

# Terms of reference



## GENERAL INFORMATION

Title: Behaviour Change Communication (BCC) Consultant  
 Project Name: Enabling Gender-Responsive Disaster Recovery, Climate and Environmental Resilience in the Caribbean (EnGenDER) Project  
 Reports to : Programmes Specialist  
 Duty Station: Home Based  
 Duration of Assignment: 50 days over a 5-month period

## REQUIRED DOCUMENTATION FROM CONTRACTOR

X	Letter of presentation highlighting main qualifications and experience relevant to this TOR
X	P11 form
X	Copy of education certificate
X	Technical Proposal
X	Financial Proposal
X	Sample of Work

## I. BACKGROUND

The impacts of climate change and natural hazards compound pervasive structural inequalities and socioeconomic vulnerabilities. Broadly, mainstreaming gender equality and human rights are central to ensuring inclusive and responsive climate change mitigation and adaptation, disaster recovery and response. 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 apply short-term protective measures are often disproportionately impacted. Inclusive and sustainable climate change adaptation (CCA), mitigation (CCM) and disaster recovery (DR) therefore necessitates an understanding of and change in knowledge, attitudes, perceptions, and behaviour (KAPB). The application of behavioural insights and associated human-centred theories and models of behaviour change is critical to designing responsive climate and disaster related policies and programmes particularly within the decision-making bodies of the Government.

The Enabling Gender-Responsive Disaster Recovery, Climate and Environmental Resilience in the Caribbean (EnGenDER), is a regional project seeking to integrate gender equality and human-rights based approaches into disaster risk reduction (DRR), climate change (CC) adaptation and mitigation, environmental management frameworks and interventions in nine Caribbean Countries (Antigua & Barbuda, Belize, Dominica, Grenada, Guyana, Jamaica, St

Lucia, St Vincent and the Grenadines and Suriname). A key outcome of the project is to improve climate resilience for women, girls, and key vulnerable populations across the Caribbean region. Therefore, sustainable action is critical and must be embedded in national and regional decision-making processes. In the scope of the EnGenDER project, behavioural insights tools have been incorporated through the implementation of the UN Women led KAPB Study as well as the UNDP led Communications for Behavioural Change Framework and Action Plan. These tools are expected to complement the existing gender responsive interventions being undertaken and foster sustainable gender responsive behavioural change among decision makers across the climate change and disaster response and recovery agencies.

Guided by the findings of the aforementioned KAPB Study and Communications for Behaviour Change Framework and Action Plan, a consultant is being sought to support the development and implementation a Behaviour Change Communication (BCC) Strategy and Action Plan to support the integration of gender equality and a human rights-based approach in Climate Change and DRR decision making machineries in Jamaica. This consultancy contributes directly to the achievement of EnGenDER project Output 1211 *which places focus on providing technical assistance for gender-responsive behavioural analysis within national climate change and disaster recovery coordinating bodies.*

The central focus of the proposed BCC Strategy & Action Plan is to drive responsive behavioural change among decision makers within Jamaica's climate change and disaster recovery agencies. The execution of this consultancy is aligned with Jamaica's National Policy for Gender Equality (NPGE), which seeks to:

1. "To reduce all forms of gendered discrimination and promote gender equality and social justice.
2. To strengthen institutional mechanisms and develop the skills and tools required to mainstream gender in cultural, social, economic, and political institutions, structures, and systems.
3. To promote sustainable behaviour, change and improve organizational effectiveness and the capacity of public sector entities to develop, implement and monitor gender responsive plans, projects, programmes and policies."<sup>1</sup>

## II. SCOPE OF WORK, ACTIVITIES, AND DELIVERABLES

### Scope of Work

Under the technical guidance of the UNDP, EnGenDER National Mechanism for Decision Making in Jamaica, and the Bureau of Gender Affairs, the consultant will be responsible for executing the following services in the development and implementation of the BCC Strategy and Action Plan:

- **Undertake a desk review** of recent and existing behavioural insight tools, communication strategies and relevant national policies. The desk review should include at minimum a review of the previous JCCCP-KAPB Study done for Jamaica; UN Women KAP Study; UNDP Communications for Behavioural Change Framework and Action Plan;

<sup>1</sup> National Policy for Gender Equality, 2011.

National Policy for Gender Equality (2011) as well as national policy documents specific to the Climate Change, Environment and Disaster sectors.

