

TERMS OF REFERENCE
Communications for Behavioural Change Framework & Action Plan

GENERAL INFORMATION

Services/Work Description:	Technical Support for the development of Behavioural Change Communication Framework and Action Plan for the 8 EnGenDER programming countries targeting climate change and disaster recovery coordinating agencies.
Project/Programme Title:	Enabling Gender-Responsive Disaster Recovery, Climate and Environmental Resilience in the Caribbean (EnGenDER)
Post title:	Communications for Behavioural Change Framework and Action Plan
Duty Station:	Barbados
Duration:	60 calendar days within a period of 2 months
Expected Start Date:	October 2021

1. BACKGROUND / PROJECT DESCRIPTION

The physical impacts of climate change and natural hazards are being seen to compound pervasive structural inequalities and socioeconomic vulnerabilities since gender equality and human rights are given insufficient consideration required in climate change mitigation and adaptation, and in disaster risk, recovery, and response. While there is a general pattern where women and girls face a disparity in terms of (amongst other things) access to economic participation, nuances exist in each country in the needs and vulnerabilities of women, men, girls, and boys, which warrant more detailed investigation and articulation.

Women and men typically respond and react differently at various stages of disaster and recovery; and the groups with the least knowledge and capacity to take short-term measures to limit impacts from climate-related disasters are often the most affected. Through the funding support provided by the Global Affairs Canada and the UK Government the Enabling Gender-Responsive Disaster Recovery, Climate and Environmental Resilience in the Caribbean (EnGenDER) project, seeks to further integrate gender equality and human-rights based approaches into disaster risk reduction (DRR), climate change (CC) adaptation and mitigation, environmental management frameworks and interventions.

The ultimate outcome of the project is to improve climate resilience for women and girls, key vulnerable populations, and for future generations to come across the Caribbean region. Therefore, sustainable action is critical and must be embedded in national and regional decision-making processes. In support of this achievement, Output 1211, *“places focus on providing technical assistance for gender-responsive*

behavioural analysis within national climate change and disaster recovery coordinating bodies.”¹ This output places focus on facilitating sustainable change through the effective transformation of social behaviours which serve at times to reinforce as well as support gender vulnerabilities instead of promoting gender equality. Climate change adaptation and mitigation and disaster recovery necessitates a change in behaviour, attitudes, and relationships. “Many of the policies and programs designed to help achieve the Sustainable Development Goals (SDGs) require people, communities and decision makers to change their behaviours. Through human-centered theories and methods, behavioural insights enable such a change.”² The UNDP in recognizing this, started back in 2013, to investigate and apply the findings from behavioural science (insights) into its programme design and in its support for policy formulation.³ Taking on board that Agenda 2030 could only be achieved, if the behavioural factors that lead people to utilize programs effectively and efficiently as well as influence persons changed behaviours and attitudes are critically examined.⁴

Within the context of the EnGenDER project, it is very much recognized, that if sustainable change is to be facilitated, behavioural change will be required and must be embedded as a necessary prerequisite to ensure that climate resilient actions and disaster recovery efforts are sustainable and gender responsive. In doing so, understanding how behavioural insights impact or influence behavioural change is critical. Equally important to this, is the strategic use of communication approaches to promote changes in behaviours while employing a gender analysis. This behavioural insight tool is known as the Barrier Analysis and is an “evidence-based tool that is used to design programmes that firstly, analyze the problem in-order to define barriers and motivators to change and secondly, in designing a comprehensive set of tailored interventions and or recommendations that promote the desired behaviours.”⁵ The barrier analysis is therefore a critical part of the project’s research methodology. Under the scope of this consultancy the EnGenDER project will support the development of a Communications for Behavioural Change Regional Framework, which will be used to help support the (8) EnGenDER participating countries⁶ in the implementation of their National Behavioural Change Communication Strategies and Action Plans.

¹ UNDP. Multi-Country Project Document. the Enabling Gender-Responsive Disaster Recovery, Climate and Environmental Resilience in the Caribbean (EnGenDER) project. https://info.undp.org/docs/pdc/Documents/BRB/EnGenDER%20Project%20Document_final%20230419.pdf. 19.

² Mary MacLennan and Lori Foster. Applying Behavioural Insights at the United Nations in 2019: A Year in Review. <https://medium.com/@mary.maclennan/applying-behavioural-insights-at-the-united-nations-in-2019-a-year-in-review-e70c749d45cf>

³ Abdoulaye Mar Dieye. Experimentation and Behaviour Change for the SDGs: Bringing Behavioural Insights to Scale. September 28th, 2018.

