

TERMS OF REFERENCE

Consultancy to Facilitate an Advocacy Training and Develop a Draft Advocacy Strategy and Implementation Plan for Adult and Non-Formal Education in Tanzania

Project title: Adult Education System Strengthening in Tanzania

Location: Dar es Salaam

Training Dates: 5 – 7 August 2026

Application deadline: 20 July 2026

1. Introduction

DVV International is the Institute for International Cooperation of the Deutscher Volkshochschul-Verband e.V. (DVV), the German Adult Education Association. For more than 50 years, DVV International has supported the establishment and development of sustainable adult learning and education (ALE) systems through cooperation with governments, civil society organisations, adult education providers and communities. DVV International promotes lifelong learning as a means of advancing participation, inclusion, skills development and poverty reduction.

In East Africa, DVV International works with national and local partners to strengthen adult and non-formal education (ANFE), including the Integrated Community Based Adult Education (ICBAE) programme in Tanzania. Its support contributes to strengthened systems, capable practitioners, community learning approaches and better learning opportunities for youth and adult learners.

The African Continental Project (ACP) is a DVV International initiative that supports exchange, collaboration and knowledge-sharing among adult education stakeholders across Africa. Under the ACP, the [MOJA](#) – Adult Education Africa digital platform provides a shared space for news, learning resources, events, research and professional exchange in ALE. Through its website, journal and social media channels, MOJA can support the visibility and communication of relevant ANFE advocacy evidence, messages, examples and stakeholder perspectives.

2. Background and Rationale

Adult and non-formal education is a vital pathway for literacy, foundational learning, skills development, livelihoods, participation and community development. In Tanzania, ANFE brings together government institutions, education providers, local government authorities, civil society organisations, development partners, community structures and learners themselves. These actors have important but different mandates, evidence, influence and entry points for advancing ANFE.

While ANFE is increasingly recognised as relevant to national development priorities, sustained advocacy is needed to strengthen its visibility, coordination, financing, implementation, monitoring and public understanding. Effective advocacy requires stakeholders to interpret the policy, legal, institutional and financing environments; agree on priority issues and realistic asks; communicate evidence in a way that decision-makers can use; build alliances; engage the media and public; and track progress over time.

DVV International and ACP-MOJA, therefore, intend to commission an experienced consultant to facilitate a three-day advocacy training, Advancing ANFE in Tanzania, in Morogoro from 3 to 5 August 2026. The assignment will combine practical capacity development with a participatory process for preparing a comprehensive draft ANFE advocacy strategy and implementation plan. The draft strategy will provide a practical basis for subsequent stakeholder validation, refinement and implementation.

3. Objective of the Assignment

The overall objective of the consultancy is to strengthen the capacity of key ANFE stakeholders to plan, communicate and implement evidence-informed advocacy, while facilitating the development of a comprehensive draft advocacy strategy and implementation plan for ANFE in Tanzania.

Specific objectives

- Build a shared understanding of advocacy, influencing, policy engagement and coalition-building in the ANFE context.
- Enable participants to analyse the political, legal, institutional, policy and financing environment relevant to ANFE advocacy in Tanzania.

- Strengthen practical skills in stakeholder mapping, audience segmentation, evidence use, message development, media engagement, negotiation and engagement with decision-makers.
- Develop audience-specific advocacy messages, priority advocacy asks, practical communication tools and preliminary media pitches for ANFE.
- Facilitate a participatory process to prepare a comprehensive draft advocacy strategy and implementation plan, including actions that stakeholders can begin implementing within 30 to 60 days.
- Document learning, participant feedback, achievements, challenges, lessons learned and recommendations for follow-up.

Expected Results

1. **Improve Advocacy Capacity** - Participants demonstrate increased knowledge and confidence, as assessed through pre- and post-training tools
2. **Shared ANFE advocacy analysis** - A mapped overview of the ANFE advocacy context, including policy and institutional entry points, stakeholders, allies, blockers and potential champions
3. **Practical advocacy tools** - Priority advocacy asks, core messages tailored to selected audiences, a media story pitch and a draft stakeholder engagement approach.
4. **Draft strategy and plan** - A comprehensive draft ANFE advocacy strategy and implementation plan with priorities, actions, responsibilities, timeline, indicators and resource considerations
5. **Formulation of joint advocacy points** - Participants jointly formulate clear, practical and evidence-based advocacy points that reflect shared ANFE priorities and can be used consistently with partners and other relevant stakeholders.
6. **Commitment to action** - Participants/organisations identify immediate follow-up actions and ownership arrangements for advancing the draft strategy

4. Target participants and Training Context

The training will bring together approximately 21 participants from government, adult education institutions, civil society and partner organisations. The mix is intended to support joint analysis, cross-institutional collaboration and practical action.

