



CATHOLIC SECRETARIAT

TANZANIA EPISCOPAL CONFERENCE

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Title: Mabalози wa Amani II Phase Project Media Campaign Tender

Overview:

As Tanzania begins to prepare for elections in 2025, EISA and TEC are implementing Mabalози wa Amani II project in Tanzania for a period of 18 months, from December 2023 – June 2025. The project is tailored to enhance the civic environment in Tanzania with the objective of improving the quality of inclusive, peaceful, and well managed democratic and electoral processes in Tanzania.

To improve civic participation in Tanzania, the action will build and sustain dialogue platforms and stakeholder consultative forums to enhance transparency, trust and confidence in democratic and electoral processes; and support coordinated long term peace monitoring and election observation (where possible) across the election cycle in Tanzania.

Tanzania Episcopal Conference (TEC) is seeking proposals from competent and experienced media production companies to execute a comprehensive Civic Education and Democracy Promotion Campaign across multiple platforms including TV, radio, YouTube, and social media. The campaign aims to educate citizens about their rights, responsibilities, and the importance of active participation in democratic processes.

Scope of Work:

1. Develop a creative and engaging campaign concept that resonates with diverse audiences and promotes civic education and democratic values.
2. Produce high-quality multimedia content including videos, audio clips, infographics, and interactive materials tailored for each platform.
3. Collaborate with subject matter experts and stakeholders to ensure accuracy and relevance of the educational content.
4. Implement a strategic dissemination plan to maximize reach and engagement across TV, radio, YouTube, and social media channels in 35 dioceses in Tanzania.



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5. Monitor and evaluate the effectiveness of the campaign through key performance indicators such as audience reach, engagement metrics, and feedback mechanisms.
6. Provide regular progress reports and recommendations for optimization throughout the campaign duration.

Requirements:

1. Demonstrated experience in developing and implementing multimedia campaigns focused on civic education, democracy promotion, or related topics.
2. Expertise in producing compelling content for TV, radio, YouTube, and social media platforms.
3. Ability to collaborate effectively with stakeholders including government agencies, civil society organizations, and community leaders.
4. Capacity to reach diverse audiences including youth, women, rural populations, and marginalized communities.
5. Strong track record of utilizing data-driven insights to inform campaign strategies and decision-making.
6. Commitment to adhere to ethical standards and promote unbiased, non-partisan information.

Submission Guidelines:

Interested firms should submit their proposals electronically no later than 08th February 2024. Proposals should include:

1. Company profile and relevant experience
2. Proposed campaign concept and methodology
3. Detailed budget breakdown including production costs, distribution expenses, and any other relevant fees
4. Contact information for key personnel



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Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

1. Creativity and feasibility of the campaign concept
2. Demonstrated experience and qualifications of the team
3. Cost-effectiveness and value for money
4. Potential impact and reach of the proposed campaign
5. Alignment with the objectives of promoting civic education and democracy

Selection Process:

A selection committee comprising representatives from TEC will review all proposals and select the most qualified firm based on the evaluation criteria. Shortlisted candidates may be invited for further discussions or presentations before a final decision is made.

For inquiries and submission of proposals, please contact



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