⁴ Dr. Maya Shankar and Dr. Lori Foster. Behavioural Insights at the United Nations: Achieving Agenda 2030. United Nations Development Programme: New York, 2016, 1. <https://www.undp.org/content/undp/en/home/librarypage/development-impact/behavioural-insights-at-the-united-nations--achieving-agenda-203/>

⁵ USAID. What is Social and Behaviour Change Communication? <https://sbccimplementationkits.org/sbcc-in-emergencies/learn-about-sbcc-and-emergencies/what-is-social-and-behavior-change-communication/>

⁶ The Barrier Analysis will be undertaken for eight (8) of the EnGenDER participating countries this includes namely: Antigua and Barbuda, Dominica, Grenada, Guyana, Jamaica, Saint Lucia, Saint Vincent and the Grenadines and Suriname. It is expected that Belize will undertake its GAP Analysis separately in-conjunction with its National Behavioural Change Communication Strategy through the support of its National Climate Change Office.

The Barrier Analysis, research methodology is expected to build upon as well as complement the findings coming out of the Knowledge, Attitudes, Practices and Behaviour (KAPB) Study which was conducted by UN Women as part of the EnGenDER Project. The aim of the KAPB Study was to explore the knowledge of gender issues and how it is effectively integrated in climate change and disaster risk reduction actions. While also analyzing attitudes in relation to gender, behaviours in the professional environment and practices in relation to gender mainstreaming across national CC and DRR coordinating bodies. Changing knowledge, attitudes, practices, and behaviours at the individual, institutional (structural) and community (societal) levels requires the strategic use of social and behaviour change communication. The EnGenDER project had envisioned, **“that a KAPB Study analysis complemented by other data collection methods, will be carried out to help identify causes of behavioural biases and the potential interventions to reduce them.”**⁷

The EnGenDER project will therefore as part of its research methodology utilize the barrier analysis, to identify first the gaps and additional barriers as well as the motivators that will influence the ability and willingness of the decision makers within the national CC and DRR coordinating bodies to adopt the behaviours necessary to support gender-responsive climate change and disaster recovery actions. The Barrier Analysis will therefore bridge the gaps between the findings under the KAPB Study as well as provide the basis for the development of a Communications for Behavioural Change Framework, that is meant to provide specific behavioural change communication recommendations that are gender-responsive to eight (8) of the participating EnGenDER countries in the development of their national communication strategies and action plans. It is also important to note that the KAPB Study, **did not include a focus on the national DRR coordinating bodies** so a strategic point of focus, will be the DRR coordinating bodies as key target group in the development of the Communications for Behavioural Change Framework.

The development of the Communications for Behavioural Change Framework is timely, given the continued onset of the COVID-19 pandemic. The analysis and recommendations provided are expected to assist the EnGenDER member countries in the identification of the appropriate communication interventions and communication platforms and tools best suited for use in support of effective behavioural change within a COVID-19 environment.

1.1 OBJECTIVE

The overall objective of this assignment is to develop a Communications for Behavioural Change Regional Framework and Action Plan to better support the eight (8) targeted EnGenDER countries in the design of their National Behavioural Change Communication Strategies & Action Plans as well as providing specific communication recommendations on the type of activities which can be employed to support a change in

⁷ UNDP. Multi-Country Project Document. the Enabling Gender-Responsive Disaster Recovery, Climate and Environmental Resilience in the Caribbean (EnGenDER) project. https://info.undp.org/docs/pdc/Documents/BRB/EnGenDER%20Project%20Document_final%20230419.pdf. 19.

behaviours among decision makers within CC and DRR coordinating bodies. The development of the Framework will support the programming of effective communication for behavioural change and non-communication activities that support gender responsive decision making and the application of human-rights based approaches across the 8 participating countries.

The specific objectives under the Communications for Behavioural Change Regional Framework are as follows:

- To develop a framework which supports the eight (8) EnGenDER countries in the design of their National Behavioural Change Communication Strategies and Action Plans
- To provide specific and detail communication recommendations on the type of activities to support the design of the country specific communication activities within the scope of a National Behavioural Change Communication Strategy and Action Plan. These detail communication recommendations may include:
 - a. strategy interventions (both communications related and non-related⁸) which target decision makers within the climate change and disaster recovery coordination systems to promote the gender responsive and rights-based approaches in the national decision-making processes of eight (8) EnGenDER countries.
 - b. high-level gender transformative communication objectives which will be utilized in the implementation of the National Behavioural Change Communication Strategies and Action Plans.
 - c. identification of the appropriate traditional and digital communication interventions and products which will be utilized in the advocacy, promotion and awareness raising of women's participation and leadership in gender responsive climate and disaster recovery efforts and
 - d. the identification of the appropriate and specific communication modalities which will be utilized to specific target decision makers in the climate change and disaster recovery coordination bodies across the eight (8) countries.
- To develop a framework which supports the monitoring and evaluation of the behavioural change communications and non-communication activities outlined. To ensure that activities proposed effectively inform programming activities and actions that are gender responsive and support the application of human rights- based approaches at the decision making and implementation levels.

