



Terms of Reference (ToR) for consultancy services: Developing MJUMITA's Monitoring, Evaluation, and Learning (MEL) framework and advocacy strategy aligned with the 2025-2029 Strategic Plan

1. About MJUMITA

Mtandao wa Jamii wa Usimamizi wa Misitu Tanzania (MJUMITA), or "The Community Forest Conservation Network of Tanzania," is a network of over 132 local community-based organizations (CBOs), comprising more than 15,000 members from villages involved in Participatory Forest Management (PFM) across Tanzania. MJUMITA was formed in 2000 and registered in 2007 under the NGO Act of 2002 (registration number 000NGO/RI/00902), MJUMITA operates in 16 regions, 35 districts, 143 wards, and 452 villages, representing approximately 500 forest-based community groups managing around 1.8 million hectares of natural forest.

With support from WWF, MJUMITA wants to strengthen its institutional effectiveness and efficiency in implementing sustainable Community-Based Forest Management (CBFM) with enhanced capacity in evidence-based documentation and learning through development of MEL and advocacy strategy

2. Background of the assignment

MJUMITA is developing a new **2025-2029 Strategic Plan** aimed at driving the organization's mission of enhancing community-led forest management, biodiversity conservation, and advocacy for natural resource management (NRM) policy reform. In line with this new direction, MJUMITA seeks to strengthen its **Monitoring, Evaluation, and Learning (MEL) system** and develop a robust **advocacy strategy**.

This integrated approach will enable MJUMITA to measure the impact of its conservation programs while effectively influencing policies and regulations that hinder biodiversity conservation and community forest management in Tanzania. Specifically, the advocacy strategy will address emerging challenges in the Natural Resource (NR) policy and regulatory landscape, empowering communities to engage with policy reforms and drive sustainable NRM.

3. Objectives of the assignment

3.1. MEL Framework development

The consultant will support the development of MJUMITA's MEL system, ensuring that the new framework is aligned with the 2025-2029 Strategic Plan. This will involve creating high-quality tools for monitoring and evaluation, generating verifiable data, and enabling organizational learning.

Specific objectives for MEL framework development:

- ❖ **Document review:** Examine MJUMITA's Strategic Plan, financial manual, and previous MEL frameworks to ensure organizational clarity and relevance in MEL framework development;
- ❖ **Stakeholder mapping:** Conduct stakeholder analysis to inform the MEL framework and integrate feedback into its design;
- ❖ **Framework development:** Build or refine a Theory of Change/Logical Framework aligned with MJUMITA's strategic objectives, developing indicator frameworks, MEL plans, and data collection tools;
- ❖ **Internal system assessment:** Capture key internal systems, focusing on institutional performance, leadership, management, and communication, as well as stakeholder satisfaction;
- ❖ **Gender sensitivity:** Ensure the framework addresses gender-sensitive issues, particularly for youth, women, and marginalized groups.

3.2. Advocacy strategy development

The consultant will develop an Advocacy Strategy that aligns with MJUMITA's 2025-2029 Strategic Plan and is designed to address the pressing challenges in NR policy and regulatory frameworks. The Advocacy Strategy will empower MJUMITA to engage in policy dialogues, foster partnerships, and drive reforms that support participatory forest management.

Specific objectives for advocacy strategy development:

- ❖ **NR policy review:** Analyze the current NR policy and regulatory environment in Tanzania, identifying key challenges, opportunities, and gaps related to participatory forest management and community conservation;
- ❖ **Stakeholders engagement:** Map key stakeholders in the NR sector, including government agencies, policymakers, civil society, and private sector actors, and propose strategies for building advocacy network;
- ❖ **Advocacy goals and objectives:** Define clear advocacy goals and objectives that align with MJUMITA's strategic priorities, focusing on policy reforms that address biodiversity conservation, community forest management and habitat connectivity;
- ❖ **Communication and messaging:** Develop messaging and communication strategies tailored to different advocacy targets, ensuring that the voices of local communities, particularly youth, women, and marginalized groups, are amplified;
- ❖ **Action plan:** Outline an action plan with specific advocacy activities, timelines, and responsibilities, including capacity-building initiatives for MJUMITA staff and partners.

4. Deliverables

The consultant will be required to deliver the following:

For MEL framework development:

- ❖ **Inception report:** A report detailing the methodology and processes to be followed in developing the MEL framework;
- ❖ **Updated MEL framework:** A comprehensive MEL framework aligned with the 2025-2029 Strategic Plan;
- ❖ **Data collection tools:** Finalized data collection tools, and indicator measurement methodologies.

For Advocacy strategy development:

- ❖ **Advocacy strategy:** A comprehensive advocacy strategy that outlines MJUMITA's approach to addressing NR policy and regulatory challenges over the 2025-2029 period;
- ❖ **Stakeholder mapping:** A detailed report on key stakeholders engaged to guide advocacy efforts;
- ❖ **Action plan:** A practical, step-by-step action plan for implementing the advocacy strategy, including timelines and resource needs.

5. Required qualifications and experience

5.1 Education:

At least a master's degree in relevant fields such as Monitoring and Evaluation, Natural Resource Management, Environmental Policy, Public Policy, Development Studies, or other related social science fields.

5.2 Professional experience:

MEL expertise:

- ❖ Proven experience in developing and implementing Monitoring, Evaluation, and Learning (MEL) systems for institutional development and conservation programs;
- ❖ Strong track record of designing MEL frameworks, including Theory of Change, indicator measurement tools, and progress reports;
- ❖ Experience delivering training on MEL systems and data analysis for donor-funded projects.

Advocacy expertise:

- ❖ Extensive experience in policy analysis, advocacy strategy development, and stakeholder engagement, particularly in the Natural Resource (NR) sector;
- ❖ Experience working with government agencies, civil society, local communities, and marginalized groups in advocacy processes;
- ❖ Demonstrated understanding of Tanzania's policy and regulatory environment related to forest management and biodiversity conservation.

Skills and competencies:

- ❖ Strong knowledge of current M&E tools, data collection methodologies, and results-based management;
- ❖ Demonstrated ability to engage stakeholders, build advocacy networks, and foster partnerships;
- ❖ Excellent organizational, coordination, and time-management skills, with the ability to prioritize multiple tasks and meet deadlines;
- ❖ Proficiency in the use of relevant software for MEL and data analysis.

6. Duration of the assignment

The assignment is expected to be completed within 30 days from the contract signing. The consultant must submit all deliverables according to the agreed schedule and timelines.

7. Submission procedure

Qualified individuals or firms interested in undertaking this consultancy are requested to submit:

Technical proposal (maximum 4 pages):

- ❖ Understanding and interpretation of the ToR;
- ❖ Proposed methodology for undertaking both the MEL and Advocacy assignments;
- ❖ Elaborated description of the deliverables;
- ❖ Relevant references to similar assignments previously undertaken;
- ❖ Evidence of the ability to dedicate sufficient time to undertake and complete this assignment within the proposed time.

Financial proposal (maximum 1 page):

- ❖ Consultant's daily rates or professional fees (in Tsh) including the number of person-days required to complete the assignment

Technical and financial proposals should be sent to info@mjumita.or.tz and copied to josephinegabriel@mjumita.or.tz with subject line “**MEL framework and advocacy strategy**”

The deadline for submission is 16 October 2024, 23:59 HRS (Tanzania local time). Only shortlisted candidates will be contacted for further review and contract negotiation within a week of the closing date