



TERMS OF REFERENCE (TOR)

Call for Applications: Training of Trainers (ToT) in Seaweed Processing and Value Addition

Mwambao Coastal Community Network – Seaweed Value Chain Programme
Chongoleani, Putini and Ndaoya Seaweed Farmers; Tanga, Tanzania

Date Issued	14th Oct 2026
Prepared By	Mwambao Coastal Community Network – Seaweed Value Chain Programme
Activity Reference	Seaweed Processing & Value Addition ToT / Activity 4.4. Carry out a Participatory Market System Development and consultations focused on selected marine products- sub-activity 4.4.2: Technical & Value Addition Training: Conduct training on sustainable farming, post-harvest management, and value addition.
Contracted Organization	Implementing Mwambao Coastal Community Network
Training Service Provider	To be determined through this call for applications
Training Location	To be proposed by applicant/confirmed with Mwambao
Training Duration	Ten (10) Days (4 days classroom + 6 days hands-on practical)
Target Participants	24 Seaweed Farmers/Processors (Trainer-of-Trainer cohort) and 3 Mwambao staff
Application Deadline	7 days from date of issue



1. Background

Mwambao Coastal Community Network implements biodiversity offsetting and livelihood restoration initiatives to strengthen coastal livelihoods and promote sustainable marine resource management. As part of these efforts, Mwambao supports livelihood diversification and the development of marine-based enterprises, including strengthening Tanzania's seaweed value chain.

Seaweed farming provides an important source of income for over 25,000 farmers along Tanzania's coastline, most of whom are women. However, the sector's reliance on raw seaweed exports limits farmers' earnings and opportunities for value addition.

Guided by its belief that "Ocean Health is Community Wealth," Mwambao aims to strengthen seaweed processing, value addition and enterprise development to improve incomes, build resilient livelihoods and support marine conservation.

To advance these objectives, Mwambao invites qualified organizations to design and deliver a ten-day Training of Trainers (ToT) programme in seaweed processing and value addition for 24 seaweed farmers and processors and three Mwambao staff, who will subsequently share their skills within their communities.

2. Justification for the Training

Training in seaweed processing and value addition offers a practical pathway out of dependence on low-value raw exports. Equipping farmers with the skills to produce cosmetic goods such as seaweed bar soap, skin oil and shower gel, and food products such as pilipili masala, tea masala, snacks, cakes, noodles and bites, allows the industry to diversify income streams and access new local and international markets.

The training will place particular emphasis on women and youth, who form the backbone of seaweed-farming communities, building their skills in product innovation, packaging, branding and marketing. This strengthens household incomes, promotes gender inclusion, and supports sustainable, community-based livelihoods that align with national policy priorities and with the broader conservation and livelihood restoration objectives of biodiversity offsetting and livelihood restoration Project.

3. Purpose and Objectives

3.1 Main Objective

To build the capacity of seaweed farmers and processors by equipping them with practical skills and knowledge in seaweed processing and value addition, transforming reliance on raw seaweed exports into a diversified industry producing high-quality cosmetic and food products, thereby increasing household income and strengthening market competitiveness.

3.2 Specific Objectives

- Train **27** participants in the production of value-added food-grade and cosmetic products and their market opportunities, based on customer demand and preferences.



- Build participants' competencies as trainers not only as producers including adult learning principles, facilitation and demonstration techniques, session planning, coaching, constructive feedback, participatory assessment methods, and how to cascade training to community level.
- Provide hands-on training in the production of seaweed-based cosmetic products, including seaweed bar soap, seaweed bar soap, massage oil, hair oil, skin oil, lotions, shampoo and shower gel. **(8 cosmetic products)**.
- Train participants in the production of seaweed-based food products, including Packed dry seaweed, Seaweed powder, seaweed juice/syrup, seaweed chapati, pilipili masala, tea masala, snacks, cakes, noodles, and bites **(10 food grade products)**.
- Emphasize hygiene and safety standards in seaweed food and cosmetic processing, including safe handling of chemical inputs, protective equipment and waste disposal to ensure compliance with health regulations.
- Equip participants with skills in packaging, branding and labelling for both cosmetic and food products.
- Strengthen knowledge of marketing channels and supply chain management for local and export markets.
- Develop a user-friendly training manual in **Kiswahili** and **English** for community use and future reference.
- Evaluate participants' performance and issue certification to successful trainees.
- Orient participants on product registration and regulatory compliance (eg TMDA, TBS business registration and local government permit) so that products can legally reach local and export markets.
- Meet measurable targets, to be confirmed by Mwambao and Donor: at least 20 participants earn certificates of competency as trainers and each certified trainer delivers at least one community cascade session within three months of the training.