1.3. METHODOLOGY

One of the best ways to understand what is preventing people from practicing a behaviour or behaviours and what will encourage them to adopt the preferred transformational behaviours, is to conduct formative research into the gaps (i.e., barriers) inhibiting these behaviours and secondly, identification of the

⁸ These non-communication related interventions may include interventions which support and foster capacity building, institutional strengthening, and knowledge building support efforts to drive transformational behavioural change across the national climate change and disaster recovery agencies.

motivators which will best encourage persons to adopt the preferred behavioural change. One type of research tool that can be utilized to achieve this intended output is that of a Barrier Analysis. Whereas the KAPB Study provided behavioural insights in the knowledge, attitudes, perceptions, and behaviours of persons within the decision-making position across the national climate change coordinating bodies mainly, as a means of identifying causes of behavioural biases.

The aim of the Barrier Analysis is to complement the KAPB Study by strategically and quickly identifying the additional determinants which exist amongst the focus group targeted, i.e., persons in decision making positions across national climate change and disaster recovery coordinating bodies, that prevent the adoption of the promoted behaviours. These preferred behaviours refer to actions which support the implementation of gender-responsive climate change implementation within country as well as drive gender responsive policy making and hence strengthen gender equality mainstreaming across policy actions. Moreover, the Barrier Analysis is meant to support strategic efforts to clearly identify communication related interventions and actions that can be adopted in supporting gender responsive behavioural change amongst decision makers.

The Barrier Analysis is a critical behavioural insight tool, and one which is meant to complement the scope of the EnGenDER project because it supports the specific and clear identification of barriers preventing or inhibiting the intended behaviours. While also supporting efforts to appropriately identify key motivators which will help to drive and support the intended behavioural change. This is important because once the barriers and motivators to a specific behaviour or behaviours is clearly identified, the appropriate steps can be taken to define what appropriate behavioural change activities need to be developed to address these barriers. This is an important prerequisite in the effective development of a Regional Communication Framework for Behaviour Change which is meant to guide and support the country specific communication action plans and successive communication activities to follow across each of the eight (8) targeted EnGenDER countries.

The Barrier Analysis therefore forms an important part of the research methodology being used in the development of the Communications for Behavioural Change Regional Framework. The barrier analysis combined with the other gender responsive research tools such as the GBA+ approach is meant to better inform the design of the Communications for Behavioural Change Regional Framework, that will support a change in behaviours resulting in the promotion of gender responsiveness and human rights-based approaches into the national decision-making processes within the climate change and disaster recovery context across the eight (8) EnGenDER countries targeted.

2. SCOPE OF WORKS

The EnGenDER project, recognizes the importance of other data collection and behavioural insights tools in complementing the UN Women KAPB study. As the Communications for Behavioural Change Regional Framework provides, further technical support to the beneficiary countries in the design of communication

activities that are targeted and effective in bringing about the gender responsive transformational change that is envisioned.

In view of the foregoing, the consultant will be responsible for undertaking the following activities in completion of the Communications for Behavioural Change Regional Framework:

- Conduct interviews with stakeholders to identify gender responsive climate change and disaster recovery priority policy actions with the aim of developing effective communication activities and recommendations which can support the implementation of these gender-responsive actions and human rights approaches among decision makers. The interviews/stakeholder consultations will also support the design of communication activities, messages and other critical support interventions aimed at facilitating behavioural change among climate change and disaster recovery decision makers.
- Develop the Communications for Behavioural Change Framework document⁹, building on the research findings and recommendations coming out of the barrier analysis to develop a strategic framework which provides guidance on the development of national behavioural change communication strategies and action plans specific to the Caribbean region. In-addition to identifying targeted communication recommendations and activities which can be used to promote gender-responsive behavioural change within the climate change and disaster recovery context.
- Host a virtual validation workshop with the support of the EnGenDER, PMU Team to approve the finding of the Barriers Analysis as well as approve the Communications for Behavioural Change Framework document and targeted communication recommendations and actions outlined.

⁹ In developing the Communications for Behavioural Change Framework, it is critical that, the following elements be included within its scope, identification of the regional high-level gender transformational communication objectives which will be further detailed at the national level in the development and implementation of the national behavioural change communication strategies and action plans. It should also include scope to further refine the regional strategic communication approaches and channels which can be specified and detailed further at the national level in the implementation of the country specific national behavioural change communication strategies and action plans. Added to this the framework should also define the traditional and digital communication products, tools, and platforms most suitable and appropriate for use and specific to each stakeholder in the successive implementation of the national behavioural change communication strategies which will follow.

Last but very importantly, a regional monitoring and reporting framework should also be included, that can be adapted at the national level in the monitoring and evaluation framework to assess the change and impact of behavioural change strategies on improving gender responsiveness and rights-based approaches in national decision-making processes. The inclusion of a regional monitoring and reporting framework is important in providing additional guidance to the participating EnGenDER countries on how such M&E frameworks can be included within behavioural change communication programmes.

