

Consultancy Terms of Reference (ToR)

Inclusive Project Design and Behaviour Change Communication Strengthening

Project	Inclusive Project Design and Behaviour Change Communication Strengthening
Organization	Renewable World
Deadline for application	8 th March 2024
Anticipated start date	2 nd May 2024
Anticipated date for final deliverable	25 th October 2024

Background and context

Renewable World (RW) is an International NGO (INGO) headquartered in the UK, with branches in Nepal and Kenya. We envision a sustainable and fairer world where clean energy is accessible to all-because with clean energy, both people and planet can thrive. By 2030, we aim to enable over 500,000 people living in poverty to transform their lives by improving their access to clean energy, empowering them to develop sustainable and resilient livelihoods, and mitigating the impact of climate change.

To achieve lasting change in a community, the provision of equipment and transfer of knowledge is often not enough. It requires individuals to adjust their behaviour. Having knowledge is just the first step. There are changes that are needed within the individual before they put into practice the improved behaviour. They need to believe that they should be the person to make the change and want to, that they can make the change and they are joining others doing so, and that it is worth making the change. Below is Robinson L's Sequential Model of Behavioural and Social Change.



But when considering each step of this model we need to be aware that there are often barriers related to interest, attitude, and self-efficacy of the individual. There are also external barriers they may face including how they are being influenced socially and by community dynamics, as well as external environment barriers including infrastructure, government processes and policies and trends.

Renewable World in many projects has carried out awareness raising to communities around a new energy solution or approach. However, it is unclear to what extent we have considered fully the different barriers to behaviour change or addressed these within our programming. It is expected that at times we have been successful but at other times there is scope for strengthening this. Considering the barriers and then exploring the ways to address this, is key at the project design stage but also it is good to relook at this during implementation of a project and then behaviour change activities designed in a way which address these barriers.

Consultancy Required

This consultancy will look at BCC in two settings in order to build RW's capacity:

1. BCC within the design process of the new project (on WASH)
2. An assessment of BCC approaches and the development of a plan for BCC integration into an existing project (on conservation and regenerative agriculture)

Consultancy Goal: Enhanced BCC approaches improve the sustained positive impact of projects.

Consultancy Outcome: Renewable World has a clear idea of how to improve BCC programming in projects.

Output 1 – Understanding gained on how RW has been considering Behaviour Change Communication within its programming and plan for improvement.

The output will include reviewing what RW has been doing in current/recent projects. This will include looking at: how we consider it when: 1) exploring issues with the community to inform the project design, 2) developing the Theory of Change map and logframe, including choosing

the activities, 3) how the activities are carried out and 4) how BCC is considered in evaluations, including any application of evaluation learnings to projects. The review will include not only looking at documents but engaging staff (the method to do this will be proposed by the consultant).

Output 2 – Approach developed and piloted for our project design work with communities and stakeholders with behaviour change issues strongly embedded.

This output will include developing a project design approach with the MEAL lead and then traveling to the potential project location. It will cover the wider design process with communities and stakeholders but will ensure that the behaviour change barriers and leverage points are explored with communities and then relevant aspects in the project designed to address these including suitable BCC approaches. Relevant Participatory (PLA) tools will be used to explore issues with communities.

Output 3 – Approach developed and piloted to explore how we can address behaviour change needs in a community during implementation.

This output will include travelling to and working with an existing project to identify behaviour changes which were planned in the project and then unpack the barriers with the community to see if there are aspects to address and then to plan approaches to do this.

Then after this, the consultancy ends. However, RW will take the approaches and learning and embed them within the organisations Project Cycle Management and MEAL framework. And then will train all staff in the improved approach.

Timeframe

The Timeframe is: 6 months - May 2024 to October 2024

The following is an activity plan capturing the key activities for this consultancy.

Activity		Lead	May	Jun	Jul	Aug	Sep	Oct
1	Carry out a review of what RW has been currently doing on BCC	Consultant						
2	Support the MEAL Lead in the planning and carrying out of a new WASH project design working with communities exploring BCC barriers and solutions. Develop recommendations on how to explore BCC within a design process	Consultant with MEAL Lead						
3	Develop a plan with tools and carryout exploration in an existing project, developing recommendations on how we could strengthen BCC approaches	Consultant with support of project team						
4	Hold reflections with the team and identify learnings and good approaches for BCC for the current and future projects	Consultant						

Deliverables and Payment

The consultancy will have the following deliverables and payment times:

1. Delivery of an acceptable more detailed plan for the consultancy - **10% payment.**
2. Input to and join the project design process taking responsibility for embedded BCC questions.
3. Delivery of a short report on the learnings and recommendations of how to include BCC into a project design – **25% payment.**
4. Design and carry out a review of BCC needs and approaches within an existing project.
5. Hold a review with the project team on what was effective to identify behaviour change barriers and solutions and draft a short report with recommendations - **65% payment.**

Qualifications and experience

The external consultant should possess the following qualifications and experience:

- Strong experience of designing new projects with community inputs
- Experience of using a variety of participatory tools (beyond FGDs, KIs and surveys)
- A strong understanding of behaviour change barriers and experience of exploring solutions with teams and communities.
- Ability and willingness to travel to remote locations and spend time with rural communities.
- Ability to work both collaboratively as well as take responsibility and meet deadlines.

Documents to be submitted

- Cover letter expressing interest and outlining relevant experience and expected payment.
- Curriculum vitae (CV) or resume highlighting relevant experiences.
- Samples of previous work on design and BCC development
- Detail of the Individual
 - Consultant profile with relevant experience
 - PAN/VAT registration

Please send information to:

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