



## TERMS OF REFERENCE

Project title	Bahari Mali [Sustainable Blue Livelihoods in the Tanga-Pemba seascape] Tanzania
Consultancy title	Design of Project Communication strategy and A Knowledge Management plan
Post level	National consultancy
Location	Tanga- Pemba Seascape Area with possible consultations in Zanzibar and Dar es Salaam
Office	IUCN Tanzania Country Office
Language requirements	English and Swahili
Estimate start and end date	20 <sup>th</sup> February – 31 <sup>st</sup> March 2023
Assignment duration	30 working days including desktop review, field consultations and report writing



## 1. Project 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 is done in collaboration with IUCN members, commissions and other strategic partners.

IUCN has signed a Memorandum of Understanding (MoU) with the Irish Embassy in Dar es Salaam Tanzania for the financial support of the 3 years project called “Bahari Mali (Sustainable Blue Livelihoods in the Tanga-Pemba Seascape), Tanzania”. 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 ranging from management of protected areas, forest ecosystems, coastal and marine resources, aquatic ecosystems and climate change resilience. A program approach is adopted in the implementation of this initiative and builds on the IUCN Eastern and Southern Africa’s [Blue Resilience framework](#) , composed of 3 key pillars: Blue Planet, Blue People and Blue Partnerships. The project also contributes towards implementation of the Great Blue Wall Initiative.

## 2. Project goal, objectives and expected outputs

### ***Project goal***

The overall goal of the project is to unlock the development of a blue economy that contributes to longterm effective, equitable and inclusive conservation of coastal and marine biodiversity and ecosystem services in the Tanga-Pemba seascape. Ideally, this is aimed at supporting the establishment and operationalization of a regenerative and productive seascape in the Tanga-Pemba marine area.

### ***Project objectives***

The project has four objectives:

1. Improve livelihood and socio-economic status of coastal communities particularly women and youth as an approach towards enhancing resilience of coastal communities in the TangaPemba Seascape.
2. Improve management of marine and coastal ecosystems in the Tanga-Pemba Seascape through enhanced adaptive governance.



3. Improve knowledge and awareness among key stakeholders in Tanga-Pemba Seascape and the Western Indian Ocean region for improved conservation of ecosystems and coastal and marine resources.
4. Enhance advocacy in blue economy for effective conservation of ecosystems and coastal and marine resources in the Tanga-Pemba seascape.

### **Project expected outputs**

In order to achieve the expected project objectives, this initiative operates under four main components,

namely (i) Livelihoods, (ii) Governance, (iii) Research, analysis and communication and (iv) Advocacy.

1. Livelihoods - as an approach of enhancing resilience of coastal communities' particularly women and youth to climate change and promoting sustainable utilization of marine resources.
2. Governance – As an approach to strengthen management of marine and coastal ecosystems to sustain their goods and services for humankind, including support for adaptation and mitigation to climate change.
3. Research, analysis and communication – this aimed at generating knowledge that can be utilized to develop informed policies and plans to support proper management of marine coastal ecosystems and support sustainable blue economy.
4. Advocacy – intended to advocate for sustainable blue economy in particular the linkage between conservation of marine and coastal ecosystems and blue economy opportunities.

### **3. Objective of the consultancy**

The main purpose of the Knowledge management plan and Communication and outreach strategy for Bahari Mali project is to enable and provide support for knowledge generation and exchange, monitoring and assessment of progress in achieving program activities that will create synergies, enhance learning and underpin as well as scale up the success of Bahari Mali project. The knowledge management plan will provide guidance on utilization and preservation of the knowledge generated in developing informed policies and plans to support proper management of marine and coastal ecosystems and support sustainable blue economy while the Communication and outreach strategy will guide overall communication activities in the project.



#### **4. Scope of work**

The knowledge management plan will focus on assessing the impact and awareness of coastal communities on issues relating to climate change. The consultant will undertake the following tasks;

- Review the Project Document and design the Communication and Outreach Strategy
- Design and conduct a needs assessment among identified knowledge seekers to establish a list of knowledge topics to be addressed by the project
- Identify the corresponding knowledge holders among project partners and other stakeholders
- Conduct a mapping of current information inflows and outflows within the project and between stakeholders
- Identify modalities for peer to peer to peer learning within and outside the Project
- Assess existing platforms and networks for knowledge sharing on climate changes, management and proper utilization of marine ecosystems.
- Define the different groups to be reached, topics to be addressed, channels to be used and products to be produced.
- Develop a KM plan that, among others, includes:
  - A situation analysis of knowledge management in the context of the Project
  - A theory of change for the KM plan
  - Key risks to knowledge management in relation to the project
  - Structure, roles and responsibilities for knowledge management
  - Action and monitoring plans for the Knowledge management plan
  - Principal activities of the Knowledge management plan
  - Monitoring plan
  - Recommendations for sustaining the Project's KM plan beyond the lifespan of Bahari Mali project

#### **5. Key deliverables**

The consultant will be accountable for producing the following deliverables

1. An inception report with a detailed workplan including
  - Detailed methodology of how the assignment will be undertaken
  - List of target institutions for assessment
2. Knowledge management plan with corresponding action plan and monitoring plan
3. Post-project recommendations for Knowledge management
4. A detailed Communication Strategy that will outline
  - Communication needs and assessment
  - Target Audience
  - Key themes and messages interpretation



- Monitoring and assessment plan for the communication plan

## 6. Qualification and experience of the firm/consultant (s)

IUCN requires a person or a team of individuals (“The Consultant”) with the following qualifications and experiences Holder of an advanced degree (Master or PhD) with expertise in areas of Knowledge Management, Communications, Development Studies, Marketing, Journalism, Media, or other related field;

- Minimum 8 years’ experience in knowledge management and communications, and its application in development programs and projects in the Tanzania or Eastern and Southern Africa Region;
- Exhibit solid working knowledge, key terms and current state of knowledge on development issues especially on climate change, marine resources conservation and natural resources conservation.
- Have substantial experience in information systems design and implementation as well as design and facilitation of learning events;
- Possess transferable skills in knowledge documentation, use and regeneration;
- Have strong technical and creative writing skills with a full command of the English and Swahili Language (spoken and written)

## 7. Timeline and Schedule of Payments

This assignment is expected to be conducted for a maximum of 30 consecutive working days. The timeline and payment schedule is as described in the table below:

<b>Deliverables</b>	<b>Estimated duration to complete</b>	<b>Payment structure</b>
Submission and presentation of the inception report	Within the 1 st week after signing contract	40%
Submission and presentation of Communication strategy and Knowledge management plan	In the 3 <sup>rd</sup> week after signing the contract	30%
Submission of final report, validated and accepted by IUCN	In the 4 <sup>th</sup> week after signing contract	30%



**8. Evaluation Criteria The following criteria shall be applied in the evaluation of bids:**

- Appropriate educational background and expertise
- Previous experience in carrying out communication strategy survey and Knowledge management plan designing
- Sample of prior work that demonstrates experience in writing concise and analytical reports
- Presentation of a concise methodology and work plan
- Financial proposal's alignment to available resources.

**9. 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.

**10. 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 of generating a detailed communication strategy, conducting a communication needs and assessment and generating a comprehensive knowledge management plan. Applications should be sent electronically (email) to [iucntz@iucn.org](mailto:iucntz@iucn.org) no later than 5.00 p.m. EAT, 3<sup>rd</sup> February, 2023. Any need for clarifications on the Terms of Reference should be directed to [catherine.kayombo@iucn.org](mailto:catherine.kayombo@iucn.org) Women are strongly encouraged to apply. The successful candidate will be selected based on merit.