



CONSERVATION AND SUSTAINABLE MANAGEMENT OF COASTAL AND MARINE ECOSYSTEMS (COSME)

TERMS OF REFERENCE (TOR) PROJECT SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC) STRATEGY CONSULTANCY SERVICES. TENDER NO. KCO/05/08/FY25

I. About Plan International

Plan International is an independent development and humanitarian organization that advances children's rights and equality for girls. Plan International strives for a just world, working with children, young people, our supporters and partners. The organization has been building powerful partnerships for children for more than 80 years, and is active in over 75 countries across the world.

Plan International Kenya (PIK) has been operating in Kenya since 1982 and over time, has carved out a niche for itself in delivering long-term development and relief programmes focused on the wellbeing of children and marginalized communities in 11 of the 47 counties of Kenya: Nairobi, Machakos, Kajiado, Tharaka Nithi, Siaya, Kwale, Kilifi, Tana River, Homabay and Kisumu, Marsabit and Turkana.

We work with communities and partners to: Empower children, young people and communities to make vital changes that tackle the root causes of discrimination against girls, exclusion and vulnerability, Drive change in practice and policy at local, national and global levels through our reach, experience and knowledge of the realities children face, Work with children and communities to prepare for and respond to crises and overcome adversity, Support the safe and successful progression of children from birth to young adulthood.

Our key thematic areas of focus are: Sexual and Reproductive Health and Rights, Prevention and response to all forms of Gender-Based Violence (GBV) and discrimination against girls and young women, Protecting girls and young women in crisis and community-led climate change adaptation and Youth-led and innovative partnerships' solutions on job creation.

II. Understanding COSME Project:

The Conservation and Sustainable Management of Coastal and Marine Ecosystems (COSME) project is a three-year initiative led by Plan International, which brings together several partners and stakeholders to significantly scale up Plan International Kenya's current women-led, climate-resilient livelihoods and coastal management project in Kwale (Msambweni and Lungalunga Sub Counties) and Kilifi (Kilifi North, South and Ganze sub Counties). Taking an ecosystems-based approach in partnership with the Jane Goodall Institute (JGI) Canada and Cascadia Seaweed, COSME will also capitalize on opportunities for South-South learning by working between Kenya and Tanzania cross-border communities within the same marine coastal and coastal forest eco-regions.

The project will also engage the Canadian based Cascadia Seaweed Corporation as well as engage with several partners and stakeholders in Kenya to play an essential role in



implementation including the Kenya Marine and Fisheries Research Institute (KMFRI), the Kenya Forest Service (KFS), its Beach Management Units (BMUs), the Kenya Forestry Research Institute (KEFRI), Kenya Fisheries Services (KeFS), Kenya Forest Services and the Ministry of Agriculture and Livestock Development (MoALD) among others.

The ultimate outcome of COSME is **improved climate-resilient, equitable economies within communities relying on coastal and marine ecosystems, especially women, in Kenya's Coast Region**. To achieve this outcome, COSME aims to accomplish the following intermediate outcomes:

1. Enhanced adoption of gender-responsive and socially inclusive nature-based solutions (NbS) for climate change adaptation with biodiversity and ecosystem integrity co-benefits
2. Increased agency of women in their diversity to exercise their right to participate in gender-responsive, nature-based solutions with biodiversity co-benefits to increase adaptive capacity and build household and community resilience;
3. Improved gender-responsive and inclusive governance for climate adaptation and resilience

III. Objective of the SBCC Strategy

The project recognizes the importance of effective communication strategies to promote gender-responsive Nature Based Solution (NbS), economic rights, and Gender Equality & Inclusion (GE&I) and sustainable resource utilization and management. Therefore, the purpose of Social and Behaviour Change Communication (SBCC) strategy is to guide the design of COSME communications interventions, establish intended audiences, set measurable behavioural communication objectives, and determine consistent messages, materials, and activities to be used across channels, to drive and sustain positive behaviour among individuals, communities, schools and societies we work with. We expect it to help apply tactics from marketing, social and community mobilization, mass media, entertainment, advocacy, interpersonal communication, social media, puppetry and other communication approaches to support measurable positive social and individual behavioural change.

The SBCC strategy should:

- a) Identify and define the behaviour change objectives (s) to be promoted by the COSME project and the behavioral domains to be changed, determine priority target groups who practice the desired behavior(s);
- b) Identify individual, structural and social barriers and determinants of the desired behaviour change; define behaviour change strategies in connection to the project's activities, outputs and outcomes;
- c) Outline proposed interventions that need to be implemented to maximize benefits and minimize barriers to practicing the behavior(s) in question.
- d) Assessment on the attitudes and behaviours related to water management practices and drip irrigation systems ownership and management within schools.



