

Request for Proposals

Behavior change consultancy to facilitate intervention design focusing on addressing gender and culture norms

Reference No.: RQ6033
Date Published: 11/12/2024
Due Date for Responses: 11/29/2024

Background

ReGenerate Rwanda is a program funded by the Swedish Development Cooperation Agency (Sida) and implemented by TechnoServe in Rwanda. The program is set to run over five years, from 2023 to 2027.

Our Goal: We aim to sustainably increase the income of 30,000 individuals (70% of whom are women and youth) living in poverty in the Western and Southern regions of Rwanda.

Our Approach: Utilizing a market systems development strategy, the program is dedicated to identifying, catalyzing, and scaling systemic solutions.

We collaborate with private sector partners to:

Develop business solutions that meet the unmet demand for essential products and services in the target regions.

Prioritize inclusivity by integrating women and youth as central to this transformative growth.

Transition toward regenerative economic models.

By addressing the needs of the most remote and vulnerable households, the program aims to foster new local business opportunities and stimulate job creation.

Scope of Work

The focus of this assignment will be to work with the Regenerate Rwanda team to develop and implement Behavior change strategies, content design and overall advisory that will effectively address the already identified constraints and root causes to increase income levels for mostly women and youth in southern provinces while maintaining positive environmental impact.

1. Program Evaluation and Selection

Conduct an in-depth review of Gender and youth assessments results to provide recommendations and possible entry points for the program on behavior change related interventions. Work with the technical team to evaluate potential partners for behavior change largely focusing on each potential partner's strengths, audience reach, and potential impact with a focus on the following anticipated key areas:

- **Women's and Youth's Participation in Off-Farm Jobs:** Analyze how effectively each potential partner addresses financial, skill-related, and cultural barriers.
- **Adoption of Regenerative Practices:** Assess program components that could promote sustainable and regenerative practices within the target communities.
- **Effective Use of Finances:** Assess the coverage of financial literacy topics relevant to rural women and youth usage of loans and other resources.
- **Financial decision making and asset ownership:** Assess how program components could promote the participation of women and youth in financial choices and asset ownership.

2. Stakeholder Engagement

Engage with program partners, team, Regenerate Rwanda team, and key community members (including women, youth, and community leaders in rural Southern and Western Rwanda) to gain insights on the specific challenges and strengths of each proposed activity. Gather perspectives on community attitudes, program reach, and relevance for the target audience.

3. Behavioral Change Strategy and Content Design

Develop a tailored behavioral change strategy based on key assessments conducted in the past by Regenerate Rwanda), focusing on content that addresses:

- Use of finance for women and youth
- Financial decision making and asset ownership
- Normalizing Participation in Off-Farm Jobs and Regenerative Practices for women and youth

Design content recommendations, including storylines, messaging, and character development, to tackle the identified barriers for the target audience.

Develop monitoring tools and action plans for behavior change related intervention activities.

Deliverables

1. Program Evaluation and Selection Report: A detailed analysis of Regenerate Rwanda potential partner's programs, with recommendations on the most suitable program(s) for Regenerate Rwanda's behavioral change objectives.
2. Behavioral Change Strategy and Content Design Document: A document outlining content strategy, key messages, and suggested storylines for engaging women and youth in the target regions.
3. Stakeholder Presentation: Presentation of findings, recommendations, and content strategy to Regenerate Rwanda and their partner's teams. .

Anticipated Start Date

12/01/2024

Performance Location

Kigali at TechnoServe office

Additional Information

This assignment is expected to be completed within three months, starting the date of contract signing.

