

Terms of Reference
UNITED NATIONS DEVELOPMENT PROGRAMME
Accelerator Lab

Behavioural Insights and Impact Study on Pocket Park

Date: 24 January 2021
Duty Station: Kathmandu
Contract Duration: 30 days spread over 2 months (8 February – 7 April 2021)
Contract Modality: Institutional Contract (NGOs/ Firms/ Companies)

Background:

UNDP Accelerator Lab in Nepal is working together with the local governments, like-minded organizations (I/NGOs), academia and the private sectors to reduce the development gaps and support the Government of Nepal on achieving its development priorities. Among the various development challenges that the country is facing, the Accelerator Lab Nepal is currently focusing on Unemployment, Unplanned Urbanization and COVID-19 by exploring, mapping and testing different ideas and concepts to simplify and untangle the complexity.

Among the many experiments that the Accelerator Lab in Nepal has initiated, one of them is on tackling unplanned urbanization through the green pocket park. A wheelchair friendly park was created at Pulchowk, Lalitpur in early 2020. Within a year of its construction and handover to Lalitpur Sub-Metropolitan City, there is a need to explore and understand the many factors affecting human behaviours and practices to check how this small initiative has nudge the behaviour and helped community including persons with disability and the local government alike.

In this context, UNDP requests an experienced institution/ firms who could conduct a behavioural insight driven social experiment on the behaviour of general public including persons with disability and other relevant stakeholders towards the park and analyse the impact of green pocket park.

Objectives and Scope of the Assignment:

Under the direct supervision of the UNDP Accelerator Lab Nepal, the research institute will serve as a Local Consultant to provide service on the study related to behavioural insights and its overall annual impact.

The overall objective of this assignment is to explore and understand various factors of human behaviour and practices at the community and local government level; with focus on gender, disability friendliness and other dimensions that may hinder or enable the sustainable practices of utilizing open spaces and its annual impact in the environment and health. The results of this study will aim to:

- Identify behavioural changes within the community including those of persons with disabilities.
- Provide direction or guidance on future programming with tangible recommendations
- Provide annual impact on the environment and health.
- Conduct a social innovation experiment which will identify attributes, trends and patterns of the general public including persons with disabilities towards the pocket park.

- Make use of behavioural nudges to encourage community people's acceptance towards these disability inclusive parks.
- Identify the leverage points for behavioural interventions.

Potential areas that need to be worked on further in consultation with Accelerator Lab Nepal are:

- Design data collection instruments for behavioural insights
- Finalizing methodology and process of the study
- Co-design prototypes of behavioural interventions that address the main points (behavioural barriers) identified and iterate them with Nepal Lab, Lalitpur Metropolitan City and key stakeholders. The prototypes shall include the design of communications and messaging to promote importance of pocket parks in the community.
- Formulate the prototypes of behavioural interventions into BI experiment design with clear hypotheses and assumptions in the experiment framework.
- Develop methods and processes for the experiment design and trial to test out the hypotheses, including design of randomization, sampling strategies and other relevant protocols.
- Develop experiment evaluation framework with key indicators (outputs and outcomes) and evaluation plan for baseline data collection, monitoring and experiment evaluation.

The study is expected to be completed within the time frame of 8 February – 7 April 2021.

Outputs:

The main outputs expected from the assignment are:

S.N.	Deliverables/ Outputs	Estimated # of days	Payment	Target Dates	Due
1	Prepare and submit the final workplan of the study.	2	20%	10 February 2021	
2	Design and finalize methodology, data collection instruments and questionnaires.	5	35%	17 February 2021	
3	Prepare and submit the draft report along with infographics	18	25%	21 March 2021	
3	Submit the final report and infographics after incorporating inputs from UNDP	5	20%	2 April 2021	

Required Qualification

- A minimum of 5 years of experience at national or international level in conducting similar research on behavioural insights and impact measurement.
- Proven experience in high quality research, data analysis, design and publications related to development issues and behavioural science.
- Proven experience in experimentation and testing such as prototyping, conducting Randomized Controlled Trials (RCTs) among others is mandatory.
- Proven experience of using various tools and data visualization for presenting research results is mandatory.
- Prior experience of working with the development sector will be of added advantage.
- Female representation in the proposed research team is mandatory.
- Knowledge on issues and concept of gender, disability and diversity in the context of Nepal will be of added value.
- Fluency in English, both oral and written is required.

Duty Station and Deadline

Duty Station: Kathmandu

Application Deadline:

Proposal and Budget

The service provider should provide technical and financial proposals.

The Technical Proposal shall describe the methodology and approaches to achieve the objectives of the scope of work while the Financial Proposal must provide a detailed price breakdown as per activity.

The Annex should include detail work plan (including number of days), relevant study documents on Behavioural Insights, team composition and CVs of the team to be involved.

Travel Arrangements:

The travel arrangements and related expenses throughout the research study should be managed by the service provider/ consultant themselves.

Payment Schedules:

The payment will be made as per the submission of the deliverables following the deadlines mentioned above.