

Terms Of Reference

Behaviour Change Communication (BCC) Consultant

Introduction

SNV is a mission-driven global development partner working in more than 20 countries across Africa and Asia. Building on 60 years of experience and grounded in the 2030 Agenda for Sustainable Development, we work on the core themes of gender equality and social inclusion, climate adaptation and mitigation, and strong institutions and effective governance. Our mission is to strengthen capacities and catalyse partnerships that transform the agri-food, energy, and water systems, which enable sustainable and more equitable lives for all. For more information, please refer to our website: www.snv.org

Programme Background

In Bangladesh, SNV had initiated an urban water (primarily in Sanitation) programme from 2014 in southern cities and have been proactively engaged at the National level to support urban sanitation initiatives. SNV under the Urban Sanitation Programme with the support from BMGF and DGIS aims to support Local Authorities (Khulna and Gazipur City Corporations, Kushtia, Jhenaidah, Jessore and Benapole Paurashavas) to address service delivery challenges in sanitation and advance the sector development, through strategic engagement with Government Agencies and partnering with other experienced civil society and private sector organisations working in the sector.

SNV believes in rethinking, reforming, and enhancing institutional structures to lessen the impact of rapid urbanisation and climate threats. To do this, we must seek ways to improve the governance and practices of the waste management, drainage, and water supply sectors. In Bangladesh, the local government is responsible for water, sanitation, drainage, and solid waste, often needing more local capacities. Private sector engagement plays a crucial role in making cities more sustainable, but accountability and performance still need improvement. SNV has been working with different stakeholders to set up PPPs with clearer rules of engagement and oversight to strengthen performance accountability by adopting a holistic approach to a sustainable urban water cycle. In continuation of this, and in close collaboration with the two responsible national departments – the Department of Public Health Engineering (DPHE) and the Local Government Engineering Department (LGED) SNV is heading towards a new approach of promoting Sustainable Urban Water Cycle in Bangladesh. Supporting this, the Embassy of the Kingdom of the Netherlands in Bangladesh has awarded SNV a new project in Bangladesh titled "Transitioning to sustainable urban water cycles in Bangladesh".

This project aims to improve sanitation, solid waste, and drainage water management to protect the health and well-being of around 1.4 million people in 12 cities and towns by increasing access to safe, essential urban services (sanitation, solid waste, stormwater management). Moreover, the project will initiate improvements in relevant water resource management indicators at the city level over five years.

The project envisages the following six (six) outcomes: to support city-wide inclusive services by professionalising and making urban sanitation and solid waste facilities financially viable.

1. Strengthened capacities to support city-wide inclusive services.
2. Increased professionalization and financial viability of urban sanitation and solid waste services.
3. Strengthened governance, regulation, enforcement, and monitoring capacity.
4. Strengthened performance, integration, and circularity of treatment, reuse, and recycling.
5. More responsive strategic communication towards consumer behaviours.
6. Improved capacity and preparedness for city-level floods and droughts.

The project is in its third year of implementation, working in four city corporations and eight paurashavas grouped into the following six clusters. The cities are, Gazipur, Sylhet, Cumilla and Khulna City Corporation, Chapai Nawabganj, Shibganj, Khustia, Joypurhat, Lalmonirhat, Moulvibazar, Chatak, and Bagerhat municipality.

The project aligns with the long-term Bangladesh Delta Plan (BDP) 2100 and related national commitments to the Sustainable Development Goals (SDGs), most notably SDG 6 on achieving inclusive and sustainable safely managed sanitation, SDG11 on solid waste and water-related risks, and SDG13 on resilience, adaptive capacity, and greenhouse gas emissions.