Participant group	No.	Expected contribution
District Education Officers	5	District-level education leadership and decision influence
District Adult Education Officers (DAEOs)	5	Direct ANFE coordination and implementation experience
PMO-RALG / TAMISEMI	2	Local government coordination and technical oversight
Ministry of Education, Science and Technology (MoEST)	2	Policy leadership and national education mandate
Institute of Adult Education (IAE)	3	Technical adult education expertise and institutional training role
National Commission for UNESCO (NATCOM)	1	UNESCO-linked literacy and education policy connection
CARE International	1	Civil society and community development perspective
Tanzania Education Network / TENMET	1	Education advocacy and coalition experience
CAMFED	1	Girls' education, youth empowerment and community mobilisation perspective

5. Methodological Approach, Scope of Work and Thematic Coverage

The consultant will use a participatory, adult-learning and context-sensitive methodology. The training must be highly practical and should combine concise technical inputs with facilitated discussion, context analysis, case studies, small-group work, role plays, peer feedback, message testing, reflection and guided action planning. The consultant is expected to draw on the experience of the participants and use realistic Tanzania-based ANFE scenarios.

Training area	Minimum content to be addressed
A. Advocacy foundations	Advocacy, influencing, lobbying, campaigning and policy engagement; how change happens; ethical and non-confrontational engagement.
B. ANFE context analysis	Political, legal, institutional, policy and financing context; existing advocacy efforts; key opportunities, risks and entry points.
C. Stakeholder and power mapping	Decision-makers, influencers, allies, blockers, media, champions, learners and potential coalition partners.
D. Evidence and policy asks	Using available evidence, learner stories, data and policy analysis to define priority issues and clear, feasible advocacy asks.
E. Messaging and communication	Framing ANFE for different audiences; message development; policy briefs, talking points, fact sheets, pitches and digital communication.
F. Media, public communication and negotiation	Working with journalists and radio; media hooks; interviews and soundbites; engaging officials; meetings and negotiation role plays.
G. Coalitions and partnerships	Building and sustaining alliances; defining roles; maintaining a shared agenda; managing different institutional interests.
H. Advocacy planning, M&E and documentation	Sequencing actions; indicators and milestones; documenting progress; feedback loops; success stories; learning and adaptation.
I. Strategy development workshop	Facilitated drafting of the ANFE advocacy strategy and implementation plan, including commitments and first actions.

Scope of work

The consultant will be responsible for the following tasks:

1. Hold a briefing meeting with DVV International and ACP-MOJA to clarify the assignment, expectations, available background documents, and implementation plan.
2. Review relevant background documents provided by DVV International and ACP-MOJA, including existing ANFE, programme, CLC, advocacy, policy, programme and communication materials.

3. Analyse the current political, legal and institutional context relevant to advocacy efforts for adult and non-formal education in Tanzania.
4. Prepare an inception report that presents the consultant's understanding of the assignment, proposed methodology, detailed workplan, process for developing the draft strategy, draft workshop programme and proposed tools.
5. Prepare and submit context-specific training materials, facilitation guides, practical exercises, case studies, worksheets, presentation slides and relevant templates for capacity building of staff and stakeholders.
6. Develop pre- and post-training assessment tools and a participant feedback tool, and use them to assess learning and the quality of the training.
7. Facilitate the three-day training in Dar es Salaam, using the agreed programme and participatory methodology.
8. Facilitate the preparation of a comprehensive draft advocacy strategy and implementation plan for ANFE in Tanzania.
9. Prepare session documentation, attendance lists, training outcomes, pre- and post-training assessment findings, participant feedback and a consolidated training report.
10. Submit a final assignment report that presents achievements, challenges, lessons learned, recommendations and the final revised comprehensive draft advocacy strategy and implementation plan.

6. Tasks, Deliverables and Timelines

All deliverables shall be submitted electronically in editable formats and PDF. Training materials should be provided in English. All outputs must be practical, concise, evidence-informed, context-specific and suitable for direct use by participating institutions.

- I. Briefing meeting – Upon contract signing
- II. Inception report – 31st July 2026
- III. Final Workshop package 3rd August 2026
- IV. Training delivery – 5-7 August 2026 in Dar es Salaam
- V. Training Documentation pack – 17 August 2026
- VI. Draft advocacy strategy and implementation plan – 21 August 2026

VII. Final assignment report – 23-26 August 2026

7. Qualifications and Experience of the consultant

DVV International and ACP-MOJA invite applications from qualified individual consultants, consultancy firms or consortiums. Firms and consortiums must clearly identify the lead consultant/facilitator and provide relevant CVs for all proposed team members.