2.1.1 Gender-based Analysis

A notable and central feature of the assignment is the gender analysis, which is meant to be incorporated intrinsically throughout the execution of the consultancy. In this regard, this analysis should consider the gender-based analysis plus (GBA+) approach in its methodology. GBA+ is “an analytical process that provides a rigorous method for the assessment of systemic inequalities, in-addition to assessing how diverse groups of women, men, and gender diverse people may experience policies, programs and initiatives.” Under the scope of this project the approach will help consider how other intersecting identity factors such as: race, ethnicity, religion, age, or physical disabilities impact a person’s behaviours along with how societal gender norms and biases can influence the attitudes, beliefs, behaviours and at times knowledge of persons living in society. These gender-related behavioural determinants often serve to perpetuate as well as reinforce existing gender inequalities instead of promoting gender equality. This is especially important under the scope of this project, as the gender analysis provides the basis for investigating and identifying the systemic gender inequalities and other societal factors responsible for the gender norms and institutional factors that constrain the inclusion of gender equality issues in relevant national climate change and disaster recovery planning and coordination systems.

The integration of a gender analysis under this phase of the assignment and more extensively throughout the conduct of the consultancy is critical and necessary in ensuring that the objectives of the Terms of Reference (ToR) are achieved. Below is a simple guide which does not limit the markers and questions that should be considered and addressed in the design of the Communications for Behavioural Change Framework and Action Plan.

Key Markers to be achieved in the development of the Communications for Behavioural Change Framework and Action Plan are as follows:

- The framework should show the results of the Country Analysis pertaining to the behavioural insights of decision makers across national climate change coordinating bodies with specific focus on the disaster recovery agencies for the eight (8) targeted EnGenDER countries.
- The framework should highlight its importance to decision makers within the climate change and disaster recovery context and clearly demonstrate how it will support countries in implementing gender responsive behavioural change.
- The framework should provide specific communication recommendations and communication activities which will enhance gender responsive decision making and the application of human rights-based approaches amongst decision makers across climate change and disaster recovery coordinating agencies
- The framework should include the development of an Action Plan which shows how strategies can be rolled-out in-addition to Monitoring and Evaluation Framework to show how changes in behaviours can be effectively monitored and evaluate for change.

Key Questions to be considered in the design of the Communications for Behavioural Change Framework and Action Plan are as follows:

- What type of communication activities need to be included within the Behavioural Change Framework and Action Plan to support gender-responsive behavioural change among decision makers across the climate change and disaster recovery coordinating agencies?
 - Besides communication specific activities, what other type of activities can help to complement existing and new behavioural change activities, that will support gender-responsive decision making among decision makers in the climate change and disaster recovery sphere.
- Which activities (communications and non-communications specific) will have the most impact and are best suited to address the barriers and motivate a change in behaviours among decision makers within the climate change and disaster recovery context?
- What type of (communication and non-communication) interventions are needed to support and drive long-term sustainable behavioural change among decision makers across the national CC and DRR coordinating bodies?
- What are the communication needs and resources of the eight (8) EnGenDER countries in supporting sustainable behavioural change? And which communications activities and non-communication activities are best suited for implementation considering the capacity resource constraints and needs of the eight (8) participating EnGenDER countries?
- What existing gender frameworks, communication systems and/or channels can be strengthened or developed to support gender responsive behavioural change among decision makers across the national CC and DRR coordinating bodies?
- What indicators can be used to demonstrate and measure the change in behaviours among decision makers in promoting gender responsive and rights-based approaches in climate change and disaster recovery efforts?
- What type of behavioural change communication activities are best coordinated at a regional/project level to support gender-responsive and rights-based approaches among decision makers across the climate change and disaster recovery context?
- Which type of behavioural change activities (communications and non-communication related) are best suited to be coordinated at a national level in the implementation of National Behavioural Change Strategies and Action Plans?

2.2.1 Gender-responsive Stakeholder Consultations

The prioritization of stakeholder dialogues mainly amongst the key focus groups (decision makers within the national climate change, disaster recovery and gender machineries) being targeted for the required behavioural change in the execution of this assignment is critical. In view of the foregoing, the consultant **will be required to utilize such an approach within the project's methodology**. The

gender responsive stakeholder dialogues should therefore be inclusive and in doing so, ensure that adequate access is provided to all stakeholders while ensuring transparency of the process. Although the decision makers are the main target group of focus, to ensure the appropriate behavioural change takes place in support of gender-responsiveness and human rights-based approaches in the decision-making process. Understanding how the vulnerable and at-risk communities are impacted can be used to help inform, guide, and shape the behavioural change communication and non-communication initiatives and interventions being propose in facilitating the appropriate behavioural change.

