Terms of reference (ToR) for the procurement of services below the EU threshold

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

CONFIDENTIAL

Sustainable Tourism Development and Technical Backstopping

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0. List of abbreviations

AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
FK	Expert
FKT	Expert days
KZFK	Short-term expert
ToRs	Terms of reference

1. Context

The project "Prosper Blue" (PB), and former "Western Indian Ocean Governance Initiative", (WIOGI) aims to strengthen the collective contributions of relevant actors for the conservation and sustainable use of marine and coastal biodiversity towards a sustainable and inclusive Blue Economy (ISBE) in the WIO region. PB applies an integrated approach to strengthen cooperation from the regional to local level, engaging stakeholders to meet regional needs and manage trade-offs. This allows the project manage the potential trade-offs between different stakeholders, while making livelihoods and economic practices sustainable within the framework of integrated ocean governance to protect natural resources and biodiversity.

Inclusivity, gender and conflict sensitivity are fundamental design elements of this initiative, enabling and fostering participation of all stakeholders. In this context, PB has grown a strong partnership with the Nairobi Convention at the regional level and is also working through other multi-stakeholder initiatives, including Our Blue Future (OBF), to strengthen cooperation between public, private, civil society and international actors, improve learning processes, build mutual capacities and coordinate joint contributions towards an ISBE. In this way, the project is contributing to strengthening communities' capacity, including the participation of women and youth in decision making processes, to manage coastal areas and transforming business practices to contribute to conservation and sustainable use of natural resources.

Prosper Blue implements with partners and its four implementation countries - Mozambique, Madagascar, Somalia and Tanzania, through five interconnected components

- Strengthening capacities of regional and local actors to collaborate on conservation and sustainable use of marine and coastal biodiversity.
- Ensuring that women-led micro, small and medium enterprises (MSMEs) make use of improved business services for an ISBE.
- Strengthening the professional, technical and entrepreneurial skills of local actors for an ISBE.
- Improving the availability of adapted financial services for MSMEs in the blue economy.
- Improving the participation of local communities in initiatives to conserve and sustainably use biodiversity in coastal and marine areas.

The Multi-Donor Action "StawiBluu - Sustainable Blue Businesses in Tanzania" is jointly co-financed by the European Union (EU) and the Federal Ministry of Economic Cooperation and Development (BMZ) and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. The Action is part of and contributes to the Team Europe Initiative (TEI) "Blue economy for job creation and climate change adaptation" in Tanzania. The EU Action aims to enhance the protection of coastal and marine biodiversity as well as the climate resilience of coastal communities in Tanzania, with the Overall Objective of contributing to a climate resilient Blue Economy along the Tanzania Mainland coast and Zanzibar. GIZ has been commissioned to implement the EU Action´s Specific Objective 2 (Outcome 2), with the objective to promote sustainable and job-intensive businesses in the blue economy, including productive use of the marine and coastal ecosystems. The project

(Action) has a duration of 48 months (August 2025 until July 2029) and is contributing to the following 3 Outputs of SO2 of the EU Action:

- 2.1 Value addition and sustainable/innovative practices in fisheries/mariculture, marine and coastal value chains, including a contribution to food security and improved nutrition, have increased (Value Chain Development)
- 2.2. Availability of quality and accessible financial products and capital investments in key sustainable economic sectors have been increased, including for women entrepreneurs.
- 2.3. Tourism is more sustainable, inclusive and diversified. The geographical focus is on the Indian Ocean and the coast, in specific the Tanzanian coastal cities and ecosystems, Zanzibar.

Regarding Output 2.1, StawiBluu aims to address the key challenges in the sector. Aquaculture and mariculture in coastal Tanzania face multiple challenges, including low productivity due to limited access to quality hatcheries, fish seed, and feed, as well as outdated technology, water scarcity, and poor infrastructure. High production costs, lack of market information, and inadequate technical, business, and entrepreneurial skills among fish farmers further constrain growth. Regulatory fragmentation, weak enforcement, and limited access to finance hinder sustainable development and investment. Despite these challenges, the sector holds strong potential for job creation, especially for youth and women, and could help meet the growing national demand for fish, reduce imports, and improve food security. Opportunities exist in diversifying species, strengthening value chains, and improving cold chain logistics and branding for local fish products, as well as in the field of post-catch and post-harvest production, especially fish handling, processing and value addition as well as access to market.

