



Forest Justice in Tanzania

Title: Production of 1 minute TV and Radio spots

Date: 7th September 2015

1) Introduction

The Community Forest Conservation Network of Tanzania, known as MJUMITA in partnership with the Tanzania Forest Conservation Group (TFCG) are implementing the project known as Forest Justice in Tanzania (FJT), in six different zones of Tanzania mainland. The FJT initiative has been active since 2011.

The aim of the project is to promote improved governance and increased accountability in Tanzania's forest sector.

Tanzania's natural forests provide irreplaceable ecosystem services underpinning Tanzania's water, climate, soil and biodiversity. FJT aims to reduce deforestation, particularly in nationally important natural forests, by improving forestry-sector governance. The initiative empowers communities to: work together to advocate for a democratically-elected leadership who will take action to safeguard the nation's natural forests; and push for the legal system to deliver justice for forest crimes. To meet this demand for improved governance, FJT influences Village, District and Central Governments to make systemic changes that improve governance and accountability.

2) Objectives

Between May-June 2015, the project organized community meetings in 93 networks in the six MJUMITA zones with the aim of identifying key issues that MJUMITA members would like to address through a Forest Manifesto. 10 key issues and recommendations on how they can be addressed were raised and synthesized into a forest manifesto as a basis for lobbying candidates standing for election; and, for those who are elected, to urge them to take on board forest governance issues during their term in office. The project now wishes to produce 1 TV spot and 1 radio spot with a hard-hitting message captured in the MJUMITA forest manifesto. The objective is to call for the leaders to take forest governance issues seriously for the benefit of the nation.

Some of the challenges that the spots seek to address include:

- There is weakness in the implementation of the forest policy and law. The policy and law give power to community members to engage in the forest management through joint forest management and/or community based forest management. However the JFM in government owned forests has never worked and communities have been voluntarily helping government to manage its forests.
- There is very little government commitment in conserving forests especially forest under district management. Some districts do not have budgets or they receive nothing from the central government to conserve forest under their management. As the result the country is losing 400,000 ha of forest annually (NAFORMA report, 2014).
- Some politicians abuse their power in ways that cause negative impacts to forests. Some political leaders especially during election campaigns issue statements which are contrary to forest policies and laws and cause negative impact to the forests. Examples of contradicting statements that are commonly used by some of political leaders especially during election campaigns is: that a political leader is supporting illegal living, farming, timber and charcoal making in the forest reserves.

3) Outputs

We would like to produce 1 TV spot and 1 radio spot with a hard-hitting message about the need for prospective leaders to take forest governance issues seriously for the benefit of the nation. The format should be appropriate for broadcasting on different TV and radio media houses (TBC1, TBC FM, ITV, RADIO ONE, CLOUDS). The script will be developed in close consultation with MJUMITA.

4) Key messages

Forests are important for the livelihoods of all Tanzanians. Forests provide water, protect soils and safeguard our climate. But we are losing more than 400,000 hectares of forest every year.

The government should protect the forests and should implement forest laws and policies in order to stop further deforestation.

The government should work more with communities to manage forests including government-owned forests.

The government should invest more in forest management.

The government should improve governance in the forestry sector and should clamp down on corruption and illegal timber and deforestation.

Language: Spots should be produced in Swahili.

Length: Each spot should be between 60 seconds in length.

Timescale: The work should be completed by 5th October 2015

Tendering procedure: Applicants should send technical and financial proposals by 14th September c.o.b to: applications@tfcg.or.tz

Technical proposals should detail:

Approach

Timescale

Relevant experience

Contact details for at least 2 previous clients

Financial proposals should list all costs associated with the production of the spots tax inclusive.