Context and purpose of the job

The BCC component of this project focuses on institutionalizing BCC in local government institutes. A project focuses on increasing consumer demand for sanitation and solid waste services and awareness of the impact of wastewater-related issues on the environment. Evidence-based BCC activities will be conducted to address specific behaviours that distort the functioning of urban services and threaten overall public health. SNV uses a comprehensive, city-specific, and institutionalised BCC design process; however, the project will focus on pre-defined campaigns given the need for replicability and our extensive experience in tackling a variety of sanitation and hygiene behaviours. Thus, the Behavioural Change Communication (BCC) Consultant is expected to contribute to solving these issues

and support the BCC Advisor and BCC Officer in this regard. Thereby, two aspects of the job will be highlighted:

- The project focusses on building the capacity of local authorities and other appropriate actors in urban sanitation, solid waste, and drainage management. Therefore, the BCC Consultant will work collaboratively with the Advisor and BCC Officer to work constructively with the different partners.
- The project is a demonstration project for Bangladesh, and as such, the emphasis is not only on implementation but also on documentation and evidence. The BCC Consultant is therefore expected to have a methodical and systematic approach to support the BCC Plan under the SUWC project, come up with ideas, identify solutions, and implement and monitor these.

Objective of the assignment

Overall Objective:

To contribute to strengthening the capacities of participating cities in the planning, implementing, and evaluating Behavior Change Communication (BCC) strategies to improve sanitation practices and achieve sustainable behavior change.

Specific Objectives:

- Develop specific and context-adapted BCC plans for seven designated cities, ensuring their alignment with the project objectives.
- To provide adequate technical support and accompaniment to 10 cities in implementing their BCC plans focused on sanitation.
- To contribute to the mid-term evaluation of outcome indicators in 12 cities through the review of instruments, the training of personnel, the validation of information, and the consolidation of data.
- To generate detailed and consolidated reports documenting the process of developing BCC plans, the progress in implementation, and the evaluation findings.

Activities

Activity 1: Support to cities in the development of the BCC plan

- **Description:** Collaborate closely with the technical teams of 7 cities to facilitate the development of Behavior Change Communication (BCC) plans tailored to their specific contexts. This will include working meetings, participatory workshops, and document review.

- **Total number of days allocated:** 15 days (approximately 2-3 days per city, including preparation and reports).
- **Location of the activity:** Primarily in the 7 designated cities (to be specified once identified). Additional remote work may be required.
- **Target group of the activity:** Municipal officials and others. Depends on the city context. Possibly representatives of civil society and community leaders.
- The number of participants in the activity is variable per city but estimated to be between 5 and 15 per working session.
- **Expected results of the activity:**
 - Draft BCC plans specific to each of the 7 cities, aligned with the project objectives.
 - Detailed reports of the plan development process in each city, including challenges and recommendations.
 - Increased technical capacity of municipal teams in developing BCC strategies.
- **Time period for each activity:** Months 1-3 of the project.

Activity 2: Support in the implementation of the BCC strategy and plan for sanitation

- **Description:** Provide technical assistance and support to the teams of 10 cities in implementing the activities defined in their BCC plans for sanitation. This could include the organization of awareness campaigns, community workshops, development of communication materials, etc.
- **Total number of days allocated:** 90 days approximately.
- **Location of the activity:** Primarily in the 10 designated cities. Possible field work in specific communities within the cities.
- **Number of participants in the activity:** Variable depending on the specific activity (ranging from small working groups to broader community events).
- **Expected results of the activity:**
 - Effective implementation of the key activities of the sanitation BCC plans in the 10 cities.
 - Increased adoption of safe hygiene and sanitation behaviors by the target population.
 - Strengthened coordination among the different actors involved in promoting sanitation.
- **Time period for each activity:** Months 3-5 of the project.

Activity 3: Support in the Evaluation of Outcome Indicators (Mid-Term)

- **Sub-activity 3.1: Review the questionnaire**
 - **Description:** Analyze and provide feedback on the draft questionnaire designed for the evaluation of outcome indicators.
 - **Total number of days allocated:** 5 days.
 - **Location of the activity:** Dhaka office.

