

CONSULTANCY - DEVELOPMENT OF SOCIAL & BEHAVIOUR CHANGE COMMUNICATION (SBCC) STRATEGY



ABOUT US

We are an international development organisation putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world's toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

We're a global change-making group. The group consists of a UK registered charity with community projects in Africa, Asia and Latin America, an independent development publishing company and a technical consulting service. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

OUR AIMS

We help people find solutions to some of the world's toughest problems, made worse by catastrophic climate change and persistent gender inequality. Our aims are to:

- Make agriculture work better for smallholder farmers, many of them women, so they can adapt to climate change and achieve a good standard of living.
- Help more people harness the transformational effects of clean affordable energy and reduce avoidable deaths caused by smoke from indoor stoves and fires.
- Make cities in poorer countries cleaner, healthier places to live and work.
- Build disaster resilience into the lives of people threatened by hazards – reducing the risk of hazards and minimizing their impact on lives and livelihoods.

PRACTICAL ACTION IN KENYA

In Kenya, Practical Action has a long history of addressing systemic barriers that prevent people from accessing energy that transforms their lives, helping communities and government make cities healthier and safer, making agriculture and markets work better for small holder farmers and supporting communities and government to become more resilient.

We use a mix of programming with communities and consultancy services with shapers of policy and practice to achieve our aims.

ABOUT THE ROLE

Practical Action, Regen Organics and the County Government of Kakamega are implementing ***the Circular Economy for Household Organic Waste (CE4HOW) Project***. The four-and-a-half-year initiative aims to create a commercially viable, circular economy model for household organic waste that reduces greenhouse gas emissions, improves household waste services and transforms the lives of informal waste workers.

Regen Organics has constructed a new waste recycling plant in Kakamega County to produce organic fertilizer. This location gives it access to a large market of smallholder farmers in Western Kenya, who will benefit from a product that improves soil structure, moisture retention and nutrients and increases yields. The feedstock for the recycling plant will largely come from agricultural waste. However, the business case this project seeks to develop is integrating household organic waste from Kakamega Municipality into the plant's operations.

This project will add value to a waste stream that currently has no value and is a financial drain on municipal resources. It will inject finances into the waste economy by paying Waste Aggregation Centres to supply household organic waste. Waste collectors, in turn, will offer household waste collection services at a lower than market prices, provided households separate their waste. However, achieving these outcomes requires a significant shift in household behaviours', which can be facilitated through a targeted Social and Behaviour Change Communications (BCC) Strategy.

Purpose of the assignment

The purpose of this assignment is to design and develop a comprehensive Behaviour Change Communication (BCC) to support the implementation of a circular economy approach to household organic waste management. The strategy will aim to influence and sustain positive behavioural changes among households and key stakeholders regarding the segregation, reduction, reuse, and valorisation of organic waste at the source.

SCOPE

Assignment Title	Development of Social & Behaviour Change Communication Strategy
Location	Kakamega County.
Duration	30 days

Specific Objectives of the of the Assignment

The objective is to develop a Social and Behaviour Change Communications Strategy that promotes sustainable household organic waste management practices aligned with circular economy principles in Kakamega County. Specific objectives include:

1. **Increase Awareness:** Raise awareness among households about the benefits of segregating and managing organic waste for circular economy outcomes (e.g., organic fertilizers).
2. **Shift Attitudes:** Foster positive attitudes toward organic waste segregation and participation in circular economy initiatives.
3. **Encourage Adoption:** Drive measurable behaviour change, including increased household participation in waste segregation, composting, or delivery to collection points.
4. **Sustain Engagement:** Ensure long-term commitment to circular economy practices through community ownership and stakeholder collaboration.
5. **Support Policy Implementation:** Align the SBCC strategy with Kakamega County's waste management policies and circular economy goals.

Methodology/Approach

The BCC strategy will adopt a participatory multi-stakeholder, and evidence -driven approach. The strategy will be grounded in social, and behaviour change theories and aligned with circular economy principles at the household and community level the methodology comprises the following core components:

Situational Analysis

- Review relevant documents, conduct key informant interviews and use other appropriate data collection and analysis methods to understand the current household organic waste management context in Kakamega County, including:
 - Existing practices, attitudes, and knowledge levels regarding organic waste management.
 - Barriers and motivators for adopting circular economy practices
 - Key demographic and socio-economic factors influencing waste management behaviours.
- Map existing waste management infrastructure, including collection points, composting facilities, and biogas initiatives.
- Review relevant county policies, national circular economy frameworks, and ongoing initiatives in Kakamega related to organic waste.
- Identify key stakeholders, including community leaders, women's groups, youth organizations, schools, and private sector actors involved in waste management.

Audience Segmentation

- Map and segment the target audiences based on behavioral, demographic, and socio-economic characteristics.
- Identify primary and secondary audiences for the BCC strategy, such as households, community influencers, local authorities, and waste management workers.

Behaviour Change Framework

- Develop a behaviour change framework to guide the strategy.
- Define specific, measurable, achievable, relevant, and time-bound (SMART) behavioural objectives for each audience segment.
- Identify key messages and communication approaches tailored to each segment's needs, motivations, and barriers.

