



TAITA TAVETA  
WILDLIFE  
CONSERVANCIES  
ASSOCIATION

## TERMS OF REFERENCE (TOR)

### Digitization and promotion of Taita Taveta Wildlife Conservancies Association Tourism and Investment Prospectus

#### Summary of ToR

International Fund for Animal Welfare (IFAW) is seeking a consultant to digitize and promote a Tourism and Investment prospectus for the Taita Taveta Wildlife Conservancies Association.

#### Background

IFAW (International Fund for Animal Welfare) is a global non-profit helping animals, and people thrive together with a presence in 40 countries worldwide. The IFAW Eastern Africa office is based in Nairobi.

IFAW addresses the needs of animals and people across many critical habitats by protecting wildlife from poachers, landscape conservation, and rehabilitating rescued animals. IFAW partners with local communities, governments, non-governmental organizations, and businesses to achieve its mission.

IFAW is implementing a United States Agency for International Development project, Sustainable Management of Amboseli and Tsavo landscapes, in collaboration with TTWCA, AET, Big Life Foundation, and Tsavo Trust. The project aims to enhance local organizations' capacity to provide leadership and implement conservation actions for community livelihoods and biodiversity conservation in their jurisdictions. In Tsavo, IFAW is strengthening TTWCA's capacity to lead conservation interventions and support conservancies within the region.

TTWCA is a landscape community-based organization established in 2013 with the mandate to support the development of wildlife conservancies and other related economic activities among its members for improved livelihoods and coordinate sustainable management of the Tsavo ecosystem. TTWCA also serves as a landscape umbrella body for the 33 conservancies/ranches covering approximately 1 million acres within the larger Tsavo landscape. The conservancies/ranches form a migratory corridor for the Tsavo National Park which is 5.8 million acres.

#### Project Description

IFAW is implementing a USAID-funded project "Sustainable Management of Tsavo and Amboseli landscapes" in Southern Kenya. The project is implemented in Tsavo Conservation Area and Greater Amboseli Ecosystem. The aim of the project is to strengthen local institutions' ability to develop a coordinated management approach with their members to enhance local stewardship, improved benefit

sharing and the sustainable management of wildlife and biodiversity within the Tsavo Conservation Area and Greater Amboseli Ecosystem. This will be achieved through the following outcomes:

- Improved governance of Tsavo and Amboseli landscapes.
- Reduced threats and improved biodiversity conservation.
- Increased partnerships for landscape level economic growth and sustainability.
- Increased community and ecosystem resilience.

## Key Activities

Several key activities have been designed and will be implemented in line with the outcome areas stipulated above.

- i. Under improved governance of Tsavo and Amboseli landscapes, specific activities have been designed to help strengthen governance, technical capacities, infrastructure and equipment for AET and TTWCA to facilitate integrated, inclusive and coordinated approach to biodiversity and wildlife management and open opportunities to derive increased benefits from landscape resources.
- ii. On reduced threats and improved biodiversity conservation, the project aims at enhancing ecosystem-based planning, coordinated community-based law enforcement (anti-poaching, by-laws and community dialogues) and human-wildlife conflict mitigation to improve management of wildlife and human well-being;
- iii. To increase partnerships for landscape level economic growth and sustainability, targeted interventions have been lined up to enhance close coordination, planning and smart partnerships between the local community institutions, county government and private sector players across the anchor economic value chains (tourism, livestock, carbon and green energy) to open new opportunities for local economic growth;
- iv. To increase community and ecosystem resilience, the project will strengthen capacity and support towards sustainable livelihood initiatives for local community resulting into improved wildlife and rangelands management vital for ecosystem health and community resilience.

## Assignment introduction.

TTWCA plays a pivotal role in conserving the natural beauty, diverse wildlife, and cultural heritage of the Taita Taveta region, in Tsavo Landscape. To attract potential investors and secure sustainable funding for conservation and sustainable development, TTWCA aims to digitize and promote its Tourism and Investment

Prospectus, shifting from traditional printed materials to a comprehensive and interactive online platform incorporated in its website.

This is a strategic initiative aimed at leveraging digital platforms to attract investments for sustainable tourism, conservation initiatives, and socio-economic advancement in the Taita Taveta region Tsavo Landscape.

### **Goal and Objectives of the assignment.**

The primary goal of digitizing and promoting the TTWCA Tourism Investment Prospectus is to position the Tsavo Landscape Conservancies as an attractive investment opportunity for individuals, organizations, and entities interested in supporting eco-friendly tourism and conservation efforts. The specific objectives include:

1. **Global Visibility:** Extend the reach of the investment prospectus to a global audience by creating an engaging and accessible online presence.
2. **Informative Experience:** Develop a comprehensive digital platform that offers potential investors an in-depth understanding of the region's investment potential, including its wildlife, tourism prospects and products, landscapes, cultural sites, livestock production, and conservation initiatives.
3. **Real-time Updates:** Ensure that the digital investment prospectus remains up to date with the latest information, investment opportunities, conservation projects, and potential returns.
4. **Rich Media:** Utilize multimedia elements such as infographics, high-quality images, and success stories to showcase the region's investment appeal.
5. **User-Centric Design:** Craft an intuitive and user-friendly interface that facilitates exploration, enables easy access to investment information, and supports inquiries/feedback.

### **The Intervention/Activity**

The digitization and promotion of the TTWCA Tourism Investment Prospectus involve the following core activities:

1. **Content Digitization:** Transform the existing investment prospectus content into a dynamic digital format, emphasizing the financial and social value of investing in the TTWCA member conservancies.
2. **Interactive Multimedia:** Enhance the digital prospectus with interactive multimedia content, including investment projects, opportunities, and interactive maps showcasing potential development sites.

3. **Responsive Web Platform:** Develop a responsive and accessible webpage that seamlessly adapts to various devices, providing a consistent experience on desktops, tablets, and smartphones.
4. **Real-time Updates:** Implement a content management system to ensure that investment opportunities, conservation progress, and potential returns are updated in real time.
5. **Investor Communication:** Integrate a communication channel for potential investors to inquire, seek clarification, and express interest in investment opportunities.
6. **Social Sharing Functionality:** Include features for users to share investment insights and opportunities on social media platforms.

## Expected Results

The successful digitization and promotion of the TTWCA Tourism Investment Prospectus is anticipated to yield the following outcomes:

1. Digitized and promoted TTWCA tourism investment portfolio with;
  - a. **Investor Attraction:** A digital investment prospectus attracting a global pool of investors interested in sustainable tourism, conservation, and community development.
  - b. **Enhanced Engagement:** Potential investors will immerse themselves in the investment potential through interactive content, resulting in longer engagement times and a deeper understanding of the region's value proposition.
  - c. **Funding Generation:** Increased investments driven by the digital prospectus that provides vital funding to conservancies for conservation efforts, tourism infrastructure, and community empowerment.

## Application.

Interested and qualified personnel are invited to submit proposals to undertake this task by **Friday 13<sup>th</sup> October 2023** to [jobs@ttwcakenya.com](mailto:jobs@ttwcakenya.com) and cc: [info@ttwcakenya.com](mailto:info@ttwcakenya.com)