- **Target group of the activity:** The project evaluation team.
- **Number of participants in the activity:** 5-7 people from the evaluation team.
- **Expected results of the activity:** Revised and adjusted questionnaire with clear, relevant, and culturally appropriate questions.
- **Sub-activity 3.2: Train the volunteers at the city level**
 - **Description:** Design and facilitate training workshops for the volunteers with the firm responsible for administering the questionnaire in each of the 12 cities.
 - **Total number of days allocated:** 12 days (1 days per city for training).
 - **Number of participants in the activity:** Estimated between 10 and 20 volunteers per city.
 - **Expected results of the activity:** Volunteers trained in the correct application of the questionnaire and in the ethics of data collection.
 - **Time period for each activity:** Month 1 of the project.
- **Sub-activity 3.3: Conduct a validation workshop**
 - **Description:** Organize and facilitate a central or regional workshop with city representatives to validate the information collected through the questionnaires.
 - **Total number of days allocated:** 5 days.
 - **Location of the activity:** Central location to be determined (possibly in one of the cities or the capital).
 - **Number of participants in the activity:** Estimated between 15 and 25 participants.
 - **Expected results of the activity:** Collected information validated and agreed upon by key stakeholders. Identification of potential inconsistencies or areas requiring further analysis.
- **Sub-activity 3.4: Consolidate the information per city**
 - **Description:** Analyze and organize the data collected through the questionnaires to generate summary reports for each of the cities.
 - **Total number of days allocated:** 5 days.
 - **Location of the activity:** Dhaka
 - **Target group of the activity:** The project evaluation team.
 - **Number of participants in the activity:** 5 people from the evaluation team.
 - **Expected results of the activity:** Consolidated reports presenting the evaluation's main findings for each city.

Expected Deliverables

Deliverable 1: BCC Plan Development Support & Reports (7 Cities)

Products/Services:

- Facilitate workshops and working meetings with technical teams in 7 cities for BCC plan development.
- Draft BCC plans for each of the 7 cities, tailored to their specific contexts and aligned with project objectives.
- Detailed reports for each of the 7 cities documenting the BCC plan development process, including methodologies, stakeholder engagement, challenges encountered, and recommendations.

Deadline: End of Month 2 of the consultancy.

Deliverable 2: BCC Implementation Support (Sanitation - 10 Cities)

Products/Services:

- Provision of technical assistance and accompaniment to the technical teams in 10 cities to implement their BCC sanitation plans. This may include support in organizing initial campaigns, workshops, or developing initial communication materials.
- Brief progress reports for each of the 10 cities outlining the initial implementation activities, key achievements, and any challenges encountered.

Deadline: End of Month 6 of the consultancy. Interim reports could be expected at the end of Month 4

Deliverable 3: Mid-Term Evaluation Support - Questionnaire Review

Products/Services:

- A written feedback report on the draft questionnaire designed for the mid-term evaluation, including suggestions for clarity, relevance, and cultural appropriateness.

Deadline: End of Month 1 of the consultancy.

Deliverable 4: Mid-Term Evaluation Support - Volunteer Training

Products/Services:

- Development of training materials for the volunteers involved in data collection.
- Facilitation of training workshops for volunteers in each of the 12 cities.

- Brief reports for each city where training was conducted, summarizing the training content, number of participants, and any key observations.

Deadline: End of Month 1.5 of the consultancy.

Deliverable 5: Mid-Term Evaluation Support - Validation Workshop

Products/Services:

- Organization and facilitation of a central or regional validation workshop with representatives from the 12 cities.
- A summary report of the validation workshop, including key validated findings, identified inconsistencies, and areas requiring further analysis.

Deadline: End of Month 2 of the consultancy.

Deliverable 6: Mid-Term Evaluation Support - Consolidated Information per City

Products/Services:

- Consolidated reports for each of the 12 cities, presenting the main findings of the mid-term evaluation based on the collected data.