Hence, project interventions under Output 2.1 will focus on enhancing marine and coastal value chains in Tanzania, particularly in aquaculture (including mariculture), through a participatory and integrated value chain approach. This approach engages stakeholders at all levels to address key challenges such as the lack of affordable fish feed, market access, finance, and technical skills, while promoting innovation, product diversification, infrastructure improvement, and environmentally sustainable practices. By providing capacity development, business development services, and practical training (e.g. demonstration farms), and networking, the project will support small-scale fish farmers, processors, and traders, aiming to boost competitiveness, sustainability, inclusivity, and ecological resilience. The strategy also emphasizes building the capacity of training institutions and tailoring vocational skills programs to improve the entire value chain from production to market, making these sectors more resilient and attractive to investors.

For Output 2.2, the project aims to increase the availability quality of financial services for MSMEs and investments in the BE. By establishing strong partnerships with financial providers, including providing capacity building capacity development and collaboratively developing business cases for investing in the BE, the project aims to contribute to the development of tailored financial products and services that address the sector's unique challenges and opportunities.

Output 2.3 aims to establish a more sustainable, diversified, and inclusive coastal tourism sector, supported by businesses adopting responsible practices that promote environmental conservation, cultural heritage preservation, and community engagement. Adequate resources and expertise are provided to ensure businesses can successfully implement these practices, leading to long-term economic benefits and enhanced social inclusion within local communities. This could include building the capacity of coastal communities and linking (integrating) them to the tourism industry, for example to become suppliers (e.g. fish for hospitality and catering value chain).

Interconnection of Outputs 2.1-2.3; While Output 2.1 and Output 2.3 focus on selected key BE sectors (Aquaculture and Tourism), Output 2.2 is the connecting link in the context of MSME support, enterprise development and access to finance, while also aiming at strengthening and building sector-wide capacity of the entire business support environment and enterprise development landscape for enterprises in the BE in Tanzania, and fostering sustainable investment promotion, with a focus on the two selected sectors.

Tourism provides significant opportunities for employment creation, enterprise development, skills development and increased local economic participation, while contributing to the sustainable management and utilisation of Tanzania's coastal, marine, natural and cultural resources.

Within this context, StawiBluu is developing and implementing a portfolio of sustainable tourism activities in Mainland Tanzania and Zanzibar in collaboration with relevant government institutions, tourism authorities, private-sector associations, tourism enterprises, training institutions, communities and development partners.

To support the technical quality, strategic coherence and continuity of this portfolio over the remaining programme period, GIZ/StawiBluu intends to engage a Senior International Expert – Sustainable Tourism Development and Technical Backstopping. The Expert will provide demand-driven senior advisory support, specialist technical inputs and quality assurance to the programme and, where appropriate, its implementing partners.

2. Tasks to be performed by the contractor

The objective of the assignment is to provide senior-level technical backstopping, strategic advisory support and specialist tourism expertise to the GIZ Stawi Bluu Programme throughout the implementation of its sustainable tourism activities in Mainland Tanzania and Zanzibar.

The Expert will provide demand-driven technical support to programme management and implementing partners, including strategic advice, technical quality assurance, specialist inputs to priority tourism interventions, review of programme approaches and outputs, and targeted support during key stages of implementation.

The assignment is intended to provide Stawi Bluu with access to an experienced international tourism expert who can support continuity, technical quality and strategic coherence across the programme's tourism portfolio, while strengthening alignment with national priorities, Blue Economy objectives, private-sector needs and internationally recognised sustainable tourism approaches.

The contractor is responsible for providing the following services:

2.1 Strategic Tourism Advisory and Technical Backstopping

The Expert will provide senior technical backstopping to StawiBluu on the planning, sequencing and implementation of sustainable tourism interventions. Tasks may include:

- providing strategic and technical advice on the overall sustainable tourism portfolio and emerging programme priorities;
- supporting the preparation, refinement and periodic review of tourism workplans and implementation approaches;
- advising on the design and prioritization of interventions aligned with Stawi Bluu objectives and relevant national and sub-national tourism and Blue Economy priorities;
- providing specialist inputs to technical concepts, Terms of Reference, methodologies and implementation arrangements;
- advising on implementation challenges, corrective actions, opportunities for scaling and future programme development; and
- supporting coherence and complementarity across tourism interventions in Mainland Tanzania and Zanzibar.

