



Agricultural Non State Actors Forum

TERMS OF REFERENCE FOR THE ANSAF COMMUNICATION WORKING GROUP

Preamble

Agricultural Non State Actors Forum (ANSAF), a member-led Tanzanian non-governmental organization was formed in 2006 to provide a neutral platform for debate, learning and sharing experiences on what works and what does not work within the broader sphere of the agricultural sector in Tanzania. ANSAF is the 2013 Winner of the ONE Africa Award for Innovation and Progress made towards the achievement of the Millennium Development Goals.

ANSAF is passionate about smallholder farmers and is committed to agricultural systems that work for the poor. It is one of the leading organizations in Tanzania that uses evidence-based approach to policy advocacy. In the recent past, ANSAF has done studies related to agricultural budget analysis, social accountability monitoring, public expenditure tracking systems and participatory policy dialogues geared towards seeking lasting solutions to economic, social and cultural problems facing smallholder farmers. The desire of ANSAF is to see more platforms being formed to widen the space for smallholder farmers to get access to information and hold government officials accountable. Women, youth and other marginalized groups form the target beneficiaries for most of ANSAF's interventions. ANSAF's advocacy agenda seeks to see smallholder farmers benefiting from the sector. ANSAF envisions improved quality of life for the Tanzanian people. ANSAF is guided by its mission statement which is, to work together with members and non members to influence policy processes that improve the lives of all Tanzanians through enhanced governance, prudent use of public resources and effective protection for human rights. The core values of ANSAF include accountability, independence, equality, democracy, diversity, freedom of expression, excellence, transparency & law-abiding.

Strategic objectives of ANSAF

ANSAF has four main objectives:

- i) To share and promote learning among agricultural sector actors
- ii) To promote proven and innovative practices within the sector for wider uptake and consideration by farmers, policy makers and other stakeholders
- iii) To develop a shared and common understanding of the challenges, threats and opportunities that the sector faces
- iv) To develop common positions and joint actions toward influencing policies and practices that hinder the development of the sector

Structure of ANSAF

The organizational structure of ANSAF has the Annual General Meeting (AGM). Below the AGM is the Board of Directors and the Executive Secretary. The Executive Secretary is the overall leader of the Secretariat that is divided in departments. The departments are led by the Head of Programs, Human Resources and Administrative Coordinator, Head of Finance and Head of Media & Communications.

The Media and Communications Department

The Head of Media and Communications is supported by a Communication and Advocacy Officer. The mandate of the Media and Communications Department cuts across the four objectives of ANSAF. It is the duty of the Media and Communications department to promote the representation and active participation of smallholder farmers in dialogues and decision making platforms (*cf. outcome one*). The department also promotes smallholder farmers' access to information and decisions that affect their livelihoods and wellbeing (*cf. outcome two*). This outcome intends to ensure that ANSAF provides opportunities for small holder farmers to be well informed that they could engage actively in discussions on issues affecting their livelihood. ANSAF use media as platform not only for advocacy but also to reach SHF with information on policies, new technologies, opportunities for marketing and collaboration with other actors along the value chain. The advocacy component of communication promotes citizens' collective engagement to hold the government accountable (*cf. outcome three*). The media and communications department also promotes the voice of smallholder farmers and consumers who are currently living in poverty are being heard by decision makers (*cf. outcome four*).

In order to further the implementation of ANSAF's communication strategy and the achievement of the ANSAF strategic objectives, a Communication Working Group (CWG) was established and placed under the Media and Communications department. There are direct and indirect benefits of being a member of this group. Some of them include access to opportunities for learning, networking and experience sharing. The objectives of the CWG are to strengthen learning and sharing of relevant issues among ANSAF stakeholders through print and electronic media, ANSAF website and social media; to communicate the learning through **Ulimwengu wa Mkulima** magazine, and use the ANSAF website as well as those of member organizations to increase awareness on challenges, success and available potentials in the agriculture sector; and to coordinate and strengthen an effective advocacy and communication forum and meetings in driving the ANSAF agenda to higher levels of decision and policy making.

The CWG membership criteria

The membership to the CWG is open to communication and advocacy experts from ANSAF members, media practitioners who are passionate about agriculture and individuals (non ANSAF members) who demonstrate proven interest in the communications and advocacy activities.

The roles of the Communication Working Group

The Communication Working Group acts as a helping hand for the Media and Communications Department. It supports the department to deliver its strategy and the Strategic Plan of ANSAF. Specifically, the roles of the CWG are to:

- Propose the theme for every edition of the ANSAF quarterly magazine—Ulimwengu wa Mkulima;
- Contribute articles for the ANSAF Ulimwengu wa Mkulima, the website;
- Be the media champions for ANSAF and advocate for a shared vision of ANSAF;
- Proactively publish articles in print and electronic media that promote the image of ANSAF and its focus;
- Represent ANSAF at communication related meetings and local forums;
- Participate in communication components of ANSAF's advocacy campaigns;
- Participate in the monitoring the image of ANSAF in media
- Facilitate trainings on communication and advocacy to ANSAF members and beneficiaries.

Regularity of meetings

The CWG shall meet twice a year and any other time whenever there are issues that require extra ordinary attention.