4. Scope of Work

The selected organization will design and deliver a training course covering both theoretical and practical aspects of seaweed processing and value addition, structured around the following areas:

4.1 Production of Seaweed Cosmetic Products

- Overview of the seaweed processing industry in Tanzania.
- Production of seaweed bathing soap, seaweed bar soap, massage oil, hair oil, skin oil, lotions, shampoo and shower gel. **(8 cosmetic products)**.
- Packaging and labelling standards for cosmetic products.
- Marketing and supply chain management for cosmetic products.

4.2 Production of Seaweed Food Products

Production of Packed dry seaweed, Seaweed powder, seaweed juice/syrup, seaweed chapati, pilipili masala, tea masala, snacks, cakes, noodles, and bites **(10 food grade products)**.

- Hygiene and safety standards in food processing.
- Packaging and branding of seaweed food products.
- Market channels for seaweed-based food products (local and export).

4.3 Entrepreneurship and Business Administration

- Fundamentals of entrepreneurship in the seaweed value chain.
- Business planning, budgeting and financial management.



- Administration and record-keeping for small-scale enterprises.

4.4 Trainer and Facilitation Skills (ToT Core Competencies)

- Principles of adult learning and how they apply to community-based, mixed-literacy audiences.
- Facilitation and demonstration techniques, including managing group dynamics and mixed skill levels.
- Session planning, timing and use of the sandwich approach described in Section 7.
- Coaching, constructive feedback and correcting errors during hands-on practice.
- Participatory assessment methods participants can use when they cascade training.
- Planning and delivering a cascade/community-level training session, including a supervised micro-teaching practicum in which each participant delivers a short session to peers.

4.5 Prioritization of Products for Practical Competency (Core vs Secondary Products)

Given the limited practical time available (about six days, in addition to the practice built into Days 1–4 by the sandwich approach

the selected organization should categorize the 18 products into: Core products a smaller set (recommended 5–6 products spanning the main technique types, e.g. 3 cosmetic and 2–3 food products) that every participant must independently produce at least once to a defined competency standard and be individually assessed on; and Secondary products the remaining products, introduced through facilitator demonstration, group practice or overview sessions, without requiring individual mastery by every participant. The applicant organization should propose the specific core/secondary split and its rationale in the technical proposal, for Mwambao's review and confirmation prior to contract signing.

4.6 Regulatory Compliance and Quality Assurance

- Registration and permit requirements for food and cosmetics products (TMDA, TBS) and business formalization (BRELA, TIN, Local – government license)
- Good hygiene and manufacturing practice, batch records, shelf-life and product-safety basics and label content (ingredients, batch number, expiry dates, producer details)
- Occupational health and safety during practical sessions, including protective equipment, handling of caustic and other chemical inputs, first aid and emergency procedures.

4.7 Post-Training Follow-Up and Cascade Support

- At least [two] follow-up/mentoring visits within three months of the training to support cascade sessions and product quality.
- A simple cascade monitoring format (sessions delivered, people reached, disaggregated by sex and age) shared with Mwambao.
- Recommendations on market linkages, group enterprise formation and further support needs.

5. Target Participants and Prerequisites



The training **targets 27 participants** — 24 seaweed farmers and processors trained as trainers, together with 3 Mwambao staff with priority given to women, youth and community members already active in seaweed cultivation or processing. Participants are not required to hold advanced qualifications or specialized academic backgrounds; basic knowledge of seaweed handling and drying, and simple communication skills, will be an advantage. Mwambao will support the selected organization in mobilizing and confirming the final list of participants.

Participant Composition

Participants will be drawn from three Mitaa (Chongoleani, Putini and Ndaoya), with eight (8) participants selected from each, together with three (3) Mwambao staff, bringing the total number of participants to twenty-seven (27), as summarized below:

Group	Number of Participants
Ndaoya street	8
Putini street	8
Chongoleani street	8
Mwambao Staff	3
Total	27

6. Training Duration, Structure and Venue

Item	Details
Duration	Ten (10) days total
Structure	Days 1–4: classroom-based sessions (theory, entrepreneurship, industry overview); Days 5–10: intensive hands-on practical sessions
Venue	Proposed by applicant organization; to be confirmed with Mwambao a coastal site with practical workspace for product demonstrations
Dates	From 2/11/2026 to 11/11/2026

7. Training Methodology

The training will combine participatory and practical approaches so participants grasp both the theory and application of seaweed processing and value addition. The selected organization is expected to apply, at minimum, the following methods:

- Lectures, group discussions, role plays and edutainment activities for classroom sessions.
- Hands-on practical sessions where participants directly prepare seaweed-based cosmetic and food products.
- Case studies from Tanzanian coastal districts to illustrate real-world application.