IMPORTANT DISCLAIMER: *The preferred approach methodology based on the scope of work would involve physical stakeholder participation. This testifies to the criticality of stakeholder participation and other physical interaction in the successful execution of this project. However, given the continuous and persistent onset of COVID-19 pandemic throughout the Caribbean region and how it is redefining the way business is conducted, it important that **alternative methods and innovative approaches** to conduct the various aspects of the scope of work should be identified and listed as **an essential component of the proposed methodology** in addition to the approaches stated in this Terms of Reference (ToR). COVID-19 should be identified as a major risk and therefore mitigation measures to facilitate the completion of the work considering this threat, should also be highlighted.*

3. KEY PROJECT MILESTONES

The specific project milestones under this consultancy are as follows:

Output	Milestones
1	Submission of the Inception Report & Project Kick-off Meeting
3	Submission of the Communications for Behavioural Change- Country Analysis
4	Submission of the Draft Communications for Behavioural Change Framework (inclusive of gender specific communication recommendations and actions)
5	Host Validation Workshop
6	Final Approved Communications for Behavioural Change Framework (inclusive of recommendations and proposed behavioural change

	communication interventions that serve to support gender responsive climate change actions and disaster recovery efforts)
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4 EXPECTED OUTPUTS AND DELIVERABLES

The main expected outputs and project deliverables to be produced under this consultancy are as follows:

4.1 Inception Report

The Contractor will be required to produce an inception report as the first project output under this consultancy. The inception report will include the project background, rationale and objectives in-addition to a detailed methodology and approach, the inception report will also include the proposed work plan inclusive of the detailed work-break down structure and timelines in meeting the proposed project goals. The inception report should be presented in **pdf and power point format** to the project team ahead of the project kick-off meeting. Both a formal pdf document should be prepared as well as a power point presentation, the power point presentation will be used as the presentation guide in the hosting of the Project Kick-off Meeting, however the comprehensive detail methodological approach and work plan would be outlined in the pdf document.

4.2 Communications for Behavioural Change Country Analysis

The second major project deliverable is the Communication for Behavioural Change Country Analysis. The Country Analysis will provide a regional as well as country specific overview of the behavioural insights of the eight (8) participating EnGenDER countries. Included in the analysis will be a review of past and current regional and national behavioural change strategies as well as the UN Women KAPB Studies. The country analysis will include this, with the aim of identifying best practices, key lesson learnt and challenges from similar initiatives to inform the current process. The Country Analysis will also highlight the main determinants inhibiting gender responsive behavioural change among decision makers within national climate change and disaster recovery coordinating agencies. While also identifying the main motivators responsible for influencing the appropriate behavioural change. Given that UN Women KAPB Study, had a limited focus on the national DRR coordinating bodies, the Country Analysis will therefore aim to clearly identify the barriers and motivators in country responsible for driving gender responsive and human rights-based approaches within the disaster recovery context. Altogether the country analysis will provide the information and data necessary to inform the communication and behavioural change activities needed to address the barriers identified and ultimately in helping to design the communication recommendations and interventions which will support gender responsive behavioural change action among decision makers with the climate change and disaster recovery coordinating agencies for the 8 EnGenDER countries.

4.3 Communications for Behavioural Change Regional Framework & Action Plan

The Communication for Behavioural Change Framework will build upon the information and data provided under the Country Analysis. The Framework will therefore clearly identify the main determinants inhibiting behavioural change among decision makers in the climate change and disaster recovery coordinating agencies as well as the main motivators which will support gender responsive behavioural change. In view of such the Framework will be accompanied by a Communications for Behavioural Change Matrix and Action Plan. The matrix will include reference to the behaviours being targeted for change, the priority groups of focus for this behavioural change, the main determinants, and the bridge to those activities in-addition to identifying the communication activities and interventions being proposed to address the behaviours. Included also will be the proposed indicators which will help to identify, monitor, and assess the change to behaviours and effectiveness of the activities/interventions being proposed.

The Communications for Behavioural Change Matrix and Action Plan will therefore highlight and showcase the communications activities and interventions which will be rolled out, who will be responsible for the implementation of such activities, the possible budget for such activities and what each activity is intended to achieve. The development of the gender-specific communication recommendations as part of the framework document is a major feature of the Communications for Behavioural Change Framework. The recommendations should therefore include high-level behavioural change activities and interventions intended to be part of the national behavioural change communication strategies and action plans which will be detailed further at the national level. These behavioural change communication activities and interventions should target decision makers as well as key actors across the national climate change and disaster recovery framework as well as the national gender machineries and other key stakeholder groups such as civil society organizations and peer groups. The communication recommendations being proposed should also outline the use of the appropriate communication tools, channels, and platforms to be used in the implementation of the national strategies and should also highlight the communication products and platforms best suited to be used amongst the specific target group. The recommendations should also include specific communication activities and interventions which are meant to support sustainable behavioural change amongst key actors within the climate change and disaster recovery coordinating bodies, resulting in more informed “gender-responsive approaches to the planning and monitoring of climate change adaptation and mitigation policies and programmes, and in resilient post-disaster recovery.”¹⁰ The recommendations proposed should also include proposals which seek to strengthen relevant internal frameworks or institutional structures to encourage greater inclusion of gender equality considerations for climate change and disaster resilience.¹¹ The recommendations should be specific activities and interventions