- A master's degree in Adult Education, Education, Communications and Journalism, Public Policy, Political Science, Development Studies, Programme/ Project Management, Social Sciences or a closely related field.
- At least seven years of progressively responsible experience in advocacy, policy influencing, lobbying, campaigning, coalition-building and stakeholder engagement at the programme and national levels.
- Demonstrated experience developing practical advocacy, influencing or communication strategies and implementation plans for government, civil society, development partners or education-related organisations.
- Strong understanding of the political, legal, institutional and policy environment in Tanzania, including education sector planning and budget processes. Knowledge of ANFE, ALE, literacy, skills development, local government and/or community learning is a strong advantage.
- Demonstrated experience in strategic communication, media engagement, message development, public communication, digital communication and/or working with journalists. Experience in radio communication is an added advantage.
- Proven experience designing and facilitating participatory workshops for diverse adult stakeholders, with evidence of practical learning outcomes and usable tools.
- Strong ability to analyse policy and institutional contexts, synthesise evidence, develop realistic recommendations and write high-quality reports and strategy documents.
- Excellent written and spoken English. Ability to facilitate in Kiswahili is required. Strong interpersonal, facilitation, negotiation, cultural sensitivity, gender and inclusion competencies are essential.

8. Application Package and Submission

Interested applicants should submit a complete application in PDF format. The technical proposal should not exceed five pages, excluding annexes and CVs.

- Cover letter indicating interest in the assignment and availability during the proposed period.
- Technical proposal demonstrating understanding of the Terms of Reference, proposed methodology, approach to the context analysis and strategy development process, and a detailed workplan/timeline.
- Financial proposal in TZS, clearly showing professional fees, number of working days, daily rate, taxes and any anticipated costs. Any travel and accommodation requirements must be separately indicated.
- Proposed three-day training outline showing the intended learning flow and practical methods.
- Updated CV(s) of the lead consultant and all proposed team members.
- At least two examples of relevant previous assignments, such as advocacy strategies, advocacy training reports, policy influence work or communication products. Confidential work may be described without disclosing protected information.
- Contact details for at least two professional referees who can speak to comparable assignments.

Deadline and submission

Applications must be submitted by 20 July 2026 to tanzaniaoffice@dvv-international.co.tz with the subject line: "Consultancy - ANFE Advocacy Training and Strategy Development, Tanzania". Late or incomplete applications may not be considered.

Selection will be based on demonstrated technical competence, relevant experience, proposed methodology, quality of comparable work, availability and value for money. Only shortlisted applicants will be contacted.

9. Contractual Conditions

- DVV International will be the contracting authority for the consultancy, implemented in collaboration with ACP-MOJA.
- The assignment will be governed by a consultancy contract specifying the final scope, workdays, payment schedule, review points and applicable taxes.
- The consultant will work closely with the designated responsible persons, maintain regular communication, and submit deliverables within the agreed timeline.
- All training and strategy materials must be original or appropriately licensed. The consultant is responsible for ensuring that no copyright or third-party rights are infringed.
- The consultant will handle all documents, participant information and internal discussions confidentially and will not share them externally without prior written approval.
- The consultant must declare any actual or potential conflict of interest that could affect impartiality or delivery of the assignment.
- The consultant will be responsible for their own working tools and professional arrangements. Any travel or accommodation arrangements will be confirmed in writing during contracting.
- Indicative payment schedule: 60% after approval of the inception report and final workshop package; 40% after successful facilitation and submission of the training documentation pack and draft strategy; and after acceptance of the final assignment report. This schedule is subject to DVV International finance and procurement procedures.

10. Right of use and ownership of deliverables

DVV International will have the exclusive and unlimited right to use, reproduce, adapt, publish, translate and disseminate all reports, training materials, tools, templates, presentations, strategy documents and other outputs produced under this assignment. The transfer of these rights will be complete upon payment to the contractor. The contractor may use the outputs only for personal, non-commercial portfolio purposes and only with prior written permission from DVV International. Transfer of rights to third parties is not permitted.

11. Responsible persons and coordination

The consultant will report to and coordinate with the following responsible persons. The final contact details and approval arrangement will be confirmed during contracting.

Role	Responsible person
ACP - MOJA management and coordination	Joseph Masonda Jmasonda@dvv-international.co.tz