



## Terms of Reference

**Title: Preparation of communication materials about the South Nguru Mountains and the 'Adding Value to the Arc' project.**

### 1. Background

The Tanzania Forest Conservation Group in partnership with the Tanzania Forest Services Agency, Mvomero District Council and MJUMITA are implementing the project 'Adding Value to the Arc: Forests and Livelihoods in the South Nguru Mountains'. The project aims to alleviate poverty and improve economic resilience among marginalised rural communities in Mvomero District, Tanzania. The project is financed by the European Union. The project implementation period is 01/01/2013 – 31/03/2018.

The project includes an activity to promote Mkingu Nature Reserve through the development of materials for tour operators (4.4.1). In order to promote the Nature Reserve more effectively, the project aims to develop a booklet for tourists and tour operators about Mkingu Nature Reserve and the South Nguru landscape. The aim of the booklet is to attract tourists to visit the South Nguru Mountains including Mkingu Nature Reserve and to provide tourists with the information that they need for their visit. The booklet will be published online and in hard copy.

The project also aims to communicate key lessons learned from the 5-year project, through the publication of three leaflets summarising the project's experience, lessons learned and recommendations. The leaflets will be published online and in hard copy.

The consultant will implement the work in consultation with representatives from the AVA project partners including TFS and Mvomero District Council.

### 2. Objectives

- To develop one booklet for tourists and tour operators with information about Mkingu Nature Reserve and the South Nguru Landscape.
- To develop three lessons learned briefs reflecting on the experiences of the 'Adding Value to the Arc' project.

### 3. Scope of Work

#### **Tourism booklet**

##### ***Propose a user-friendly structure for the booklet***

Drawing upon the Consultant's expert knowledge on tourism-related materials, the consultant will review the available information, images and maps for the area and will propose the concept and structure for the booklet.

##### ***Collate the text, images and maps***

Drawing upon existing material, the Consultant will compile the booklet for review by project partners.

##### ***Geographical scope***

The website will provide information on:

Mkingu Nature Reserve

Kanga Forest Reserve

Village Land Forest Reserves in the South Nguru Mountains with tourism provisions

Cultural tourism opportunities in the South Nguru Mountains

## **Content**

Content will include but not be limited to:

### *Description of the reserves and landscape*

This will include information on location, area, altitude, access, biodiversity, vegetation, topography, socio-cultural context, history and management.

### *Description of tourist attractions and facilities*

Overview of attractions highlighting the animals and birds that can be seen, summarising the nature trails, with a focus on the 3 trails that have been mapped by the project. Include information important for tourists planning their visit including details on how difficult the trails are, how to access the trails, length of trails, attractions along each trail. Describe any facilities available for tourists within the reserve e.g. picnic sites etc.

### *Where to stay*

Provide information on accommodation that is available near the tourist attractions: names of hotels, websites.

### *Camping facilities:*

Provide information on available camping facilities.

### *Tourism operators familiar with Mkingu*

Provide information about tour operators who can take tourists to Mkingu and the South Nguru Landscape.

### *Fees*

List fees to be paid by visitors stating clearly to whom different fees apply and whether they are per day / night / visit. Explain how tourists should pay the fees including opening hours for the NR office.

### *Weather*

Provide information about what to expect in terms of rainfall and temperatures and how these differ through the year.

### *How to get there*

Provide information on how to reach the reserve and a description of the state of the roads to the reserve including a map. Include advice on whether 4 WD is required.

### *Maps*

Include maps showing how to access the reserves and of the reserve itself including nature trails. Maps will be developed in consultation with the TFCG GIS team. The Consultant will provide input on the design of the maps but is not expected to have expertise in GIS. Maps of three nature trails have already been prepared.

### *Contact details*

Provide contact details for the NR.

Information to be reflected in the text will be provided by TFCG, TFS and other project partners. Through an iterative process, the final text will be agreed.

The booklet will be prepared in English.

### **Lessons learned leaflets**

Through consultation with project partners, and through a review of project reports and other outputs, the Consultant will prepare three leaflets looking at:

- Project impact on poverty reduction and climate change resilience;
- Joint Forest Management;
- Community Based Forest Management.

Leaflets shall be no more than four pages of A4 (double-sided A3 with fold) including images.

The leaflets will be prepared in English.

#### **4. Deliverables**

1 tourism booklet about Mkingu Nature Reserve and the South Nguru Mountains

3 lessons learned leaflets

#### **5. Consultant profile**

- Relevant academic background at least to BSc / BA level;
- Professional experience in preparing communication materials;
- Fluent written English.

#### **6. Duration**

The assignment must be completed by 20<sup>th</sup> March 2018.

It is envisaged that the work will require 10 consultant days.

#### **7. Location**

Tanzania

#### **8. Budget**

The budget will be according to TFCG payment schedule and the consultant's offer.

#### **9. Tendering procedures**

TFCG invites eligible consultants to submit technical and financial proposals to undertake this work.

The brief technical proposal should outline the approach that the Consultant will take in order to achieve the task including a brief description of the consultation and planning methods and the proposed deliverables. The technical proposal will also describe the qualifications and relevant experience of the Consultant. The Financial Proposal should include all costs and should be VAT inclusive.

Technical and financial proposals should be sent to [tfcg@tfcg.or.tz](mailto:tfcg@tfcg.or.tz) indicating 'Proposal – South Nguru Communication Materials' in the subject line and should be addressed to the Executive Director of the Tanzania Forest Conservation Group.

The closing time for receipt of applications is **13<sup>th</sup> February 2018** at 10:00 local time in Tanzania.