¹⁰ UNDP. Multi-Country Project Document. the Enabling Gender-Responsive Disaster Recovery, Climate and Environmental Resilience in the Caribbean (EnGenDER) project. https://info.undp.org/docs/pdc/Documents/BRB/EnGenDER%20Project%20Document_final%20230419.pdf. 19.

¹¹ UNDP. Multi-Country Project Document. the Enabling Gender-Responsive Disaster Recovery, Climate and Environmental Resilience in the Caribbean (EnGenDER) project. https://info.undp.org/docs/pdc/Documents/BRB/EnGenDER%20Project%20Document_final%20230419.pdf. 19.

which are meant to enhance gender responsiveness and the application of human rights based approaches in the climate change and disaster recovery context.

Expected deliverables and proposed payment allocations are as follows:

Deliverables	Number of w/days	% Payment
1. Inception Report <ul style="list-style-type: none"> a. Methodology/ Approach b. Stakeholder Engagement Plan c. Work Plan inclusive of the Work Break Down Structure (WBS) d. Implementation Schedule e. Proposed survey/questionnaire tools 	5 days after signature of contract	30%
2. The Communications for Behavioural Change Country Analysis which will entail the following: <ul style="list-style-type: none"> a. Desk review of the existing behavioural change literature and data collection tools (this is inclusive of Regional and National Behavioural Change Strategies and Action plans. In-addition to the UN Women KAPB Studies) b. Conduct a country assessment of the preferred behaviours to be promoted & the main determinants preventing the adoption of the preferred behaviours amongst decision makers within CC and DRR coordinating bodies for the eight (8) EnGenDER countries. c. Identify High-Level Communication Interventions & Other Support Activities to drive gender-responsive behavioural change among decision makers across CC and DRR coordinating bodies for the eight (8) EnGenDER countries. d. Develop the Communications for Behavioural Change Country Analysis 	15 days after deliverable 1	20%
3. Develop the Draft- Communications for Behavioural Change Regional Framework & Action Plan inclusive of the following: <ul style="list-style-type: none"> a. The Communications for Behavioural Change Country Analysis b. The Communication for Behavioural Change Theory/Theories c. The Communications for Behavioural Change Communication Activities and Recommendations d. The Communications for Behavioural Change Matrix and Action Plan e. The Communications for Behavioural Change Monitoring & Evaluation Framework 	20 days after deliverable 2	20%
4. Virtual Validation Workshop (The virtual validation workshop presentation should be submitted in power point format) <ul style="list-style-type: none"> a. Project Overview b. Workshop Aims and Objectives c. Workshop Expected Outcomes d. Detail the Worksoep Structure and Approach 	10 days after deliverable 3	0%

<ul style="list-style-type: none"> e. Presentation of the Communications for Behavioural Change Country Analysis & Findings f. Presentation of the Communications for Behavioural Change Framework- Findings and Recommendations g. Next Steps and the Way Forward 		
<p>5. Final Approved Communications for Behavioural Change Framework and Action Plan (The final report should be submitted in power point and pdf format)</p> <ul style="list-style-type: none"> a. Background b. Problem c. Goals and Objectives d. Methodology/Approach e. The Communications for Behavioural Change Country Analysis f. The Communications for Behavioural Change Framework g. Behavioural Change Communications Recommendations and Proposed Communication Activities and Interventions h. Behavioural Change Communications Monitoring and Evaluation Framework i. The Proposed Behavioural Change Communications Action Plan j. Conclusion k. Annex- Surveys/ Questionnaires l. Annex- Validation Workshop (objectives, outcomes, insights, and main achievements)¹² 	10 days after deliverable 4	30% ¹³

5. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The Company will report directly to the EnGenDER Technical Specialist Gender Equality with support from the Monitoring and Evaluation Specialist in accordance with the approved schedule of works, on progress, challenges encountered, risks foreseen, proposed, or taken mitigation measures, and where UNDP support may be required. The company is expected to liaise/interact/collaborate/ work closely, within the course of performing the work, with the established National EnGenDER Focal Point and the National Mechanism for Decision Making, other government agencies, national Climate Change and Disaster Risk Technical Officers, Technical Officers from the priority sectors, other consultants, other agencies, donors, communities, CSOs,

¹² The outline provided for the Draft Final as well as the Final Gender, Social and Behavioural Change Communication GAP Analysis and the virtual validation workshop captures the proposed content requirements **only** as reference guide. The strategy document developed by the Consultant will directly guide and inform how the validation session will be executed in line with the project scope guided by the approval of the Project Steering Committee.

