



PARTICIPATORY PLANTATION FORESTRY PROGRAMME

## **Invitation to tender for the provision of “communication services” to PFP 2 from February to July 2021**

### **1. INTRODUCTION**

Participatory Plantation Forestry Programme (PFP 2) is a bilateral development programme implemented jointly by governments of Tanzania and Finland, with the expected impact being sustainable and inclusive plantation forestry that contributes to Tanzania’s economic growth and poverty alleviation. The intended outcome of PFP 2 is that a socially sensitive, environmentally sustainable, and financially profitable plantation forestry sector including tree growers, SMEs, as well as their organisations and service providers, exists in the Southern Highlands of Tanzania. The programme strives to be human rights progressive, which involves safeguarding the rights of vulnerable groups and supporting their participation in the forestry value chain.

The Participatory Plantation Forestry Programme Phase 2 is seeking Proposals from qualified Tanzania based firms with demonstrated capacity to provide Communications services from February/March 2021 to to June/July 2021. The selection of service provider for this assignment will be carried out through restricted tendering.

Details of the assignment are outlined in the TORs (Annex 1).

### **2. INSTRUCTIONS FOR SUBMITTING TENDER**

#### **2.1 Contents of the tender**

The tender should include the total price for the specified services to be provided, Experience of the organizations, CVs of the personnel to be deployed and payment terms. The language of the tender is English.

The tender should include completed tables relating to the requirements as shown in tender evaluation criteria and provide supporting documentation.

The tenderer should demonstrate understanding of the assignment, how they will integrate with PFP 2 and how they will be completely self-sufficient.

#### **2.2 Deadline and maximum budget**

Applications in response to this invitation to tender must be received by the PFP II Office not later than 5:00 p.m. on **Friday 19th February** for consideration. Bid applications that do not meet this deadline will not be evaluated.

Qualified firms should submit their proposals and queries in English, by email to: **procurement@privateforestry.or.tz** The queries will be clarified publicly on the programme website [www.privateforestry.or.tz](http://www.privateforestry.or.tz);

The maximum budget for this assignment is six thousand Euro

### **2.3 Tender selection criteria**

The award criterion will be on highest scored points based on the criteria stated below.

| <b>Criterion</b>   | <b>Weighting</b> |
|--|------------------|
| Quality of CVs of individuals assigned                                   | 15%              |
| Portfolio of previous communications assignments of individuals assigned | 15%              |
| Understanding of PFP 2   | 15%              |
| Understanding of specific tasks  | 15%              |
| Proposal for managing collaboration with PFP 2                           | 15%              |
| Overall budget (excluding VAT)   | 25%              |
| Total  | 100%             |

# ANNEX 1 TERMS OF REFERENCE

## 1. BACKGROUND

The importance of effective and far-reaching communication was recognised in Phase 1 of the programme. While attention to reaching quantitative tree-planting targets took precedence, a number of communication-related interventions were made. They included, among others, the development of a comprehensive website, the publication of relevant and informative reports and the arrangement of a forestry investment conference. PFP 2 has embarked on more diligently in the aspect of communication and that has taken a more on people-centred approach to its communication endeavours. The approach is motivated by the premise that it is not sufficient to only achieve targets and implement planned actions but also to keep all stakeholders as well informed as possible of what the programme is thinking, planning and doing. In this respect, this output focuses specifically on key aspects of communication. The output assumes that stakeholders are interested in engaging and communicating with each other and that PFP 2 is able to access the appropriate means of communication.

Effective communication is critical to the success of PFP 2. Important programme interventions, such as making improved tree seed available to smallholders, making capacity building accessible to the poor and vulnerable, developing association services for tree growers and SMEs, and introducing improved plantation silviculture need awareness among the smallholder tree growers for the interventions to have optimal impact. PFP 2 does not have any internal provision for “communications” human resources, and so needs to contract these services. Therefore, PFP-2 is now seeking a service provider to assist the programme in specific targeted aspect of communication.

