



**TERMS OF REFERENCE**

**Consultancy for Preparation of advocacy materials on Rainwater Harvesting  
Tanks - 2024**

**1.0 Background**

Tanganyika Christian Refugee Service (TCRS) was established in 1964 to provide emergency relief and humanitarian services to refugees and asylum seekers in Tanzania. At first, TCRS operated as a field programme of the Lutheran World Federation's Department for World Service LWF/DWS and later on in 2006 as an autonomous Non-governmental Organization. Since 1984, TCRS expanded its operations to include development work aimed at empowering disadvantaged communities. This initiative addresses socio-economic and climate-related challenges, helping communities overcome extreme poverty.

The Inclusive Community Resilience project, funded by the Finnish Evangelical Lutheran Mission (Felm), aims to improve food security and sustainable livelihoods and to build resilience to climate change. The project is implemented in a total of 45 villages located in Kilwa district (Lindi region), Morogoro district (Morogoro region), and Kishapu district(Shinyanga region), which are highly vulnerable to climate change.

**2.0 Purpose of the ToR**

The purpose of this Terms of Reference (ToR) is to engage a qualified consultant to design and produce comprehensive advocacy materials that will include both informative booklets and impactful documentary videos. These materials will be meticulously crafted to engage, educate, and inspire action among the target audiences local communities, government authorities and other stakeholders. The concept materials will be shared to the public and decision-makers through social media and booklets depending on the target audience. The primary focus is to equip these groups with practical knowledge and innovative solutions, such as the

implementation of rainwater harvesting tanks, as a means to adapt to and mitigate the effects of climate change.

By highlighting the benefits of sustainable water management through rainwater harvesting, these advocacy materials will demonstrate how this approach can strengthen community resilience against water scarcity, reduce dependency on unreliable water sources, and contribute to overall climate adaptation strategies. The materials will not only present clear, actionable steps but also showcase real-world success stories, technical guidelines, and the long-term environmental and economic benefits of rainwater harvesting in both domestic and agricultural activities.

The goal is to ensure that both communities and local authorities are empowered to take proactive measures in addressing climate-related challenges, promoting resource sustainability, and integrating rainwater harvesting systems into their local development plans and budgets. Ultimately, these materials will serve as a critical tool for fostering collaboration, driving policy support, and scaling up climate-resilient practices at the grassroots.

### **3.0 Scope of work**

The Consultant will design and produce a suite of comprehensive advocacy materials, consisting of both detailed, informative booklets and compelling documentary videos, focused on the implementation of rainwater harvesting tanks. These materials will be thoughtfully crafted to not only educate but also inspire action, showcasing the importance of rainwater harvesting as a sustainable water management solution in the face of climate change.

The booklets will offer in-depth insights, including technical guidelines, case studies, and step-by-step instructions for communities and local authorities to implement rainwater harvesting systems effectively. The documentary videos will bring the issue to life by visually illustrating the tangible benefits of these systems, highlighting success stories from regions that have successfully adopted rainwater harvesting to combat water scarcity and environmental stress.

Together, these advocacy materials will serve as essential resources for raising awareness, influencing policy, and driving community engagement, enabling both local governments and communities to embrace rainwater harvesting as a critical tool for

climate adaptation and resilience building and the materials should be in both English and Swahili languages.

#### **4.0 Objectives**

- I.To create comprehensive advocacy materials (informative booklets and documentary videos) that effectively communicate the importance and benefits of rainwater harvesting tanks in addressing climate change-related water scarcity and enhancing community resilience.
- II.To equip target communities and local government authorities with accessible, practical knowledge on the design, implementation, and maintenance of rainwater harvesting systems, promoting sustainable water management practices.
- III.To raise awareness among decision-makers and stakeholders about the role of rainwater harvesting in climate adaptation strategies, encouraging the integration of such systems into local development plans and policies.
- IV.To influence policy development and resource allocation by providing local authorities with the information and evidence needed to support the adoption and scaling up of rainwater harvesting systems as part of broader disaster risk reduction and climate adaptation strategies.