¹³ Payment of the final deliverable is subject to completion of the virtual validation workshop and completion of the final Gender, Social and Behavioural Change Communication GAP Analysis which has been edited and revised to take on board the comments and feedback of stakeholders and subject to the final approval of the Project Steering Committee and UNDP.

local government units, etc. Whenever requested, the company may participate in wider multi-agency assessment exercises and coordination forum, but not to represent and/or to speak on behalf of UNDP.

6. DURATION AND FINANCIAL PROPOSAL

The duration of the contract is for 60 days over a period of 2 months, from October to December 2021 to facilitate a review period of deliverables submitted. The company's price is a fixed output regardless of extension of the duration specified herein. The company's price proposal will include ***all expected costs of the assignment***. Payment will be remitted subject to the approval of final deliverables and based on the company's price proposal. In country technical clearance/approval must be provided for all deliverables.

Payments would be made upon submission and approval of the following deliverables as highlighted in Section 4 above:

1. Inception Report- 30%
2. The Communications for Behavioural Change Country Analysis-20%
3. The Draft Communications for Behavioural Change Framework & Action Plan-20%
4. Final Approved Communications for Behavioural Change Framework& Action Plan-30%

7. COMPOSITION AND REQUIRED COMPETENCIES

The technical capacities within the company should include at least a Communication Specialist and Gender Expert. The company will determine and share with the Project Management Team who among the two specialists will be assigned as the team leader.

The Team leader within the company must possess:

- Specialized knowledge, skills, abilities, and experience to use independent judgment in the performance of their duties and be capable of carrying out work with little guidance or supervision
- Significant experience in the management of projects and or policy analysis
- Demonstrated effective planning, management, negotiation, communication, and leadership skills
- Proven ability to work with complex stakeholders and familiarity with project dynamics
- Broad understanding of technical issues relevant to our core sectors

The responsibilities of the Team leader will include:

- Leading the Team in the development of the methodology and work plan
- Use of best practice in methodologies and analyses and leading the consultation process
- Supervision of the team and ensuring timelines are met
- Responsible for collating final reports and quality assurance of deliverables

The Specialists must present the following qualifications:

Communication Specialist	
Education	<ul style="list-style-type: none"> Postgraduate degree (MA, MSC or higher) in Communications, Journalism, Public Relations, International Development, International Marketing and Communications.
Experience	<ul style="list-style-type: none"> At least 5 years of experience in undertaking communications research and in Communication Strategy Development prior experience in gender related communication research is an asset. At least 5 years' experience developing communication tools and facilitating workshops; prior experience in developing gender specific communication tools is an asset. Sound understanding of national and local development planning processes in the Caribbean especially knowledge of Climate Change and Disaster Risk Reduction Actions and national and international development policies. Ability to transfer analytical results into simple and actionable solutions (based on job experience/field work). Sound understanding of the issues relevant to the priority sectors surrounding climate change and disaster risk reduction, or other related development issues within Caribbean region (based on job experience/field work). Previous work in any of the beneficiary countries and in a similar project is highly desirable. Excellent conceptual, analytical, writing and communication skills.
Gender Expert	
Education	<ul style="list-style-type: none"> Postgraduate degree (MSc, MA, or higher) in Gender Studies, Development Studies, Poverty Reduction, International Policy, Sustainable Development Studies or Social Studies.
Experience	<ul style="list-style-type: none"> At least 5 years' experience conducting research on gender, climate change and disaster risk resilience. At least 5 years' experience developing tools for/and facilitating workshops on gender, climate change and disaster risk resilience. At least 5 years of experience addressing issues specific to Caribbean SIDS surrounding gender equality and the application of general analysis in analysing behavioural change. At least 2 years' experience in developing and implementing Gender-Responsive Stakeholder Participation (participatory research approaches) and the use of GBA+ analysis and the Socio- Ecological Model. Sound understanding of national and local development planning processes in the Caribbean especially knowledge of Climate Change and Disaster Risk Reduction Actions and national and international development policies.

	<ul style="list-style-type: none"> ▪ Ability to transfer analytical results into simple and actionable solutions (based on job experience/field work). ▪ Sound understanding of the issues relevant to the priority sectors surrounding climate change and disaster risk reduction, or other related development issues within Caribbean region (based on job experience/field work). ▪ Previous work in any of the beneficiary countries and in a similar project is highly desirable. <p>Excellent conceptual, analytical, writing and communication skills.</p>
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8. SELECTION CRITERIA

The technical component for the scope of work comprises the technical capacity and related qualifications for the team lead, the Communication Specialist and Gender Expert in-addition to the Methodology, which would accumulatively contribute to 70%. The financial proposal will be assigned 30%.