2.2 Technical Quality Assurance and Specialist Review

The Expert will provide independent technical review and quality assurance of tourism-related activities and outputs commissioned or supported by Stawi Bluu. This may include:

- reviewing studies, assessments, strategies, action plans, consultant outputs, training approaches and technical deliverables;
- assessing the technical relevance, feasibility, sustainability and market orientation of proposed tourism interventions;
- providing recommendations to strengthen quality, implementation arrangements, sustainability and results; and
- supporting the preparation or review of technical documentation required for the commissioning and management of tourism activities.

2.3 Targeted Support to Priority Sustainable Tourism Interventions

As requested by StawiBluu, the Expert may provide specialist technical inputs to selected interventions, including:

- sustainable destination development and management in coastal and island destinations;
- nature, cultural, heritage, marine and community-based tourism development;
- tourism product and visitor-experience development, destination readiness and local economic linkages;
- tourism skills development, institutional strengthening, hospitality training, TVET, industry engagement and work-based learning;
- sustainable tourism standards, certification, responsible tourism, resource efficiency and private-sector sustainability;
- tourism MSME competitiveness and strengthening of tourism associations and industry structures;

- strategic coastal and Blue Economy tourism initiatives, including sustainable cruise tourism where required; and
- other tourism interventions identified as priorities during programme implementation.

2.4 Stakeholder, Institutional and Partnership Support

The Expert may support StawiBluu in selected stakeholder and institutional processes, particularly where senior tourism expertise is required. This may include:

- participating in or facilitating strategic consultations, technical meetings, workshops and roundtables;
- supporting dialogue and coordination with government institutions, tourism authorities, private-sector associations, training institutions and other implementing partners;
- supporting public-private dialogue and cooperation between tourism training institutions and employers;
- strengthening coordination and complementarity between Mainland Tanzania and Zanzibar tourism interventions; and
- identifying synergies with related EU, German Government and other development-partner programmes and initiatives.

2.5 Monitoring, Learning and Programme Development

The Expert will support technical monitoring, learning and adaptive management of the sustainable tourism portfolio. Tasks may include:

- reviewing implementation progress against agreed workplans, objectives and relevant indicators;
- providing technical recommendations on implementation performance and required adjustments;
- supporting the documentation of lessons learned, good practices and approaches suitable for replication or scaling;
- providing tourism-related technical inputs to programme reporting and management discussions; and
- identifying opportunities for follow-on activities, partnerships and future tourism interventions.

In addition to the reports required by GIZ in accordance with the AVB, the contractor submits the following reports:

- Inception report
- Contributions to reports to GIZ's commissioning party
- Brief half-yearly reports on the implementation status of the project *(5-7 pages)*

Certain milestones, as laid out in the table below, are to be achieved during the contract term:

Milestones/process steps/partial services	**Deadline/place/person responsible**
Strategic tourism advisory, programme planning and technical backstopping	Inception note and workplan within 3 weeks of contract start; ongoing advisory throughout the

	contract period. Dar es Salaam / Zanzibar / remote. Responsible: Contractor (Senior Tourism Expert), in coordination with GIZ Stawi Bluu Technical Lead
Technical quality assurance and specialist review	On request, with review comments returned within 5–10 working days of receiving each deliverable. Remote, with in-person review sessions as needed. Responsible: Contractor;
Targeted support to priority sustainable tourism interventions	According to the agreed workplan, with intervention-specific timelines set out in the inception note/ Contractor, working with implementing partners and the Zanzibar Ministry of Tourism and Heritage
Stakeholder, institutional and partnership support	Ongoing, linked to key programme events and consultations; stakeholder engagement updates are included in quarterly reports. Dar es Salaam / Zanzibar. Responsible: Contractor, in coordination with the project Technical Lead
Monitoring, learning, reporting and programme development	Throughout the project. Quarterly progress reports due within 10 working days after each quarter ends. Final report due 4 weeks before contract end. Remote / Dar es Salaam. Responsible: Contractor;

Period of assignment: from 01.01.2027 until 30.01.2029

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 2 (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

Technical-methodological concept

Strategy (1.1): The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 2 Tasks to be performed) (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation (1.2)** with them.

The tenderer is required to present and explain its approach to **steering** the measures with the project partners (1.3.1) and its contribution to the **results-based monitoring system** (1.3.2).