Strategy Development

- Design a comprehensive BCC strategy that includes:
 - **Key Messages:** Clear, culturally relevant, and actionable messages promoting organic waste segregation and circular economy practices.
 - **Communication Channels:** Identify an effective mix of appropriate channels to engage key audiences.
 - **Creative Materials:** Develop concepts for BCC materials to support the campaign.
 - **Community Engagement:** Approaches to involve local leaders, schools, and community groups in promoting the campaign.
 - **Incentives:** Recommendations for incentives to encourage participation.
- Ensure the strategy is gender-responsive, inclusive of marginalized groups, and aligned with local cultural norms.

Implementation Plan

- Develop a detailed implementation plan, including:
 - Timeline for rolling out the BCC campaign
 - Roles and responsibilities for stakeholders (e.g., county government, NGOs, community groups).
 - Budget estimates for communication activities, materials, and community engagement.
 - Partnerships with local media, schools, and private sector actors to amplify the campaign.

Monitoring and Evaluation (M&E) Framework

- Design an M&E framework to track the effectiveness of the BCC strategy, including:
 - Key performance indicators (KPIs) for awareness, attitude change, and Behaviour adoption (e.g., % of households segregating organic waste, % participating in composting programs).
 - Methods for data collection (e.g., surveys, focus groups, waste audits).
 - Reporting schedule for progress updates and final evaluation.

- Recommend tools for real-time monitoring, such as community feedback mechanisms or mobile apps.

Stakeholder Engagement

- Organize at least two stakeholder workshops:
 - **Inception Workshop:** To validate the situational analysis and gather input on the draft strategy.
 - **Validation Workshop:** To present the final BCC strategy and secure stakeholder buy-in.
- Engage with county officials, community leaders, and waste management actors throughout the process to ensure alignment with local priorities

Expected deliverables.

The consultant is expected to deliver the following:

1. **Inception Report** (within 1 week of contract signing):
 - Detailed work plan, methodology, and timeline for the consultancy.
 - Preliminary findings from the situational analysis.
2. **Situational Analysis Report** (within 2 weeks):
 - Comprehensive assessment of current practices, barriers, and opportunities for behaviour change.
 - Stakeholder mapping and audience segmentation.
3. **Draft BCC Strategy** (within 4 weeks):
 - Full draft of the BCC strategy, including Behaviour change framework, key messages, communication channels, and creative concepts.
 - Implementation plan and M&E framework.
4. **Final BCC Strategy** (within 5 weeks):
 - Revised strategy incorporating feedback from the validation workshop.
 - Final implementation plan, budget estimates, and M&E framework.
 - Presentation of the strategy to stakeholders.
5. **Workshop Reports:**
 - Summary reports for the inception and validation workshops, including participant lists and key outcomes.
6. **Creative Materials Concepts:**
 - Mock-ups or prototypes of key communication materials (e.g., posters, radio/ video scripts, social media posts).

All deliverables must be submitted in English in PDF, Word and Powerpoint formats.

Administrative and logistical support

- The Consultants will report to the work independently with technical oversight by the CE4HOW team.
- The CEHOW team will provide day to day support during the assignment to support the actualization of this assignment and within stipulated timelines.
- Practical Action will also provide all necessary program documents required.

Requirements of the consultant

This assignment will be undertaken by with a range of skills and experience to deliver the intended deliverables. It is expected that the consultant will have the following qualifications and Strong understanding of Behaviour change theories and frameworks.

- Expertise in developing culturally relevant communication materials and campaigns.
- Knowledge of circular economy principles and organic waste management practices (preferred).
- Hold a MSc. in Communication or MSc. in Social or behavioural sciences with five years relevant practicing experience in implementing effective Behaviour change communications strategies, preferably in environmental, sanitation or waste management contexts.
- Strong understanding of application of Behaviour changes theories and frameworks.
- Expertise in developing culturally relevant communication materials, guidelines and campaigns.
- Knowledge of circular economy principles and organic waste management practices (preferred).
- Familiarity with the socio-cultural and economic context of Kakamega County or similar settings in Kenya.
- Ability to work in English and, preferably, Kiswahili; knowledge of local languages is an asset.

Guidelines for Submission of Expression of Interest

A consulting entity that meets the above requirements and is available within the time limit indicated above should submit the following:

1. Technical Proposal

- Understanding of the ToR and proposed methodology.
- Detailed work plan and timeline.
- Description of relevant experience and qualifications.
- Team composition and CVs of key personnel (maximum 2 pages per CV).

2. Financial Proposal:

- Detailed budget breakdown, including all costs, in Kenyan Shillings.

3. References:

- Contact details of at least two clients for whom similar work was conducted.

4. Sample Work:

- Examples of previous BCC strategies or communication materials developed.

Timelines

This consultancy will take place in the months of July 2025 within a period of 30 days and final report submitted at the end of 30 days from the commencement of the contract. Final work plan duration shall be agreed with the selected consultant before signing of the agreement.

Note that the payment will be done subject to the consulting entity meeting quality and timely delivery of stated tasks.