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IV. Specific Objectives of the Assignment:

The SBCC strategy will focus on challenging gender stereotypes to highlight local women participation in the nature-based solutions and climate governance. Sharing workload and power at the household level and strengthening teamwork. Supporting the conditions, at home and within groups communities and schools for the leadership of women and girls within climate adaptation, NbSs and sustainable economic empowerment. Addressing questions about why, and countering resistance while promoting men allyship.

1. To design a gender transformative SBCC strategy which links to the project's activities focusing on agency of women in gender responsive nature-based solutions, climate governance and key stakeholders in the community.
2. Outline the behavioural objectives (i.e. what change is desired in the behaviour of the target groups)
3. Outline proposed interventions to achieve the behavior change objectives.
4. Outline the methodologies and strategic outreach channels which are recommended for the various target groups (what would be the most effective means for specific audiences and in what forms, (e.g. radio, posters, pamphlets), by whom, where how often and when.)
5. Provide an overview/example of the content/messaging that would be designed for various project activities.
6. Building on the validated strategy, develop various SBCC messages that will be used to communicate with the target audiences to improve desired behaviors and change cultural and societal retrogressive behaviors in relation to GE&I. (The messages to be developed should be consistent, in plain and clear language, and address the root causes of gender inequality including negative gender stereotypes that reinforce systemic injustices and disadvantages for women, limiting their potential and hindering societal progress especially in climate action).
7. Based on the assessment (conducted in schools) findings, deploy interventions that promote positive behaviour and attitude towards sustainable water management practices and drip irrigation systems in schools.

V. Methodology

Inception meeting and report will inform the approach and tools for collecting and analysing the information on behaviour patterns, translating the results, and designing messages and tools while indicating the rationale and expected results of the assignment.

The methodology for all tasks mentioned above is to be developed and specified by the Consultant and will cover the following areas:

- Desk/literature review: A review of project-related documents including such as Baseline Survey report, Gender-Based Analysis Plus (GBA+) report, the Gender Justice Journey messages etc.
- Fieldwork: Go to the field (community and select schools) to gather information and pretest messages
- Development of SBCC Strategy
- Customization and finalization of SBCC implementation guideline.



- Implementation of appropriate behaviour change communication tools

VI. Scope of work

Under the direct supervision of COSME Project's Senior Project Manager, Gender Equality and Inclusion Coordinator, Communications Assistant and the project team, the consultant in line with principles of the TOR will:

- i. Conduct **two participatory design workshops** one in Kwale (either in Msambweni or Lungalunga Sub Counties) and one in Kilifi (either in Kilifi North, South and Ganze sub-Counties) while reviewing of the COSME Project Baseline Report GBA+ report among others and lead a participatory design workshop to inform the design of SBCC strategy to address gender responsive NbS, economic rights & GE&I, including UPCW among others aligned to Plan Kenya Communication Strategy.
- ii. Conduct 10 days of rapid formative research to better understand the audience and the behaviors the project aims to address.
- iii. Identify a variety of dissemination methods to share SBCC messages using cultural events, and mass media (electronic media, radio, social media).
- iv. Develop and contextualize key messages for mass media campaigns, which will undergo a review by Plan International to ensure they are appropriate (including for younger ages/youth and low literacy levels) and are gender transformative.

VI. Key Deliverables

- i. Facilitation of ideation workshops to understand the existing project landscape, including its challenges, impacts and scope. Assess public attitudes, perceptions, and knowledge regarding COSME. Identify key stakeholders, existing communication initiatives, and communication channels.
- ii. Develop a social and behaviour change communication strategy for COSME Project.

VII. Responsibility of Plan Kenya International

- Provide all necessary information, briefings, support and source materials related to the project;
- Provide orientation on Plan International's Safeguarding and & Prevention from Sexual Harassment, Exploitation & Abuse (PSHEA) Policies and Child Protection Branding Standard and Image Usage;
- Provide orientation on Plan International's GE&I strategy and gender transformative programming
- Assistance with coordinating the regional and country office team for discussions, pre-testing, and validation;
- Close consultation and continuous review and feedback to enable the contracted consultant and/or firm to deliver the highest quality strategy and materials possible;
- Organize the presentation session for the SBCC strategy;
- Effect payment according to the signed contractual agreement;



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- Printing/production, and distribution of SBCC materials based on the number of materials required through its procurement procedure.

VIII. Safeguarding Children and Young People policy

As a child-centred community development organization, Plan International ascribes to the Convention on the Rights of the Child and the Children's Act No. 29 of 2022. Accordingly, Plan has a policy on Safeguarding Children and Young People, which provides guidance on how individuals should conduct themselves while working with and otherwise relating to children, either directly or indirectly, during project implementation. All individuals and organisations, who work in partnership with Plan International shall at all levels, subscribe to and uphold the principles and practices outlined in the Policy which will be provided to the successful bidder.

