

MARKETING AND COMMUNICATION CONSULTANCY

TERMS OF REFERENCE

BACKGROUND INFORMATION

The Private Agricultural Sector Support (PASS) Trust history dates to 2000 when it was established as a project by the Government of Tanzania under the Danish funded Agriculture Sector Programme Support (ASPS). It started operations in 2002. PASS founders are the Government of Tanzania, a Tanzanian private commercial farmer, and the Government of Denmark. In 2007, PASS was registered as an autonomous legal Trust, and was designed to broaden and deepen credit provision to agricultural enterprises by vetting potential borrowers, assisting the borrowers to develop a financeable business plan, and guaranteeing loans from financial institutions to the borrower (based on the borrower's business plan).

Major clients are individuals, partnerships, companies, parastatals, corporations, cooperatives, and associations, including MFIs and community banks. PASS has played a significant role in assisting individual farmers and agribusinesses, and small farmers with provision of business development and financial services aimed at commercializing smallholder agribusiness activities. Credit guarantees can be short-term, medium-term or long-term with a repayment period of up to ten years. PASS is determined to change business practices to become more inclusive and environmentally aware in operations and businesses. PASS across Tanzania, headquartered in Dar es Salaam and has zonal offices in Mbeya, Morogoro, Arusha, Ruvuma, Tabora and Mwanza.

PASS Strategic objective at impact level, under Danish funded BSPP IV, is to increase employment and income opportunities for farmers and micro, small and medium enterprises (MSMEs) through Inclusive Green Growth (IGG). The overall goal of this project is to promote the concept of Inclusive Green Growth for environmental and social sustainability in the agricultural sector in Tanzania. The project will accelerate the level of productive investments among agribusiness entrepreneurs that promotes green growth.

PASS believes that growth must be inclusive to be green and has made a commitment to this through the Inclusive Green Growth Strategy, 2020. Everybody must be on-board and participate and all sectors of society should benefit from it. It must be gender-sensitive, pro-poor and development oriented. This project aims to roll out the concept of Inclusive Green Growth (IGG) across PASS operations, products and services, and influence partner banks and stakeholders to create a strong green profile and promote green investment in line with the strategic initiative, Increase the share of green investments in PASS' portfolio as put forward in the Strategic Plan (2018 -2022).

1.1 Rationale of the Project

To achieve its envisaged impact, PASS stimulates investment and growth in the agricultural sector in Tanzania by facilitating access to finance through credit guarantees and business development services for agribusinesses and entrepreneurs. Having supported numerous agricultural value chains in Tanzania, PASS is in a unique position to accelerate sustainable practices, increase awareness of the concept of Inclusive Green Growth (IGG) and influence clients, partner banks and other key stakeholders.

In line with the Sustainable Development Goals (SDGs), PASS is committed to achieving long-term objective of inclusive green growth in the agricultural sector, by promoting more efficient resource use, reducing negative environmental impacts and facilitating use of innovative and sustainable technologies. Back in 2012, PASS embarked on a process of strengthening its green profile, a work stream that was confirmed with the 2018-22 Strategy and in various guidelines and policies, including a policy on Environmental and Social Sustainability with the expectation that this work can be further accelerated.

In 2020, PASS developed a comprehensive Strategy for Inclusive Green Growth (IGG). The Strategy provides direction on how PASS can incorporate the concept of Inclusive Green Growth in its operations bringing together existing policies, guidelines and collaborations. To facilitate mainstreaming of Inclusive Green Growth in the way PASS thinks, plans and operates, a first step is for PASS to build a shared understanding within the organization of what IGG entails in relation to agriculture. Many definitions of green growth and the green economy have been proposed and they share several characteristics.

The PASS IGG strategy is based on an understanding that green growth is development, which is inclusive, resilient to climate change, low carbon and resource efficient, while

protecting biodiversity and ecosystem services. To face the challenges of today and the future, new innovations in technology are required for how we produce and use energy, reuse and recycle our materials, and organize businesses and processing industries. It is anticipated that new businesses will arise from these innovations (and/or existing businesses scaling up) and create new job opportunities in this process. Inclusive Green Growth pursues the coordination of economic growth, ecological environment and social equity.

This assignment will enable PASS to market and communicate the significance and need of inclusive and greener agricultural sector in Tanzania, scaling up implementation of PASS Inclusive Green Growth Strategy commitments, and consequently achieving the envisaged development impact on reduced poverty levels.

The objective of this consultancy is to carry out a range of, Above The Line Marketing (ATL), Out of Home Advertising (OOH) and Social media/Digital marketing communication initiatives that will:

- Create awareness for the IGG concept for environmental and social sustainability in the agricultural sector.
- Accelerate the level of productive investments among agribusiness that promotes IGG.
- Promote do no harm campaign by identifying and integrating relevant IGG opportunities.

