

TERMS OF REFERENCE

Consultancy to Develop a Youth-Friendly Guideline on Artificial Intelligence

1. Background

Restless Development is a youth-led development agency whose mission is to place young people at the forefront of change and development. The organisation works with and for young people to support them to become leaders and agents of positive change in their communities and beyond.

Artificial Intelligence (AI) is increasingly becoming part of everyday life. Young people interact with AI through social media, search engines, education platforms, mobile applications, entertainment, communication tools, employment platforms and other digital services—sometimes without being aware that AI is being used.

In 2026, Restless Development, together with Makerere University and the University of Cambridge, conducted the Youth AI Survey 2026, which collected responses from 1,864 young people across more than 65 countries. The survey explored how young people use AI, its impacts, barriers to access, concerns and aspirations for the future.

The findings show that AI is already widely used by young people. Approximately two-thirds of respondents reported using AI daily, while around one-fifth reported using it weekly. Learning skills and academic work were among the most common uses of AI.

AI presents young people with opportunities to learn, create, communicate, solve problems and explore new possibilities. At the same time, its growing use raises questions around accuracy, privacy, misinformation, bias, responsible use, digital safety, dependence on technology and the changing world of work.

There is therefore a need for a practical and accessible resource that helps young people understand AI and make informed decisions about how they use it in their everyday lives.

The guideline should go beyond explaining technical concepts. It should speak directly to young people and connect AI to situations they experience in their daily lives. It should encourage young people to become confident, responsible and critical users of AI.

2. Purpose of the Consultancy

The purpose of this consultancy is to develop a youth-friendly, practical and accessible Guideline on Artificial Intelligence that helps young people understand, use and critically engage with AI in their everyday lives.

The guideline should be written in clear and simple language and should be relevant to young people with different levels of knowledge and experience with technology.

Specific Objectives

- Develop a practical guideline that introduces young people to AI in an accessible way.
- Help young people recognise how AI is already part of their everyday lives.
- Explain the opportunities and challenges associated with using AI.
- Promote safe, responsible and informed use of AI.
- Strengthen young people's ability to question and critically assess AI-generated information and content.

- Provide practical guidance on using AI for learning, creativity, communication, work and other everyday activities.
- Encourage young people to think about how AI may influence their future.
- Ensure the guideline is inclusive, engaging and relevant to diverse young audiences.

3. Scope of the Assignment

The consultant will develop a guideline that addresses AI from a young person's everyday perspective.

The guideline should explore, among other relevant areas:

- What AI is and how it works in simple terms.
- Where young people encounter AI in their everyday lives.
- Common ways young people can use AI positively.
- Using AI for learning, research, creativity and productivity.
- Understanding the strengths and limitations of AI.
- Checking information generated by AI.
- Privacy, personal information and digital safety.
- Misinformation, manipulated content and misleading AI outputs.
- Bias, fairness and discrimination in AI.
- Responsible and ethical use of AI.
- AI and social interaction.
- AI and education.
- AI, employment and future opportunities.
- The potential impact of AI on young people's lives and communities.
- How young people can make informed choices when using AI.
- The role young people can play in shaping conversations about AI.

The consultant should ensure that the guideline is practical rather than overly technical.

4. Proposed Guideline Approach

The guideline should be designed around questions and situations that young people can easily relate to, such as:

- "Where do I meet AI in my daily life?"
- "Can I trust what AI tells me?"
- "What information should I share with an AI tool?"
- "How can I use AI without losing my own ideas and judgement?"
- "Can AI help me learn or find work?"
- "What happens when AI gets something wrong?"
- "How can I use AI responsibly?"
- "How will AI affect my future?"

The final structure may be proposed by the consultant but should ideally combine short explanations, practical examples, reflection questions, tips, activities and real-life scenarios.

5. Target Audience

The primary audience will be young people aged 15-35 years.

The guideline should accommodate young people with different levels of digital and AI literacy, including those who are already regular users of AI tools and those who have limited experience with AI.

6. Methodology

The consultant will be expected to propose an appropriate methodology for developing the guideline.

The process should include, as appropriate:

- Review of relevant literature and existing AI guidance.
- Consultation with young people.
- Identification of common everyday AI use cases among young people.
- Development of the guideline content and structure.
- Review and validation of the draft.
- Finalisation based on feedback.

7. Expected Deliverables

The consultant will be expected to deliver:

- Inception report and workplan.
- Proposed structure and content outline for the guideline.
- Consultation findings from engagement with young people and relevant stakeholders.
- First draft of the guideline.
- Validation/user-testing report incorporating feedback from young people.
- Final Guideline on Artificial Intelligence for Young People.
- Editable source files and publication-ready version of the guideline.

9. Expected Characteristics of the Guideline

The final product should be:

- Youth-friendly and easy to understand.
- Practical and relevant to everyday life.
- Engaging and visually appealing.
- Inclusive and accessible.
- Free from unnecessary technical language.
- Based on credible information.
- Interactive where appropriate.
- Relevant to young people with different levels of AI experience.
- Adaptable for digital and printed use.

The guideline should help young people move beyond simply using AI towards understanding how it works, questioning its outputs and making informed choices about its use.

10. Qualification and experience

The consultant should have:

- Demonstrated experience in AI, digital technology, digital literacy, education, youth development, communications or a related field.
- Experience developing youth-friendly learning resources, guidelines, toolkits or publications.
- Strong research, writing and content-development skills.
- Experience engaging young people through consultations or participatory processes.
- Ability to explain complex technical issues in simple and accessible language.
- Understanding of responsible and ethical technology use.
- Strong understanding of digital safety, privacy and information literacy.
- Excellent communication and facilitation skills.
- Experience working on youth, technology, digital rights, education or AI-related initiatives will be an advantage.

11. Timeline

The consultancy is expected to be completed within **20 working days** from the date of signing the consultancy agreement. The consultant should provide a detailed workplan indicating key activities, milestones and expected completion dates.

12. Reporting

The consultant will report to Project Lead at Restless Development Tanzania and will work closely with relevant Restless Development staff designated by the organisation.

Restless Development will:

- Provide the existing learning material for reference and relevant background materials.
- Provide feedback on proposed approaches and drafts.
- Facilitate access to relevant stakeholders where appropriate.
- Review and approve deliverables.
- Provide consolidated feedback on draft outputs.
- The consultant will be responsible for incorporating agreed feedback and delivering outputs within the agreed timeline.

13. Ownership and intellectual property

- All materials, content, designs, source files, illustrations, templates and other outputs developed specifically under this consultancy shall become the property of Restless Development unless otherwise agreed in writing.
- The consultant shall not reproduce, publish, sell or distribute the final product or substantial parts of it for commercial purposes without prior written authorization from Restless Development.
- Where third-party materials, images, illustrations, research or other copyrighted resources are incorporated, the consultant must ensure that appropriate permissions/licensing and attribution requirements are observed.

14. Application requirements

Interested consultants should submit:

- A brief technical proposal explaining their understanding of the assignment.
- Proposed methodology and approach.
- Proposed workplan and timeline.
- Relevant examples of previous work.
- CV(s) of the consultant/team members.
- Financial proposal.
- Details of relevant experience.

Applications should be submitted electronically via email procurementtanzania@restlessdevelopment.org with subject line **Application-Youth-Friendly Guideline on Artificial Intelligence (AI)** deadline **Tuesday 15th September 2026**. Only short-listed applicants will be contacted

15. Ethical, safeguarding and confidentiality requirements

The consultant will be expected to comply with Restless Development's relevant policies and standards, including safeguarding, child/youth protection, data protection, confidentiality and ethical requirements.