IX. Branding / Copyright and Intellectual properties

Copyright solely belongs to Plan International Kenya; therefore, all productions and written content will be purely Plan International Kenya property

All products must be in line with Plan International Kenya branding guideline. Any other logo allowed, to be approved by the Communications and Media Relations Manager and Programmes Lead can appear on productions.

X. Rights to Intellectual Property

All intellectual property accessed or acquired during the currency of this agreement, including all availed documents/papers, books, photographs, videos, computer software or other literary or pictorial books shall be considered works made for hire and all rights to such intellectual property shall be held by Plan International.

XI. Acknowledgment

By acknowledging the consultant agrees to carry out the assignment as per the terms of reference and as guided by the Plan International Project Lead and the Communications department.

XII. Government Taxes

The Consultant will be expected to pay all government taxes for which they are responsible. Where applicable, Plan International shall deduct all applicable government taxes under the governing laws of the Republic of Kenya.



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The payment schedule will be as follows:

Milestone	Detail	Amount to be Paid (%)	Expected Timeframe
Inception report	An approved acceptable inception report	0%	2 days after inception meeting
Draft one evaluation report	An approved acceptable draft version	30%	Three weeks after submission of 1 st draft
Final Evaluation report	An approved final report, approved by Plan International	70%	One week after receiving final reviewer's comments

XIII. Qualification and Experiences Required

The required skills and competence for the consultant are;-

- The consultant/consultancy firm must demonstrate through the proposed personnel that they meet the minimum requirement and that the lead Consultant must possess or have technical expertise/advanced degree or higher in a relevant field such as Sociology, Social Sciences, Behavioral Science, Anthropology or a related discipline.
- 5 years' and above experience in governance, communication and/or media programme management and strategy development.
- Demonstrable experience in the design and or development of social and behaviour change communication strategies or similar work.
- A good understanding of Plan International core values and areas of work.
- Articulate communicator and public speaker.
- Experience with developing youth-friendly, visual, inclusive/accessible SBCC materials for diverse adolescent audiences including those with low literacy is a strong asset of the successful candidate
- Experience in the following thematic areas; Gender Equality (GE), Unpaid Care Work (UPCW), Gender Based Violence (GBV) and Child Protection.
- The applicant should have excellent technical capacity to ensure high-quality translation and development of materials using clear visual elements.

XIV. Work Plan/Time Frame

The consultant is expected to submit a detailed execution plan as guided below of not more than 25 days

No	Activity	Estimated number of days
i.	Inception Meeting with the Consultant	1
ii.	Submission and approval of inception report	2
iii.	Design workshop	2
iv.	Rapid formative research	10
v.	Strategy development and first draft submission	5
vi.	First draft SBCC strategy presentation to project team	1
vii.	Integrate feedback and submit second draft of strategy	2
viii.	Second draft SBCC strategy presentation to project team	1
ix.	Integrate feedback and submit final strategy	1
Total days		25 days

XV. Mandatory Tender Instructions:-

Interested consultant(s) and/or agencies should provide the following information:

- i. Attach a company profile for firms and for individuals, attach a letter of intent expressing the consultant's capabilities and Qualifications.
- ii. Consultant or agency profile outlining areas of expertise.
- iii. Evidence of meeting statutory documentation including KRA PIN, Tax compliance certificates,
- iv. Registration documents for firms and valid trade licence(where applicable).(Attach a copy of Certificate of Incorporation or Registration)
- v. Submission of similar experience in the area, including a sample of previous SBCC work, Names and CVs of the team who will be the lead and associated with the assignment and how the assignment will be managed.
- vi. A proposed timeline indicating activities/sub-activities to be undertaken and the corresponding outputs, including gender and safeguarding considerations.
- vii. A detailed financial proposal which must include Consultancy fees, logistic costs and field-related costs and any applicable taxes. **The Consultant will be liable for their own logistics.**
- viii. Acknowledgement of acceptance to payment schedule of 30% being payment upon submission of acceptable draft inception report and 70% upon submission of acceptable complete final report.



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XVI. Submission of Tenders

All applications must be submitted in one email with the subject: **Tender No. KCO/05/08/FY25: COSME SBCC Strategy** as the subject and received through the email: Kenya.Bids@plan-international.org

Closing date for submission of complete application is Friday **16th August 2024, at 05:00PM.**

Note: Financial and Technical Proposals must be submitted as separate files.

Any enquiries should be addressed through Kenya.procurement.Kilifi@plan-international.org

Plan International Kenya reserves the right to accept or reject any bid and is not bound to give reasons for its decision.