Qualifications and Experience

- At minimum, the consultant must possess the following;
- Advanced degree in Behavioral Science, Social sciences, Communications, Development studies, public health and other fields or other relevant fields.
- Minimum of 7 years of experience in social research with a strong background in behavioral change, particularly within rural or development contexts.
- Extensive experience in designing and implementing participatory methods for assessment and evaluation in social programs in Rwanda.
- Proven experience in using media as a tool for behavioral change with demonstrated success in creating or evaluating impact driven success.
- Practical experience in conducting value chain analysis, particularly in relation to off-farm jobs and income-generating activities.
- Strong understanding of the Rwandan context, with specific expertise in rural regions and familiarity with the unique needs of women and youth.
- Experience conducting similar assignments within the past five years, ideally focused on rural livelihoods and behavioral change strategies.
- Excellent research, analytical, and report-writing skills.
- Fluency in English and Kinyarwanda.

The proposal should contain the following:

- A letter of interest addressed to the Technoserve country manager
- A Technical proposal showing the interpretation of the ToR and indicating a detailed proposed methodology.
- A detailed financial proposal (expressed in Rwandan Francs indicating the cost required for the undertaking of the work required) and specifying payment terms and conditions.
- A CV of the consultant (s) and any supporting team members showing previous relevant experience including at least 3 references for similar research with a description of the work done and the dates performed.
- Valid RDB full registration certificate
- Valid RRA tax clearance certificate and proof of using EBM.
- Proof of last year's Corporate Income Taxes(CIT) Certificate.
- Bank Letter Signed and Stamped by the bank
- VAT registration certificate

The consultant and Regenerate Rwanda will agree on the remuneration and mode of payment prior to the start of the work. Charges related to taxes, mission allowances for field work and secretarial fees are to be borne by the consultant.

Response Instructions

To ensure consideration, all responses must be submitted no later than **11/29/2024**, written in **English** with prices stated in **RWF**.

All responses must:

- Contain a detailed cost with applicable taxes and other charges clearly identified.
- Provide requested payment terms and conditions.
- Include a contact name, email address, and telephone number.
- For quotes from a firm, provide a brief outline of the company and services offered, including the company's full legal name and address, the jurisdiction of incorporation, the full legal name and country of citizenship of the company's owners/principal officers, and the year the business was established.
- If a consortium of firms or a team of consultants submits a quote jointly, the above information should be provided for each member of the team.
- Only include attached files that are 10 MB or smaller in size. Do not include compressed (ZIP, RAR), executable, or other unusual file formats as these will be rejected.

Submit responses to: **buy+RQ6033@tns.org**

Note: DO NOT email your response to any employee of TechnoServe or deliver your response in hard copy to a TechnoServe office. Failing to adhere to these instructions may make your response ineligible for consideration.

Terms and Conditions

- This solicitation shall not be construed as an offer by TechnoServe.
- Responses must be submitted on or before the date indicated.
- Any quotes that are unresponsive will be summarily rejected.
- Responses to this solicitation shall be deemed binding offers and must remain valid for acceptance for no less than 90 days from the closing date of this solicitation.
- Any purchases resulting from this solicitation will be governed by TechnoServe's contractual terms and conditions, and may be subject to additional terms as required by donors funding the purchase.
- TechnoServe expressly reserves the right to accept or reject any quote or to cancel the solicitation process at any time without explanation, with no liability to any respondent.
- TechnoServe may, at its discretion, accept all or part of a respondent's offer.
- All information provided by TechnoServe in this solicitation is given in good faith; however, details are subject to change.
- TechnoServe may require respondents to enter into a non-disclosure agreement as a prerequisite for consideration.
- Respondents bear sole responsibility for all costs incurred in connection with the preparation of their response, including any third-party expenses.
- All responses shall become the property of TechnoServe.
- Respondents must fully disclose any conflicts of interest pertaining to this solicitation. Failure to comply may result in disqualification.

Request Files

The following attached files, if any, represent an important part of this solicitation.

No Request Files Found

Selection Criteria

Submissions will be evaluated based on the following criteria and rating methodology.

Selection Criteria	Max Points
Understanding of the assignment and proposed approach.	40
Relevant experience and qualifications.	40
Cost-effectiveness.	20