consultant(s) are requested to submit their application including both technical and financial proposals. The technical proposal should clearly demonstrate their skills and experience relevant to this assignment, methodology and approach and a detailed work plan.

Applications should be sent electronically (email) to info.esaro@iucn.org no later than 5.00 p.m. EAT, August 1st, 2022. Any need for clarifications on the Terms of Reference should be directed to elinasi.monga@iucn.org.