- Literature review and secondary data analysis on industry trends and market opportunities.
- Participants must independently produce each designated core product (see Section 4.5) under facilitator observation not only observe a demonstration before that product is considered complete for assessment purposes.
- A structured micro-teaching practicum in which each participant plans and delivers a short demonstration/training segment to peers, receiving structured feedback from the facilitator and fellow participants, to build cascading and facilitation competence alongside technical skill.

Sandwich Approach: Integrating Theory and Practical

Rather than delivering all theory in a single block followed by a separate block of practicals, the selected organization is expected to apply a “sandwich” approach within each module and each day: short theoretical inputs are immediately “sandwiched” between demonstration and hands-on practice, so participants apply each concept while it is still fresh before moving to the next.

This layering is repeated in a consistent cycle throughout the ten days, including during the classroom-heavy **Days 1–4** and the practical-heavy **Days 5–10** described in **Section 6**, ensuring that even the classroom days include short bursts of applied practice and the practical days retain brief theory check-ins. The expected cycle is as follows:

Step	Activity	Purpose
1. Theory Input	Short facilitator-led input (15–30 minutes) introducing the concept, technique, standard or safety requirement for the topic at hand.	Builds the minimum foundational understanding needed before practice.
2. Demonstration	Facilitator demonstrates the technique or product step live, using real seaweed/materials.	Models the correct method participants are expected to replicate.
3. Guided Practical	Participants immediately apply the technique themselves, individually or in small groups, under facilitator supervision.	Converts theory into a hands-on skill while it is still fresh.
4. Feedback & Reflection	Facilitator and peers review the participant’s output, discussing what worked and what needs correction.	Corrects errors early and deepens understanding before moving on.
5. Reinforcement & Q&A	Brief recap linking the practical back to the theory, with time for questions before the next topic begins.	Consolidates the learning cycle so it can repeat for the next concept.

This approach suits adult, community-based learners with mixed literacy levels: it shortens the gap between hearing a concept and doing it, allows facilitators to correct mistakes immediately rather than at the end of the training, and keeps participants actively engaged throughout the day rather than passively absorbing long lecture blocks.



8. Curriculum Outline

The training is organized into six modules, each progressively building participants' theoretical understanding and practical skills:

Module	Focus
1. Introduction to the Seaweed Value Chain and Post-Harvest Handling	Overview of seaweed processing in Tanzania; importance of value addition for income and employment; local and international market opportunities; sustainable farming and post-harvest management (cleaning, drying, storage) and raw-material quality requirements
2. Trainer and Facilitation Skills	Principles of adult learning for community-based, mixed-literacy audiences; facilitation and demonstration techniques; session planning and timing; coaching and constructive feedback; participatory assessment methods; planning and delivering cascade/community-level training, including a supervised micro-teaching practicum. (see Section 4.4.)
3. Cosmetic Product Development	Production of seaweed bathing soap, seaweed bar soap, massage oil, hair oil, skin oil, lotions, shampoo and shower gel. (8 cosmetic products) ; packaging and labelling standards; marketing and supply chain management.
4. Food Product Development	Production of Packed dry seaweed, Seaweed powder, seaweed juice/syrup, seaweed chapati, pilipili masala, tea masala, snacks, cakes, noodles, and bites (10 food grade products) . Hygiene and safety standards; packaging and branding; local and export market channels.
5. Marketing Channels and Entrepreneurship	Marketing channels for semi-processed and value-added products; branding strategies; supply chain management and distribution; business planning, budgeting and financial management.
6. Policies and Sustainability	Tanzania Development Vision 2050; the Fisheries Act (2003) and the Food, Drugs and Cosmetics Act (2003), with related TMDA and TBS requirements; occupational health, safety and waste-management requirements (applicants to confirm the legislation currently in force).