- **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 consider how other intersecting identity factors such as: race, ethnicity, religion, age, or physical disabilities shape behaviours along with how societal gender norms and biases can influence the attitudes, beliefs, behaviours and at times knowledge of persons within decision making positions. 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 which may exist and the 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 consultancy is critical. In this regard, technical expertise from the Bureau of Gender Affairs and the Project Management Unit should be leveraged to ensure the gender and human rights-based messaging in the BCC Strategy and Action plan are incorporated.
- **Conduct targeted stakeholder consultations** to define the BCC Strategy & Action and ensure it is responsive to the target audience (decision makers within Jamaica’s coordinating climate change and disaster recovery agencies). The stakeholder consultations may include the use of interviews, focus group discussions and workshops as appropriate. **Gender-responsive Stakeholder Consultations:** The consultant will be required to utilise gender responsive and inclusive stakeholder consultations and dialogues. While decision makers are the main audience of the BCC Strategy and Action plan, the consultant should ensure the participation of secondary audience groups who will shape or be impacted by implementation of the plan.
- **Convene a multi-stakeholder validation workshop** in collaboration with the Bureau of Gender Affairs and UNDP to approve the proposed BCC Strategy & Action Plan for implementation.

## **Key Outputs & Deliverables**

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

### **1. Inception Report**

The consultant will be required to produce an inception report to include the project background, rationale, objectives, assumptions, risks, methodology, data collection instruments and detailed workplan.

## 2. BCC Strategy & Action Plan

The BCC Strategy and Action Plan is the second deliverable to be produced under the scope of this assignment. The deliverable should articulate how the proposed work will contribute to the project's objective of advancing behaviour change through the integration of gender equality and human rights-based approaches in Climate Change and DRR decision making machineries in Jamaica. It is also important that the strategy and action plan establishes strategic linkages with and is aligned to the implementation of Jamaica's National Policy for Gender Equality and any other relevant policy instruments.

Recognizing that not all gender responsive behavioural change will be driven by visibility and public awareness interventions, the proposed strategy should identify suitable and context specific interventions which are complementary and advance the proposed communication objectives. These may include interventions aimed at advocacy and institutional strengthening as appropriate. The Strategy and Action Plan should at minimum should comprise:

- **Executive Summary**
- **Situation & Communication Based Analysis:** This should reflect the desk review, stakeholder consultations and gender-based analysis. The key BCC problem to be addressed within the context of the EnGenDER project , audience analysis and profile should also be outlined.
- **BCC Strategy:**
  - Behaviour Change theoretical and/or conceptual framework
  - Communication Approaches to be utilised including but not limited to : Information, Education and Communication (IEC) interventions; Advocacy Communication; and Training & Capacity Building.
  - Key Messages, Content and Channels
  - Logical Framework inclusive of the BCC Strategy & Action Plan goal, SMART objectives , outputs, and activities
- **BCC Action Plan:**
  - Costed Implementation Plan
  - Monitoring & Evaluation Plan

## 3. Implementation of the BCC Strategy & Action Plan

A major output and key deliverable are the design and implementation of the BCC action plan including the execution of sensitization & awareness virtual clinics or webinars, workshops as well as development of context and culturally appropriate communication products including videos, infographics, fact sheets, brochures, social media cards/flyers etc. The implementation of the BCC Strategy and Action Plan will be guided and supported by gender and climate change technical staff within UNDP, Bureau of Gender Affairs and other Government partners as needed. Recognizing the challenges posed by the COVID-19 pandemic the consultant must be innovative and agile in their approach using appropriate channels and reach the target audience stakeholders.

Consultant should review the annexed supporting documents in preparing their technical proposal. Annexed are:

- EnGenDER Project Document
- UN Women KAPB Report
- National Policy for Gender Equality

<b>Deliverables/ Outputs</b>	<b>Estimated number of working days</b>	<b>Due Date</b>	<b>Payment %</b>	
Deliverable 1: Inception Report including the proposed methodology, implementation plan and data collection instruments.	5 days	1 week after contract signing	10%	
Deliverable 2: Draft Behaviour Change Communication Strategy & Action Plan & Hosting of Virtual Validation Workshop	12 days	4 weeks after contract signing	20%	
Deliverable 3: Final Validated Behaviour Change Communication Strategy & Action Plan	3 days	8 weeks after contract signing	10%	
Deliverable 4: 1 <sup>st</sup> Report on the implementation of BCC Strategy & Action Plan ( <i>including BCC products developed and execution of sensitization &amp; awareness virtual clinics or webinars, workshops</i> )	10 days	12 weeks after contract signing	20%	
Deliverable 5: 2 <sup>nd</sup> Report on the implementation of BCC Strategy & Action Plan ( <i>including BCC products developed and execution of sensitization &amp; awareness virtual clinics or webinars, workshops</i> )	10 days	16 weeks after contract signing	20%	
Deliverable 6: 3 <sup>rd</sup> Report on the implementation of BCC Strategy & Action Plan ( <i>including BCC products developed and execution of sensitization &amp; awareness virtual clinics or webinars, workshops</i> )	10 days	20 weeks after contract signing	20%	
<b>Total</b>	<b>50 days</b>			

### III. WORKING ARRANGEMENTS

#### **Institutional Arrangement**

- a) Consultant will report directly to the UNDP Programmes Specialist under the overall guidance of the Resident Representative.

