



Terms of Reference

General Information

Project	:	TANIT PROJECT
Activity Title	:	Advocacy and Lobbying Expert
ToR Number (Please refer to it when applying)	:	03/TANIT/2025
Location	:	Tunisia (Zaghouan, Nord Ouest et Dahar)
Date of Announcement	:	February 17, 2025

Leaders International

Leaders International is an international network of local organizations that plans, manages, and monitors innovation and economic development interventions in the region. Through its offices in Brussels, Tunisia, Amman, and Ramallah, Leaders International offers complete project-management services, focusing on private-sector development, enterprise development, job creation, entrepreneurship, D4D (Digital for Development), economic policy dialogue, and tourism value chain development.

Project Background

The **TANIT project** is born out of the need to strengthen the capacity of Civil Society Organizations (CSOs) in Tunisia, particularly within the **alternative tourism** sector. CSOs play a crucial role in advocating for sustainable, inclusive development, with a specific focus on **gender equality** and **human rights**. TANIT builds on the successes of past projects, such as the 4T project, expanding its scope to cover regions like the Northwest, Zaghouan, and Dahar. By providing CSOs with targeted training, coaching, and collaborative opportunities, the project aims to foster **positive change** and a more **equitable and resilient** alternative tourism sector in Tunisia.

Objective

The overall objective is to enhance the advocacy and lobbying capacities of 32 CSOs to promote sustainable and alternative tourism in Tunisia. The expert will assess current capacities, design and deliver targeted training, support the development and implementation of advocacy action plans, and foster synergies between CSOs and key stakeholders.

Scope of Work

The expert will carry out the following key tasks:

1. Evaluation and Capacity Assessment

- Conduct a stakeholder mapping activity to identify key actors in lobbying and advocacy within the tourism sector.
- Assess the lobbying and advocacy knowledge and maturity level of each CSO involved in the project.
- Evaluate the needs of the CSOs to align them with their advocacy action plans.

2. Capacity Building Training

- Design and deliver specific training sessions and workshops on advocacy for the benefit of CSOs.
- Strengthen CSOs' capacities to manage their advocacy projects effectively.

3. Action Plan Development and Implementation

- Support CSOs in preparing and implementing their advocacy action plans.
- Work with CSOs to identify common regional needs and develop a joint advocacy strategy to promote alternative tourism.

4. Networking and Stakeholder Engagement

- Organize an impactful event to connect CSOs with key stakeholders in the field, fostering synergies and launching a robust network of actors for alternative tourism.
- Facilitate connections between CSOs and regional/national actors to support advocacy projects.

Duration of Work

March to June 2025

Deliverable

1. Assessment Report: A detailed evaluation of CSOs' lobbying and advocacy capacities.
2. Training Materials: Comprehensive materials tailored to the needs of CSOs in lobbying and advocacy.
3. Advocacy Action Plans: Support the drafting and finalization of individual and joint action plans.
4. Develop an advocacy strategy tailored to the needs of CSOs and their members to support and promote alternative tourism. This strategy will focus on raising awareness, influencing policies, and strengthening the capacities of stakeholders to foster sustainable and community-driven tourism initiatives.
5. Event Report: A summary of the outcomes and synergies created during the networking event.
6. Monitoring Report: Regular updates on the progress of technical assistance provided to CSOs.



Qualifications Required

- Advanced degree in Public Policy, Political Science, Development Studies, or any related field.
- Minimum of 5 years of professional experience in advocacy, lobbying, and capacity building, preferably with CSOs.
- Proven expertise in designing and delivering training programs on advocacy and lobbying.
- Strong understanding of sustainable tourism, alternative tourism models, and CSO dynamics in Tunisia.
- Excellent facilitation and communication skills in English, French, and Arabic.
- Experience working with international organizations or EU-funded projects is an asset.

Taxes and Other Terms

- The offer should be including VAT
- For individual consultants, Applicable tax laws apply
- The selected expert shall be responsible for their transportation and accommodation.
- Please address the offer to: **Leaders International/TANIT**
- Please mention the ToR number 03/TANIT/2025 in the email subject
- Please submit your application, in addition to your company profile or CV (Individual Consultants) to: **procurement@leadersinternational.org**, no later than **March 3, 2025** using **TND Currency**.