

TERMS OF REFERENCE

Position Title:	Citizenship and Leadership Academy Training and Promotional Materials
Location:	Dar es Salaam – Ubungo and Kinondoni Arusha-Arusha Municipal and Meru Council Iringa-Iringa Municipal and Mafinga Council Mwanza-Misugwi Council Mjini Magahribi-Mjini Magharibi A Council Kaskazini-Kaskazini B Council Kusini-Chake Chake Council Kaskazini-Wete Council
Reporting to:	National Coordinator - WiLDAF
Languages required	English
Contract Date(s):	Between August – September, 2024
Duration:	1 month

A. PROJECT TITLE

USAID Wanawake Sasa Project.

Strengthening women’s and girls’ civic and political participation for inclusive governance and sustained democracy in Tanzania.

B. BACKGROUND

Women in Law and Development in Africa (WiLDAF) under the generous support from the U.S Agency for International Development (USAID), is implementing the USAID Wanawake Sasa project in Dar es Salaam – Ubungo and Kinondoni, Arusha-Arusha Municipal and Meru Council, Iringa-Iringa Municipal and Mafinga Council, Mwanza-Misugwi Council, Mjini Magahribi-Mjini Magharibi A Council, Kaskazini-Kaskazini B Council, Kusini-Chake Chake Council and Kaskazini-Wete Council.

The USAID Wanawake Sasa project aims to strengthen women’s and girls’ civic and political participation for inclusive governance and sustained democracy in Tanzania. The project seeks to enhance women and girls’ knowledge and agency to fully exercise their civic and political rights, empower men and boys as champions of gender equality and equity, strengthen legal and institutional frameworks to uphold women and girl's civic and political rights and strengthen womenled/rights and youth-led/rights to actively promote women and youth civic and political engagement.

As part of this initiative, the project will establish the Citizenship and Leadership Academy (CLA), which will operate both online and offline. To ensure the effectiveness of the CLA, it is pivotal to develop comprehensive training and promotional materials that promote civic engagement and empower women and girls.

To support the course, WiLDAF intends to engage a consultant to develop: (i) Training modules, which will be used to equip women and girls with knowledge and skills to engage in the civic and political process of the country through the established CLA, (ii) Promotional materials to promote the academy and the program in general. The development of CLA training content and promotional materials is meant to be inclusive, participatory, and relevant to the needs of women and girls in the country's political realm.

C. OBJECTIVES

WiLDAF is seeking a consultancy to develop both offline and online user-friendly training modules and promotional materials for the CLA that address key issues related to civic and political rights, gender equality, and women's participation in politics. The Consultant will work closely with WiLDAF and other project-implementing partners to meet the objectives of the consultancy.

D. SCOPE OF WORK.

Under the overall coordination of the WiLDAF project lead, and in collaboration with the subawardee, the Consultant will be responsible for the following tasks:

Inception Phase

1. The Consultant shall review relevant project documentation and information to acquaint him/herself with the project's anticipated outcomes.
2. Prepare an inception report summarizing the objectives, scope, and outputs of the assignment, as well as organization and methodology for the assignment.

Development phase

1. Conducting a needs assessment to identify the specific training and promotional materials required by the CLA.
2. Develop audio and written training modules that are user-friendly, inclusive, and relevant to the target audience. Training Modules to include; Civic and Political Rights, Gender and Women in Politics, Human Rights and Democracy, Campaigning and Branding, Communication Strategies,

Fundraising

Techniques, Leadership Skills Development, Election Processes, Involvement of Men and Boys,

Feminist and Movement Building, Addressing Violence Against Women in Politics and Peace building and conflict resolution

3. Designing promotional materials that effectively communicate the objectives and benefits of the CLA, including; Brochures and flyers promoting the academy and the program, digital content for social media campaigns, and Informational posters and infographics
4. Collaborating with project stakeholders, including WILDAF and other relevant stakeholders, to validate the developed modules and promotional materials to ensure the materials are culturally appropriate and effective.
5. Providing revisions based on feedback from the validation meeting with experts and stakeholders.
6. Ensuring all materials are accessible to diverse audiences, including People with Disabilities.

E. EXPECTED OUTPUTS/ KEY DELIVERABLES

1. Inception Report summarizing the objectives, scope of work, methodology, and deliverables of the assignment.
2. Audio and written training modules that are user-friendly, inclusive, and relevant to the target audience
3. Promotional materials that effectively communicate the objectives and benefits of the CLA, include; Brochures and flyers promoting the academy and the program, digital content for social media campaigns, and Informational posters and infographics

F. TIME FRAME AND DURATION OF THE ASSIGNMENT

The consultancy is planned to be carried out between September to October 2024. Below is a tentative schedule:

Timeline for implementation

No.	Deliverable/Outputs	Estimated Duration to Complete	Review and Approvals Required
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1	Gathering all relevant materials for the assignment (Desk review) from the project lead at WiLDAF and other relevant source	2 days (home-based)	Consultant
2	Inception Report summarizing the objectives, scope of work, methodology and deliverable outputs of the assignment.	2 days	WiLDAF/USAID Wanawake Sasa team
3	Undertaking the development of training modules (not less than 6 modules)	5 days	WiLDAF/USAID Wanawake Sasa team
4	Undertaking the development of promotional materials (Info graphs, video clips, brochures, flyers, posters, etc)	5 days	WiLDAF/USAID Wanawake Sasa team
5.	Lead validation sessions to review and refine the training and promotional materials, ensuring they effectively address the needs and interests of all project beneficiaries.	2 days	Consultant/ WiLDAF/USAID Wanawake Sasa team
6.	Incorporating feedback from the validation session to ensure that the final products are inclusive, relevant, and impactful, ultimately empowering women and girls to engage actively in civic and political processes	2 days	Consultant/ WiLDAF/USAID Wanawake Sasa team

G. RATES AND MODE OF PAYMENT

The consultant will be paid at reasonable market rates. The Consultant will be paid 50% of the total consultancy fee upon signing the contract and the remaining 50% upon delivery and acceptance of deliverables within a specified period. The consultancy fee is subject to withholding tax at a rate as per the Income Tax Act.

H. QUALIFICATION AND EXPERIENCE

The consultant must have a legal background, with extensive knowledge and vast experience of over 10 years working in the field of human rights, gender, women’s rights, and disability-inclusive programs. In addition to that, the consultant is required to a comprehensive knowledge and experience in undertaking gender assessment and developing an action plan to strengthen gender mainstreaming in institutions including Organisations of Persons with Disabilities.

I. PROPOSAL SUBMISSION

Interested consultants should submit detailed proposals, including methodology, work plan, and budget, to procurement@wildaftanzania.ortz copy rmaro@wildaftanzania.or.tz by September 30th, 2024.

J. PROPOSAL SUBMISSION

For inquiries or clarification, please contact:

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WiLDAF Tanzania reserves the right to reject any proposals not meeting the specified.