Deadline: End of Month 3 of the consultancy.

Evaluation Criteria:

Technical Expertise and Experience (e.g., 40% weight):

- **Experience in BCC (Behavior Change Communication):** Demonstrated experience in developing and implementing BCC strategies and plans, preferably in the context of public health, sanitation, or related sectors. This includes understanding of BCC principles, methodologies, and tools.
- **Experience in Capacity Building and Training:** Proven experience in designing and facilitating training workshops for diverse audiences, including technical staff and community volunteers.
- **Experience in Monitoring and Evaluation:** Familiarity with monitoring and evaluation methodologies, including questionnaire design, data collection, validation, and analysis. Experience in conducting mid-term evaluations is an advantage.

Regional/Local Knowledge (if applicable): Understanding the target cities' socio-cultural context and the challenges related to sanitation in the specific region or country.

Technical Approach and Methodology (e.g., 35% weight):

- Understanding of the Assignment: Demonstrated clear understanding of the objectives, scope of work, and expected deliverables.
- Proposed Methodology for BCC Plan Development: A sound and practical approach to collaborating with cities in developing tailored BCC plans, including stakeholder engagement strategies and participatory methods.
- Proposed Methodology for Implementation Support: This is a clear and feasible approach to providing technical assistance and support for implementing BCC plans for sanitation.
- Proposed Methodology for Evaluation Support: A well-defined methodology for supporting the mid-term evaluation, including the approach to questionnaire review, volunteer training, validation workshop, and data consolidation.
- Work Plan and Timeline: A realistic and detailed work plan with a clear timeline for completing each activity and deliverable demonstrates efficient use of the allocated days.

Financial Proposal (e.g., 25% weight):

- Reasonableness and Competitiveness of the Proposed Fees: The overall cost of the proposal in relation to the scope of work and the expected deliverables.
- Breakdown of Costs: A clear and transparent breakdown of costs, including daily rates, travel expenses (if applicable), and other relevant costs.
- Value for Money: The overall value offered by the bidder in terms of the quality of their technical proposal and the cost-effectiveness of their financial proposal.

Awarding Process:

The contract will likely be awarded to the bidder who:

- Achieves the highest combined score based on the weighted evaluation of the technical and financial proposals.
- Meets all mandatory requirements outlined in the ToR documents (if any).

Reporting line

The consultant will report to the Project Manager, and for final approval, deliverables will be for the Water Sector Leader.

Payment terms

The payments will be a combination of time-based and deliverables based. As a below:

Deliverable	Product/Services	Deadline	Payment
Work Plan	Detailed work plan and timeline for each deliverable.	First week after signing the contract	10%
BCC Plan Development Support & Reports (7 Cities)	<ul style="list-style-type: none"> Facilitate workshops and meetings with technical teams in 7 cities for BCC plan development. Draft BCC plans for each of the seven cities, tailored to their specific contexts and aligned with project objectives. Detailed reports for each of the seven cities documenting the BCC plan development process, including methodologies, stakeholder engagement, challenges encountered, and recommendations. 	End of Month 2 of the consultancy.	20%
BCC Implementation Support (Sanitation - 10 Cities)	<ul style="list-style-type: none"> Provision of technical assistance and accompaniment to the technical teams in 10 cities to implement their BCC sanitation plans. This may include support in organizing initial campaigns, workshops, or developing initial communication materials. Brief progress reports for each of the 10 cities outlining the initial implementation activities, key achievements, and any challenges encountered. 	End of Month 6 of the consultancy. Interim reports could be expected at the end of Month 4.	20%
Mid-Term Evaluation Support - Questionnaire Review	<ul style="list-style-type: none"> A written feedback report on the draft questionnaire designed for the mid-term evaluation, including suggestions for clarity, relevance, and cultural appropriateness. 	End of Month 3 of the consultancy.	20%
Mid-Term Evaluation Support - Volunteer Training	<ul style="list-style-type: none"> Development of training materials for the volunteers collecting data. Facilitate training workshops for volunteers in each of the 12 cities. Brief reports for each city where training was conducted, summarizing the training content, number of participants, and any key observations. 		
Mid-Term Evaluation Support - Validation Workshop	<ul style="list-style-type: none"> Organization and facilitation of a central or regional validation workshop with representatives from the 12 cities. 	End of Month 3 of the consultancy.	30%