- b) Consultations with the UNDP Programmes Team, the EnGenDER Project Management Unit, Bureau of Gender Affairs, and relevant stakeholders will be required to complete the scope of work.
- c) The Consultant will be given access to relevant information necessary for execution of the tasks under this assignment.
- d) Payments will be made upon submission of a detailed time sheet and certification of payment form, and acceptance and confirmation by the Supervisor on days worked (with a "day" calculated as 8 hours of work) and outputs delivered. If the quality does not meet standards or requirements, the consultant will be asked to rewrite or revise (as necessary) the document before proceeding to payment.

#### **Duration of the Work**

- The anticipated start date for the consultancy is March 2022.
- Consultant is expected to be engaged for 50 working days.

#### **Duty Station**

Home-based (Some mission travel could be needed. Post-COVID-19 working from home arrangements will be followed).

### **IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

#### **Academic qualifications and experience:**

- Postgraduate Degree (MA, MSc or higher) in Communications, Journalism, Marketing or other closely related field. (Mandatory requirement – Pass/Fail)
- At least 3 years of experience undertaking communications research and in communication strategy development.
- Three (3) years of demonstrated experience developing communication tools and implementing behaviour change communication strategies and activities.
- Experience in the elaboration and development of behaviour change communication plans and content spanning various channels (print, video, events, media engagement, social media) and approaches.
- Extensive work within the Caribbean in particular Jamaica is required.
- Knowledge/experience in the promotion of gender equality and gender mainstreaming is an asset.
- Experience working with UN Agencies, similar multilateral agencies, government entities, private sector and/or civil society organizations desirable.

#### **Competencies and special skills requirements:**

- Strong research and analytical skills
- Strong analytical, creative and writing skills
- Strong interpersonal skills; commitment to teamwork and to working across disciplines
- Excellent presentation and communication skills, both oral and written in English
- Experience engaging with diverse stakeholders at multiple levels
- Ability to deliver in a high-pressure environment
- Ability to collaborate with and achieve actionable results

## V. EVALUATION METHOD AND CRITERIA

Individual consultants will be evaluated based on the following methodology:

### Cumulative analysis

*Using this weighted scoring method, the award of the contract will be made to the individual consultant whose offer has been evaluated and determined as:*

- a) responsive/compliant/acceptable, and*
- b) Having received the highest score out of a pre-determined set of weighted technical criteria specific to the solicitation.*

*\* Technical Criteria weight; 70%*

*Only candidates obtaining a minimum of 49 points would be considered for the Technical Evaluation*

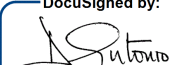
<b>Criteria</b>	<b>Weight</b>	<b>Maximum Point</b>
<u>Technical</u>	70	70
<ul style="list-style-type: none"> <li><b><u>Criteria A: qualification requirements as per TOR:</u></b></li> </ul> <p>Relevance of Education/ Degree</p> <ul style="list-style-type: none"> <li>Postgraduate Degree (MA, MSc or higher) in Communications, Journalism, Marketing , or other closely related field . (Mandatory requirement – Pass/Fail)</li> </ul> <p>Relevant Experience</p> <ul style="list-style-type: none"> <li>At least 3 years of experience undertaking communications research and in communication strategy development. 10</li> <li>3 years of demonstrated experience developing communication tools and implementing behaviour change communication strategies and activities. 15</li> <li>3 years of experience in the elaboration and development of behaviour change communication plans and content spanning various channels ( print, video, events, media engagement, social media) and approaches. 10</li> <li>Extensive work within the Caribbean in particular Jamaica. 7</li> <li>Knowledge/experience in the promotion of gender equality and gender mainstreaming 3</li> <li>Experience working with UN Agencies, similar multilateral agencies, government 5</li> </ul>		

entities, private sector and/or civil society organizations desirable		
<ul style="list-style-type: none"> <li>• <b><u>Criteria B: Assessment of Sample Work:</u></b> Sample work should be authored by the consultant and should include : a. Previous Behaviour Change Communication Strategy &amp; Action Plan b. Portfolio of Communication Products Developed</li> </ul>	20	

UNDP is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidence.

UNDP does not tolerate sexual exploitation and abuse, any kind of harassment, including sexual harassment, and discrimination. All selected candidates will, therefore, undergo rigorous reference and background checks.

Approval

DocuSigned by:  
  
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Signature

Name

Denise Antonio, Resident Representative, UNDP

Date

25-Jan-2022