9. Deliverables

The selected organization is expected to produce the following tangible outputs:

1. **ToT Training Manual and Participant handbook/Pocket guide** for each product (Kiswahili & English): a user-friendly manual covering all modules, lesson guidelines and resource pointers for future community training.
2. **Certified Participants:** certificates issued to each trainee who successfully completes the programme.
3. **Sample Products:** demonstration cosmetic and food products developed during practical sessions (e.g., seaweed bathing soap, pilipili masala, tea masala, snacks).
4. **Workshop Report:** a comprehensive report covering training process, participant performance, challenges and recommendations, submitted to Mwambao within 10 working days of training completion.
5. **Photographic Documentation:** visual records of training activities, product demonstrations and participant engagement to support monitoring, evaluation and donor reporting.
6. **Practical Competency Checklists and Assessment Records:** a completed checklist per core product for every participant, scored against defined minimum pass criteria, plus a micro-teaching/facilitation assessment record for each participant.
7. **Individual Cascade Plans:** a short community roll-out plan per participant (or per Mtaa), prepared during the training, setting out how each newly trained trainer will deliver at least one basic seaweed value-addition session in their community.
8. **Draft Curriculum and Assessment Tools:** agenda, curriculum, ToT manual outline, competency checklists, assessment rubrics and materials plan, submitted to Mwambao for approval before the training starts (see Section 16).
9. **Post-Training Follow-Up Report:** findings from at least [two] follow-up/mentoring visits within three months, including cascade sessions delivered and people reached (by sex and age).



10. Monitoring and Evaluation

Monitoring Activities

- Daily attendance records to track participant engagement.
- Observation of practical sessions to assess skill acquisition.
- Facilitator checklists to ensure lesson objectives are met.
- Collection of participant feedback through short surveys and discussions.

Evaluation Activities

- Pre- and post-training assessments to measure knowledge and skill improvement.
- Review of sample products developed during practical sessions for quality and compliance.
- Compilation of a final workshop report highlighting achievements, challenges and recommendations.
- Issuance of certificates to participants who successfully meet training requirements.
- Photographic documentation to support reporting and donor accountability.

Practical Competency Assessment and Certification (added detail)

- Each participant must independently produce every designated core product at least once under observed conditions; secondary products may be assessed through group or observed practice only.
- A structured practical competency checklist should be used per core product, covering criteria such as correct measurement/ratios, hygiene and safety practice, correct process sequence, and finished product quality, with a defined minimum pass mark (e.g., 'competent' on all safety-critical criteria and on at least 70% of remaining criteria).
- A facilitation/micro-teaching assessment should score each participant's short peer-training segment against criteria such as clarity of explanation, use of adult-learning technique, participant engagement, safety emphasis and quality of corrective feedback given.
- Certification should be two-tiered: a Certificate of Completion for all participants who attend and complete the programme, and a Certificate of Competency as Trainer for those who additionally meet the minimum pass criteria on both the technical and facilitation assessments, since only the latter group should be expected to cascade training independently in their communities.

11. Roles and Responsibilities

Party	Responsibilities
Project Funder	<ol style="list-style-type: none"> 1. Provides funding for the training programme under its Biodiversity Offsetting and Livelihood Restoration Program. 2. Sets overall programme objectives and provides oversight to ensure alignment with Funder's standards and commitments. 3. Reviews programme-level reporting submitted by Mwambao.



Party	Responsibilities
	<p>Has the right to observe the training and to review program and financial records for this activity; approves use of the EACOP name and logo in training materials and communications.</p>
Mwambao Coastal Community Network (Contracted Implementing Organization)	<ol style="list-style-type: none"> 1. Manages this call for applications and selects the training service provider on behalf of Donor 2. Mobilizes and confirms the final list of 27 participants together with the selected organization. 3. Reviews and approves the training manual, curriculum and workshop report. 4. Monitors implementation, disburses payments to the selected organization per agreed milestones, and reports to Donor.
Selected Training Service Provider (Applicant Organization)	<ol style="list-style-type: none"> 1. Designs the detailed curriculum, agenda and training materials. 2. Provides qualified lead trainer(s) and any co-facilitators. 3. Delivers all classroom and practical sessions across the 10 days. 4. Procures materials for cosmetic and food product demonstrations. 5. Conducts pre- and post-training assessments and issues certificates. 6. Develops and applies practical competency checklists, minimum pass criteria and a facilitation/micro-teaching assessment rubric for each core product, for Mwambao's review and approval prior to training commencement. 7. Prepares and submits the training manual, workshop report and photographic documentation within 10 working days of completion, to Mwambao. 8. Deploys enough qualified facilitators for practical sessions (suggested maximum of nine participants per facilitator) and ensures health, safety and first-aid arrangements, protective equipment and a safe, respectful, harassment-free learning environment, in line with Mwambao and Donor codes of conduct and safeguarding requirements. 9. Obtains informed consent before photographing or recording participants and handles personal data confidentially.
Participants (Trainee Trainers)	<ol style="list-style-type: none"> 1. Attend and actively participate in all sessions. 2. Complete pre- and post-training assessments.