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 2 (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and **contributions** of other actors (partner contributions) in accordance with Chapter 2 (Tasks to be performed) (1.4.2).

The tenderer is required to describe its contribution to knowledge management for the partner (1.5.1) and GIZ and to promote scaling-up effects (1.5.2) under **learning and innovation**.

Project management of the contractor (1.6)

The tenderer is required to explain its approach for coordination with the GIZ project. In particular, the project management requirements specified in Chapter 2 (Tasks to be performed by the contractor) must be explained in detail.

The tenderer is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the tender; the plan includes information on assignment dates (duration and expert days) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

The tenderer is required to describe its backstopping concept. The following services are part of the standard backstopping package, which (like ancillary personnel costs) must be factored into the fee schedules of the staff listed in the tender in accordance with Section 3.1 of the GIZ AVB:

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between the tenderer and GIZ
- Assuming personnel responsibility for the contractor's experts
- Process-oriented steering for implementation of the commission
- Securing the administrative conclusion of the project.

4. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 7), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

Key expert 1

Tasks of key expert 1

- Overall responsibility for the advisory packages of the contractor (quality and deadlines)

- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Regular reporting in accordance with deadlines

Qualifications of key expert 1

- Education/training (2.2.1): Advanced university degree or equivalent professional qualification in Hotel Catering and Tourism Supervision, sustainable development, international development or another relevant discipline
- Language (2.2.2): C1 -level language proficiency in English
- General professional experience (2.2.3): 20 years in sustainable tourism development, including substantial international consulting and advisory experience
- Specific professional experience (2.2.4): 5 years in sustainable tourism, destination and product development, tourism competitiveness and private-sector development
- Regional experience (2.2.6): 5 years of experience in projects in Africa/East Africa of which 1 year in projects in Tanzania and Zanzibar including cooperation with relevant government institutions, tourism authorities and private-sector stakeholders.
- Development Cooperation (DC) experience (2.2.7): 10 years of experience in DC projects

5. Costing requirements

Assignment of personnel and travel expenses

Per diem allowances are reimbursed as a lump sum up to the maximum amounts permissible under tax law for each country as set out in the country table in the circular from the German Federal Ministry of Finance on travel expense remuneration (downloadable from the German Federal Ministry of Finance – tax treatment of travel expenses and allowances for international business travel as of 1 January 2026 (GERMAN ONLY)).

Accommodation allowances are reimbursed as detailed in the specification of inputs below.

With special justification, additional Accommodation costs up to a reasonable amount can be reimbursed against evidence.

All business travel must be agreed in advance by the officer responsible for the project

Sustainability aspects for travel

GIZ has undertaken an obligation to reduce greenhouse gas emissions (CO_2 emissions) caused by travel. When preparing your tender, please incorporate options for reducing emissions, such as selecting the lowest-emission booking class (economy) and using means of transport, airlines and flight routes with a higher CO_2 efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.

CO_2 emissions caused by air travel must be offset. GIZ specifies a budget for this, through which the carbon offsets can be settled against evidence.

There are many different providers in the market for emissions certificates, and they have different climate impact ambitions. The Development and Climate Alliance (German only) has published a list of standards (German only). GIZ recommends using the standards specified there.

Specification of inputs

Fee days	**Number of experts**	**Number of days per expert**	**Total**	**Comments**
Designation of key expert 1	1	140	140	
Travel expenses	**Quantity**	**Number per expert**	**Total**	**Comments**
Fixed travel budget	1	1	28,400	A budget is earmarked for travel to the following countries: Tanzania (up to 7 missions, approximately 10 days per mission). A fixed budget of EUR **28,400** is earmarked for settling travel expenses against evidence. You can find further information on the travel expense budget in the 'Price schedule' document. Please use the 'Explanations' column in the price schedule to break down the individual items. Settlement is possible only until the budget is depleted.
CO_2 compensation for air travel	1		1,050	A fixed budget of EUR 1,050 is earmarked for settling carbon offsets against evidence.
Other costs	**Number**	**Price**	**Total**	**Comments**
Flexible remuneration .	1	16,245	16,245	A budget of EUR 16,245 is foreseen for flexible remuneration. Please incorporate this budget into the price schedule.

				Use of the flexible remuneration item requires prior written approval from GIZ.

6. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToR. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English.

The complete tender must not exceed 10 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in English.

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.