	<ul style="list-style-type: none"> A summary report of the validation workshop, including key validated findings, identified inconsistencies, and areas requiring further analysis. 		
Mid-Term Evaluation Support - Consolidated Information per City	<ul style="list-style-type: none"> Consolidated reports for each of the 12 cities, presenting the main findings of the mid-term evaluation based on the collected data. 		
According to the SNV Policy, the cost of workshops, training, and DSA will be handled by SNV.			

Level of effort

The maximum number of days to be claimed to complete the work will be 22 days per month.

Timeframe

Total time within which the work must be completed:

Deliverable	Product/Services	Deadline	Month 1				Month 2				Month 3				Month 4				Month 5				Month 6				
			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	
Work Plan	Detaild work plan and timeline for each deliverables	First week after sign the contract																									
BCC Plan Development Support & Reports (7 Cities)	· Facilitation of workshops and working meetings with technical teams in 7 cities for BCC plan development.	End of Month 2 of the consultancy.																									
	· Draft BCC plans for each of the 7 cities, tailored to their specific contexts and aligned with project objectives.																										
	· Detailed reports for each of the 7 cities documenting the BCC plan development process, including methodologies, stakeholder engagement, challenges encountered, and recommendations.																										
BCC Implementation Support (Sanitation - 10 Cities)	· Provision of technical assistance and accompaniment to the technical teams in 10 cities for the initial implementation of their BCC plans for sanitation. This may include support in organizing initial campaigns, workshops, or developing initial communication materials.	End of Month 6 of the consultancy. Interim reports could be expected at the end of Month 4.																									
	· Brief progress reports for each of the 10 cities outlining the initial implementation activities, key achievements, and any challenges encountered.																										
Mid-Term Evaluation Support - Questionnaire Review	· A written feedback report on the draft questionnaire designed for the mid-term evaluation, including suggestions for clarity, relevance, and cultural appropriateness.	End of Month 3 of the consultancy.																									
Mid-Term Evaluation Support - Volunteer Training	· Development of training materials for the volunteers involved in data collection.																										
	· Facilitation of training workshops for volunteers in each of the 12 cities.																										
	· Brief reports for each city where training was conducted, summarizing the training content, number of participants, and any key observations.																										
Mid-Term Evaluation Support - Validation Workshop	· Organization and facilitation of a central or regional validation workshop with representatives from the 12 cities.	End of Month 3 of the consultancy.																									
	· A summary report of the validation workshop, including key validated findings, identified inconsistencies, and areas requiring further analysis.																										
Mid-Term Evaluation Support - Consolidated Information per City	· Consolidated reports for each of the 12 cities, presenting the main findings of the mid-term evaluation based on the collected data.																										
The cost for workshops, training, and DSA will be handled for SNV according to their Policy.																											

Key compliance issues

The consultant must comply with the following SNV compliances:

- SNV's Environmental and Social Safeguard requirements. During the whole consultancy period.

Application

- Interested individuals are requested to develop and submit **technical and financial proposals including CV** in line with evaluation criteria mentioned in this ToR.
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- Electronic copy of the proposal duly signed should be submitted to bangladesh@snv.org with the subject line: **Behaviour Change Communication (BCC) Consultant** no later than 5 p.m. (local time) on **24 April 2025**.
- For any query related to the ToR, please email to **Patricia Solórzano** Email: syemipatricia@snv.org to keep CC bangladesh@snv.org.