Party	Responsibilities
	<ol style="list-style-type: none"> Independently produce each designated core product to the required competency standard and deliver at least one micro-teaching/demonstration segment to peers for assessment. Commit to cascading acquired skills within their communities after the training.

12. Qualifications and Requirements for Applicant Organizations

Organizations applying to deliver this training are expected to demonstrate:

- Registered legal status in Tanzania (training institution, NGO, or private company) with a valid certificate of registration.
- Demonstrated expertise and prior experience in seaweed farming, processing, aquaculture/mariculture, or fisheries value-chain training.
- A track record of delivering participatory, community-based training to coastal or rural communities, preferably with women and youth.
- Qualified lead trainer(s) with relevant technical qualifications and hands-on experience in seaweed product development (cosmetic and/or food products). **CVs must be shared**
- Capacity to develop training manuals and materials in both Kiswahili and English.
- Sound financial management systems and the ability to account for funds against agreed deliverables.
- Understanding of, or willingness to align with, relevant national fisheries and environmental policy frameworks.
- Knowledge of food and cosmetic regulatory requirements (TMDA, TBS), and trainers with training in food safety, cosmetic formulation and safe handling of chemical inputs.
- At least [three] years of relevant experience and [two] verifiable references from similar assignments.
- Ability to deliver in Kiswahili and to work with mixed-literacy adult learners.

13. Indicative Budget

Applicants should submit a detailed cost breakdown within the following covering all training-related costs:



Cost Item	Basis	Indicative Amount (TZS)
Tuition/facilitation fee for 27 participants	27 persons	
Training manual preparation (Kiswahili & English)	Lump sum	
Materials for cosmetic product production (bathing soap, bar soap, skin oil, shampoo, shower gel)	Lump sum	
Materials for food product production (pilipili masala, tea masala, snacks, cakes, , noodles bites, seaweed juice/syrup)	Lump sum	
Final workshop report preparation	Lump sum	
Grand Total		

Note: applicants may propose adjustments to the cost structure above, provided the total remains within the indicative ceiling and each deliverable in Section 9 is fully costed and justified. Products produced from training will be under custody of contractor/MWAMBAO

14. Application Requirements

Interested organizations should submit an application comprising:

- A technical proposal (**maximum 10 pages**) describing the proposed methodology, detailed curriculum/agenda, and proposed training venue.
- A financial proposal with a detailed budget breakdown.
- CVs of the proposed lead trainer(s) and any co-facilitators, highlighting relevant seaweed/fisheries value-chain experience.
- Copy of the organization's certificate of registration and, where applicable, tax compliance documentation.
- Evidence of past experience delivering similar training (e.g., reference letters, sample reports or manuals, contactable referees).
- A brief statement on the organization's approach to gender and youth inclusion.
- Detailed Training manual (ToT Manual and Participants Manual as per required deliverables)

15. Evaluation Criteria

Applications will be assessed by Mwambao against the following criteria:



Criterion	Weight
Technical approach, curriculum design and methodology	35%
Relevant experience in seaweed processing/value-chain training	30%
Qualifications and experience of proposed trainer(s)	15%
Cost-effectiveness and budget realism	15%
Gender and youth inclusion approach	5%

16. Timeline

Milestone	Indicative Date
Issuance of this call for applications	15/10/2026
Deadline for submission of applications	25/10/2026
Review and shortlisting of applicants	26/10/2026
Notification of selected organization	28/10/2026
Contract signing	29/10/2026
Inception: submission and approval of agenda, curriculum, competency tools and materials plan	30/10/26
Training delivery (10 days)	2/11/2026 to 11/11/2026
Submission of final workshop report	Within 10 working days of training completion

17. Submission of Applications

Complete applications should be submitted electronically through this [Link](#) on or before the deadline indicated in Section 16. Applications received after the deadline, or that do not meet the minimum requirements in Section 12, may not be considered.

For clarification regarding this Terms of Reference, applicants may contact [Project Manager 0677566588 or Livelihood Officer 0657 024 475].