Selection The company will be evaluated separately based on the selection criteria listed below.10

Selection Criteria -Team Leader			
1. Technical Capacity and Related Qualifications		Weight (10%)	Max. Points (100pts)
1.1	Significant experience in leadership positions and demonstrated effective supervision/management of others in the performance of their duties to ensure timely delivery of planned activities (based on job experience/field work)		30
1.2	Significant experience in the management of projects and or policy analysis		25
1.3	Demonstrated effective planning, management, negotiation, communication skills		20
1.4	Proven ability to work with complex stakeholders and familiarity with project dynamics		15
1.5	Broad understanding of technical issues relevant to the climate change and disaster recovery context		10
Total Points		10%	100
Selection Criteria- Gender Equality Specialist			
2. Technical Capacity and Related Qualifications		Weight (20%)	Max. Points (150pts)
2.1	Postgraduate degree (MSc, MA, or higher) in gender studies, development studies, poverty reduction, international policy, sustainable development.		30

2.2	5 years of strong experience addressing issues specific to Caribbean SIDS surrounding gender equality and the application of gender analysis in analysing behavioural change.		40
2.3	5 years of strong experience conducting research on gender specific communications and institutional strengthening and capacity building and in developing tools for/and facilitating workshops on gender, climate change and disaster risk resilience.		35
2.4	Experience in developing and implementing Gender-Responsive Stakeholder Participation (participatory research approaches) and the use of GBA+ analysis and the Socio- Ecological Model.		20
2.5	Sound understanding of national and local development planning processes in the Caribbean. Previous work in any of the beneficiary countries and in a similar project.		15
2.6	Ability to transfer analytical results into simple and actionable solutions (based on job experience/field work). Excellent conceptual, analytical, writing and communication skills.		10
Total Points		20%	150
Selection Criteria- Communication Specialist			
3. Technical Capacity and Related Qualifications		Weight (20%)	Max. Points (150pts)
3.1	Postgraduate degree (MA, MSC or higher) in Communications, Journalism, Public Relations, Marketing or International Development.		40
3.2	5 years of strong experience in undertaking communications research and in Communication Strategy Development. Prior experience in gender related communication research is an asset.		35
3.3	5 years of strong experience developing communication tools and facilitating workshops; prior experience in developing behavioural change communication activities and interventions is an asset.		30
3.4	Prior experience in the development of national and regional Communication Strategies and Action Plans. Specific experience is developing Communication Strategies and Action Plans for behavioural change is an asset.		20
3.5	Ability to transfer analytical results into simple and actionable solutions (based on job experience/field work). GIS and/statistical analysis skills would be a strong asset.		15
3.6	Previous work experience in a UN organisation is desirable Previous work in any of the beneficiary countries and a similar project is highly desirable.		10

		Total Points	20%	150
4. Methodology-Gender Responsive Communications for Behavioural Change Assessment			20%	110
4.1	The methodology for identify the behavioural change barriers/determinants as well as the behavioural change motivators is clear and well defined in line with the TOR demonstrating fulfilment of the requirements and provides clear and encouraging sign that the Communications Specialist will provide and produce exemplary work.			30
4.2	The methodology for developing the Communications for Behavioural Change Framework and Action Plan is detailed and well defined. With the scope of each activity clearly addressing all aspects of the TOR and there is no uncertainty as to what will be provided.			30
4.3	The methodology for the GBA+ is clear and coherent with the TOR demonstrating fulfilment of the requirements and provides clear and encouraging signs that the Gender Equality Specialist will provide an exemplary work.			20
4.4	The methodology for the GBA+ has sufficient details and is well balanced. The scope of each task is clearly defined addressing all aspects of the TOR and there is not uncertainty as to what will be provided.			20
4.5	Sequence of activities are logical, realistic and the team's partnership arrangement in executing the methodology is coherent and constructive and, designed to add value to the project.			10
		Total Points	20%	110
			70%	510
Financials			30%	

9. OTHER

The company must submit their CVs, reference letters, company profile, business registration certificate, methodology together with their financial proposal. Applications must be submitted in English and incomplete proposals will not be considered.

Documents to be included when submitting the proposal

- **Proposed Methodology for the Completion of Services.** The company must describe how they will address/deliver the demands of the assignment as specified in the ToR.
- **Company profile.** Brief history explaining the number for years the company has been providing a similar service; history any company name changes and previous and current collaborative

partnerships; show evidence of the financial and technical capacity of the company to provide required service.

- **CV** in alignment with the required qualifications and relevant experience for each member of the company.
- **Reference Letters.** The company must submit two reference letters from previous work undertaken.
- **Business registration certificate**
- **Financial Proposal.** The company must submit the financial proposal containing the final and all-inclusive (professional fees, all envisaged travel costs, etc.) total price offer for the full range of services required, broken down into all major cost components associated with the services. All envisaged travel costs must be included in the Offeror's financial proposal. This includes all duty travels.