



SUSTAINABLE AGRICULTURE TANZANIA
SOLUTIONS FOR A BETTER FUTURE

TERMS OF REFERENCE FOR

Consultancy Services for Integrated Awareness Campaign on Hermetic
Storage

Evidence-based scaling of improved on-farm storage Project

APRIL 2026
SUSTAINABLE AGRICULTURE TANZANIA
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1.0. Overview

Sustainable Agriculture Tanzania (SAT) is seeking to engage a qualified consultant to design and implement a comprehensive, multi-channel awareness campaign that increases knowledge, builds trust, and promotes the adoption of hermetic storage technologies among smallholder farmers. These Terms of Reference (ToR) serve as a request for proposals from individual consultants/firms interested in conducting this training.

2.0 Background

The Evidence-based scaling of improved on-farm storage Project is implemented by Sustainable Agriculture Tanzania (SAT) in collaboration with the University of Zurich (Zurich Knowledge Center for Sustainable Development, ZKSD), Sokoine University of Agriculture (SUA) and Helvetas Tanzania. The project brings together strong expertise in applied research, development programming, and field-level implementation in Morogoro, Dodoma, Katavi and Rukwa regions of Tanzania.

The Project focuses on promoting improved on-farm storage technologies especially hermetic bags to reduce post-harvest losses, improve food security, and increase farmer incomes. While research and training interventions have demonstrated the effectiveness of these technologies, adoption remains constrained by limited awareness, low trust, and insufficient access to reliable information. This underscores the need for a structured, large-scale awareness campaign to complement ongoing efforts and accelerate uptake among smallholder farmers.

The assignment under this ToR contributes to the outcome of the project which focuses on increasing awareness about hermetic storage among smallholder farmers through a structured communication and learning approach.

3.0. Objective of the Assignment

3.1 Overall Objective

To design, produce, and implement a comprehensive, multi-channel awareness campaign that increases knowledge, builds trust, and promotes the adoption of hermetic storage technologies among smallholder farmers.

3.2 Specific Objectives

- i. To develop diverse, high-quality communication content using multiple messaging approaches, including trust-building mechanisms such as peer and expert testimonials.
- ii. To promote the project-facilitated channel for farmers to order hermetic storage bags via SMS (by sending a keyword to our shortcode).
- iii. To disseminate awareness messages at scale through radio, print, and digital platforms to effectively reach smallholder farmers in target regions.

- iv. To enhance farmers' understanding of post-harvest loss prevention and the benefits and use of hermetic storage technologies.

4. Scope of Work (Outputs-Based)

4.1 To create and produce different content with different messaging and types of trust-building measures

The consultant/firm will

4.1.1 Radio Content Development

- i. Produce at least 5 different types of radio content on Post-Harvest Loss (PHL), such as:
 - Talk shows
 - Farmer stories
 - Expert interviews
 - Drama/edutainment
 - Jingles

4.1.2 SMS / WhatsApp Messaging

- i. Develop at least 5 types of short-form messages tailored for SMS and WhatsApp
- ii. Focus on:
 - Awareness
 - Practical use of hermetic bags
 - Access points (where to get them)

4.1.3 Print Content

- i. Develop and print 5 articles/content pieces for:
 - Newspapers
 - Farmer magazines
 - Flyers
 - Posters

- ii. Focus on post-harvest management and loss reduction using hermetic bags.

4.2 To implement a large-scale awareness raising campaign among smallholders

The consultant/firm will:

4.2.1 Campaign Roll-Out

- i. Implement an integrated campaign using:
 - Radio
 - Print media (Newspapers, Farmer Magazines)
 - Print communication material (banners, posters, leaflets and flyers)
 - Social media (Instagram, Facebooks, LinkedIn)
 - WhatsApp platforms
- ii. Ensure strong outreach in:
 - Rukwa Region
 - Katavi Region
 - Dodoma Region
 - Morogoro Region
- iii. Schedule content strategically for maximum farmer reach.
- iv. Integrate trust-building approaches (testimonials, peer voices, local influencers).

5.0. Deliverables

- i. 5 radio content formats (produced)
- ii. 5 SMS/WhatsApp message packages
- iii. 5 print media articles
- iv. 3 to 5 print communication materials: 1 to 2 posters and/or banners, 1 leaflet
Awareness Campaign implementation report
- v. Communication effectiveness analysis report
- vi. Final report with recommendations for scaling

6.0 Duration

The assignment will be implemented over **2-3 months** (between May and July).

7.0. Proposed Modality of Payment

- **60%** upon contract signing
- **40%** upon completion and submission of all deliverables

8.0. Required Qualifications and Experience

The consultant/firm should demonstrate the following qualifications and experience:

- i. Proven experience in Behaviour Change Communication (BCC) and implementation of media campaigns, preferably in agriculture or rural development contexts.
- ii. Strong technical capacity in content production, including radio, print, and digital media.
- iii. Demonstrated experience in agriculture, post-harvest management, or rural development programmes.
- iv. Proven experience working in Tanzania, with a strong understanding of local contexts, languages, and rural communication channels.

9. Evaluation Criteria (EOI)

Expressions of Interest (EOIs) will be evaluated based on the following criteria:

- i. Demonstrated understanding of the assignment, including clarity of the proposed approach
- ii. Technical capacity and relevant experience of the firm and proposed team
- iii. Budget clarity and cost-effectiveness, with a realistic and well-justified financial proposal
- iv. Evidence of undertaking similar assignments, including samples of previous work and references
- v. Innovation in approach and methodology, particularly in designing and delivering effective communication campaigns
- vi. Quality and feasibility of the proposed work plan and timeline
- vii. Timely submission of the Expression of Interest in accordance with the stated deadline

11. Application Requirements

Applicants should submit the following documents as part of their application:

- i. **Expression of Interest (EOI)/Application Letter** clearly demonstrating understanding of the assignment.

- ii. **Company Profile** including legal registration details and relevant experience.
- iii. **Curriculum Vitae (CVs)** of key personnel proposed for the assignment.
- iv. **Conceptual Inception Report** outlining the proposed approach, methodology, and implementation strategy.
- v. **Evidence of Previous Work**, including samples of similar assignments and at least two references.
- vi. **Proposed Implementation Plan/Work Plan**, including timelines for key activities and deliverables.
- vii. **Detailed Financial Proposal/Budget**, clearly indicating all costs associated with the assignment.

12. Submission Details

Interested firms are invited to submit their applications electronically via: consultancy@kilimo.org

Subject Line: *Media Awareness Campaign*

Deadline for Application: 27th April 2026 at 17:00 hrs (EAT)

- Late submissions will not be accepted under any circumstances.

13. Clarifications

Requests for clarification may be submitted via email to:

consultancy@kilimo.org

Deadline for submission of questions: 23rd April 2026 at 17:00hrs (EAT)

- No phone calls or in-person follow-ups will be accepted.
- Responses to clarifications will be shared through the same communication channel.

14. Additional Information

Only shortlisted firms will be contacted.

The project consortium (SAT and its partners) can advise and will actively support the selected consultant at various ends of the assignment, including:

- Providing the required background knowledge on hermetic storage bags (benefits, proper use, limitations, access points, etc.),

- Linking the consultant to peers and experts for the collection and compilation of testimonials,
- Providing an advanced platform for SMS / WhatsApp communication,
- Providing access to a suitable farmers magazine.