2. SCOPE OF WORK

I. The appointed service provider will be required to provide a high impact range of media campaigns that will meet and exceed the objectives of this project and increase overall PASS TRUST services visibility. These include TV, Digital and Press events as per the following structure:

Item	Deliverables
Enhancing and applying Communication and branding strategy	Deliver a well thought out strategic map for internal and external use. The focus shall be, but not limited to: <ul style="list-style-type: none"> ● Enhancement of PASS corporate identity ● PASS annual content 2023 calendar ● Descriptive analysis of PASS stakeholders ● PASS Marketing and Communication Plan for 2023 ● PASS Proposed team members capacity building /knowledge transfer to execute the strategy post the campaign period.
Media Buying	Develop and share a comprehensive proposal on media buying that will create national awareness of PASS as a brand and deliver the project objectives. This should include: <ul style="list-style-type: none"> ● Radio, TV ● Digital and social media ● Out of Home Advertising (OOH) ● Any other platform may be recommended
Stakeholder Engagements	Coordinate Two Stakeholder Engagements to increase PASS IGG initiative visibility: <ul style="list-style-type: none"> ● Environmentally Friendly Practical Exhibition and IGG opportunities available at PASS: With Guidance from IGG team ● IGG lesson learnt sharing event, before mid-December ● Any other creative idea to increase PASS capacity to influence change on IGG engagement to
Production	Preparation and dissemination of other communication materials to include: <ul style="list-style-type: none"> ● Printing materials including: Pamphlets, Impact Stories, etc. ● Photography and Videography ● Docu-series ● Visibility branding ● Any other creative work to increase PASS products and IGG project visibility.
Duration	12 WEEKS (3 months but the marketing activities can upscale to six months depending on the marketing structures available with the agency)

II. The service provider will be expected to share an annual content calendar specific to the first 3 months before the commencement of the campaign. Additionally, the provider is expected to share monthly activity reports and overall reports after 3 months of activation. The report shall include:

- All media channels online and offline used during the campaign period.
- Share of Spends
- Media monitoring and brand reports
- Presentations to stakeholders.

3. SPECIFIC OUTPUTS EXPECTED FROM THE AGENCY

The vendor shall engage and contract the various media houses and book media spots and DJ mentions. They shall also engage studios and content creators for radio ads, social media animation, viral videos, and digital content. They shall also guide PASS designated staff to post and boost such content on various social media channels. The vendor shall manage all the third-party suppliers and service providers who will be involved in increasing brand awareness and sales.

The vendor shall ensure the timely execution of the campaigns as planned. Generally, the vendor is responsible for broad marketing and communication of PASS products and services, which covers:

- The importance of all PASS services with focus on inclusive green growth for development.
- Who stands to benefit from an inclusive Green Growth?
- About the PASS Green Credit Guarantee (What it is, the components, beneficiaries, accessibility etc.)
- About PASS IGG Champions
- Stakeholders' contribution and participation in Green Growth with respects to PASS core business
- Revise and update the PASS Website in coordination with the IT unit and facilitating the unit with materials to facilitate their mandate.

Target Audience: PASS Staffs, Financial Institutions, Agribusiness entrepreneurs including PASS existing clients, Development partners, Youth, Members of the public, Government, Research and Agricultural Institutions, NGOs and environmentalists.

4. SPECIFIC INPUTS TO BE PRESENTED BY THE CLIENT

PASS through IGG team will provide guidance and support the agency by providing the information required to execute a successful campaign. This will include detailed product descriptions. In conjunction with the agency team, co-create and approve the final artworks in a timely manner.

The agency will be allocated a designated focal person/unit from PASS team. The contract will run for 3 months with the possibility of extension upon review based on the executed campaign.

5. SPECIAL TERMS & CONDITIONS / SPECIFIC CRITERIA

- Minimum of 5 years team experience in marketing, communications and media buying in Tanzania 4l
- Overarching understanding of the media landscape in Tanzania and with rapport with the stakeholders; media houses, editors, reporters' etc.
- Good knowledge of the agricultural industry in Tanzania and crop zones.
- Fluency in English and Kiswahili is required.
- Experience in stakeholder management.
- Proof of previous work delivered of similar campaign

6. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING PROPOSAL

6.1 Technical Proposal:

- ii. Detailed CV/Company's profile/brochure
- iii. Detailed methodology
- iv. Team's resume(s) along with their role in this assignment
- v. Prior experience in a similar capacity

6.2 Financial proposal:

- I. Detailed financial proposal which should be inclusive of all applicable taxes and out of pocket expenses in Tanzania shillings (TZS).
- II. The Financial Proposal should include a robust implementation plan from the time of award of Contract to December 2022.
- III. The financial proposal should follow a breakdown structure i.e., specifying cost(s) to each head and subhead and remuneration as per man days where necessary
- IV. Company registration certificate
- V. TIN detail(s)
- VI. Any legal or technical certification required for the task

6.3 Criteria for Selection.

The Winner will be selected subject to Submission of Robust Implementation Plan and Competitive Costs as per the submitted financial proposal.

7. RENUMERATION AND SCHEDULE OF PAYMENTS.

A Successful provider will be paid according to the specific deliverables and upon agreed payment schedule.

8. HOW TO APPLY.

PASS Trust is an equal opportunity employer. The positions is open to all. The technical and financial documents should be sent to md@pass.or.tz and procurement@pass.or.tz before **26th October 2022**.