## 2. OBJECTIVE AND EXPECTED OUTPUTS

### 1.1 Objective of the assignment

The objective of this assignment is to provide targeted outputs that contribute to the communication needs within the PFP-2, more specifically to contribute to preparation of the framework for PFP-2 communication (i.e. the communication strategy) and create an active flow of information between the beneficiaries, relevant stakeholders and media.

The service provision will facilitate cooperation, create an active flow of information between the beneficiaries, relevant stakeholders and media, and maintain transparency of operations.

### 1.2 Expected outputs

To achieve the objectives of the assignment the following outputs are expected:

#### **a) PFP 2 Communication strategy facilitated through PFP-2 staff workshop**

PFP 2 communications strategy developed through programme workshop and interaction with programme team members and published

#### **b) Video documentaries for PFP-2 communication available**

Three, ten-to-fifteen-minute documentaries prepared in collaboration with PFP 2 staff promoting: a) improved tree seed production and marketing, b) Tree Growers Association Formation and Strengthening; and c) Plantation management activities at Makete. Documentaries uploaded to PFP 2 website. In addition, still photos to support PFP 2 publications ( including the improved tree seed production manual) and the production of three PowerPoints that can also be uploaded to the PFP website.

#### **c) Promotion material for PFP-2 and FWITC available**

Various promotion materials will be created including but not limited to: a) PFP 2 calendars; b)FWITC event catalogues, c) photos to be used in marketing FWITC education services, other services and products; and c) posters to raise awareness of improved tree seed.

### **3. MODE OF WORK AND TASKS**

#### **3.1 Mode of work**

The service provider will be working along with PFP 2 scheduled programme activities and will be notified on timely basis on when such services will be required. The tasks will involve frequent travels in the programme and PFP 2 will be funding the services as stated on budget section.

#### **3.2 Tasks**

##### **Tasks**

##### **1) Organize a one-day PFP 2 staff workshop**

A staff workshop will be organized during February/March 2021 for developing a communication strategy. After the workshop the service provider will prepare the communications strategy in collaboration with the PMT during March 2021.

##### **2) Production of a video documentary and leaflets showcasing PFP 2 facilitated tree seed orchards in the Southern Highlands and marketing the improved tree seed.**

Photo document and film the tree seed orchards in the Southern Highlands in a such a way that it will enhance the awareness of the benefits and availability of high-quality tree seeds in Tanzania.

##### **3) Produce a video documentary showcasing TGA Formation and Strengthening and benefits to members from successful TGAs.**

The TGA formation using the established TGA formation guideline will be filmed and documented to enable consistency application of the methodology in the programme areas.

##### **4) Produce a video documentary showcasing plantation management procedures in Makete.**

The documentary will include different aspects of plantation management in Makete including site preparation, weeding and cleaning, natural regeneration management, pruning, thinning and fire protection.

##### **5) Design and produce promotional material for PFP 2 and FWITC**

Lead design and production of promotional web based and printed media promoting understanding of PFP 2 interventions and VET courses and short courses offered at FWITC.

##### **6) Facilitate production of an annual 2021/22 FWITC event catalogue**

The annual 2021/22 FWITC event catalogue is a prerequisite for the current VETA registration, the service provider will expedite the production of the high catalogue.

### **4. DURATION AND BUDGET .**

The duration of the service delivery is for 6-months from contract signing.

Total maximum budget for the assignment is Euro 6,000. Final payment will be subject to satisfactory completion of all tasks. PFP 2 will provide transport, and accommodation and a programme standard daily subsistence allowance whilst away from Iringa municipality. Furthermore, PFP 2 will pay directly for production of media.

### **5. REPORTING**

This service provision is for a 6-month period starting from the date of contract signing. The service provider will report directly to the PFP 2 Chief Technical Advisor.

Media will be handed over to the PFP 2 as and when they are complete. All tasks should be completed within 6 months of contract signing.