#### **5.0 Key Deliverables**

##### **I. Comprehensive Advocacy Booklets:**

Professionally designed, well-structured booklets providing detailed information on the implementation, benefits, and maintenance of rainwater harvesting systems in both English and Swahili languages.

Content should include:

Introduction to rainwater harvesting and its relevance in addressing climate change impacts. Step-by-step guidelines for the design and installation of rainwater harvesting tanks, Case studies and success stories from regions or communities that have successfully adopted rainwater harvesting, Technical specifications, including materials, costs, and maintenance tips and Recommendations for local governments to integrate rainwater harvesting into policy frameworks and development plans.

## **II. Impactful Documentary Videos:**

High-quality documentary videos (duration: 10-15 minutes) that visually showcase the benefits of rainwater harvesting.

### **Content to include:**

On-ground interviews with school children, teachers, Health service providers, community members, local government officials, and experts, Real-life footage of installed rainwater harvesting systems and their impact on local communities, Success stories from pilot projects or regions that demonstrate measurable positive outcomes, such as improved water security or reduced vulnerability to droughts and key messages on climate adaptation and resilience-building through sustainable water management.

## **6.0 Methodology**

**I. Gathering Data and Case Studies:** Conduct field visits to communities at the Project districts where rainwater harvesting systems are already in place or are being planned, Interview local government officials, community leaders, and beneficiaries to gather real examples of rainwater harvesting implementation, challenges faced, and lessons learned and Collect technical data, success stories, and best practices from existing projects.

### **II. Design and Production:**

**Booklet Design:** Work with professional graphic designers to create an appealing and user-friendly design for the booklets. Ensure that visuals such as diagrams, infographics, and photos complement the text and enhance understanding.

The booklets should be designed in formats that are accessible for various audiences, including printable formats for community distribution and digital formats for online dissemination.

**Video Production:** Capture relevant footage of existing rainwater harvesting projects, community interviews, and beneficiaries' testimonials.

The production process should include video shooting, editing, voiceover narration, and subtitling to ensure accessibility for diverse audiences. Integrate animation and visual aids (like maps and technical schematics) to enhance the educational aspect of the videos.

## **7.0 Consultancy Competencies And Skills**

- Technical Expertise in Climate Change and Water Resource Management.
- Experience in Developing Advocacy and Communication Materials.
- Multimedia Production Skills.
- Knowledge of Policy Advocacy and Stakeholder Engagement.
- Capacity-building and Community Engagement.
- Strong Research and Analytical Skills.
- Excellent Communication and Interpersonal Skills.
- A Masters degree in environmental science, climate change, water resource management, communications, or a related field.

## **8.0 Timeline**

The task will take place between November to December 2024.

## **9.0 Consultant Selection Procedure**

TCRS will evaluate the consultant based on

- Relevant experience in the production of advocacy materials.
- Demonstrated ability to create culturally appropriate and engaging materials.
- Competitive and realistic budget proposals.

### **i. Submission of Proposals**

- Academic qualifications
- Relevant services undertaken in the past three (3) years
- Detailed reference list indicating the scope and magnitude of similar assignments
- Team composition and task assignment/roles
- Proposed methodology
- Proposed work plan
- Report outline
- Registration and other relevant statutory documents.
- A detailed budget in Tanzania Shillings proposal.

10: Right To Reject/Terminate

A proposal/tender can be rejected and a contract terminated by TCRS if any illegal or corrupt practices are connected with the award or execution of the contract.

Application be sent to:-

***The Director,  
Tanganyika Christian Refugee Service (TCRS),  
P.O. Box 3955,  
Dar es Salaam.  
Email: [mail@tcrs.or.tz](mailto:mail@tcrs.or.tz),***

**Closing date: 20<sup>th</sup> November 2024**

**If you do not hear from us, please consider your application unsuccessful.**