

TERMS OF REFERENCE

FRAMEWORK CONTRACT FOR LONG-TERM CONSULTANCY SERVICES TO DESIGN, IMPLEMENT AND EVALUATE SOCIAL BEHAVIOUR CHANGE COMMUNICATION CAMPAIGNS

1) Summary

Date: 8 January 2025

Reference: LTA/2025/01

Country: Kenya

Description of the assignment: Long term agreement for consultancy services to design, implement and evaluate social behaviour change communication campaigns.

Period of services: long term agreement – 3 years

Offers: Proposals should be submitted through email to RfA@faithtoactionnetwork.org, no later than **26 January 2025 at 11:59 PM Nairobi Local Time**. Proposals will not be received through courier, hand-delivery or regular mail.

Any request for clarification must be sent in writing to the e-mail RfA@faithtoactionnetwork.org. The Faith to Action Network Procurement Committee will respond in writing by standard electronic mail.

2) Background

Faith to Action Network intends to sign a Long-Term Agreement with one consultancy firm to design, implement and evaluate social behaviour change communication campaigns.

Faith to Action Network does not warrant that any quantity of services will be purchased during the term of this Long-Term Agreement (LTA), which shall be for three years.

Detailed services will be contracted through a Faith to Action Network Purchase Order which will be issued for each requested assignment under the LTA.

The Long-Term Agreement is a non-exclusive arrangement and Faith to Action Network has the right to procure the same or similar services from other consultants at its sole discretion and as the situation may warrant.

3) Who we are

The Faith to Action Network (F2A) is a southern-born, southern-led global interfaith network that advances constructive, interfaith, and intercultural solutions to protect human rights, meet community needs, strengthen local systems, and build resilience. We mobilize faith actors to advance **health and wellbeing; women's rights and gender justice; and peaceful, just, and inclusive communities**. Religious communities and faith-based institutions are on the front lines of development and humanitarian work in every part of the world, with deep understanding of community needs, trust and influence within societies, and unparalleled access and reach, even in some of the most complex environments. Our work is critical in harnessing their potential to be transformative actors for positive change by building bridges, reducing polarization, and fostering collaboration to shape norms and behaviors.

Since Faith to Action Network's official launch in 2013, our membership has grown to include 215 member and partner institutions in 38 countries, spanning Baha'i, Buddhist, Confucian, Hindu, Christian, African Traditional, and Muslim faiths. Many of our members are umbrella organizations or networks, broadening our reach to more than 1,000 faith institutions in 134 countries.

Faith to Action Network's secretariat is located in Nairobi, Kenya, where Faith to Action Network is registered as a local non-governmental organization, with personnel deployed in Germany, Kenya, the Netherlands, Rwanda, Togo and Zimbabwe.

3) Scope of Work

The consultant will provide professional and high-quality services, including:

- Utilise **social listening tools** to develop baseline and endline assessments and to routinely monitor sentiments and to identify prevalent narratives and influencers. Based on these analyses develop actionable recommendations to inform social and behaviour change programmes, including on audience needs and interests, use of communication channels, messaging.
- Develop an **IT-based interface** between existing social listening tools and Faith to Action Network needs.
- **Train** Faith to Action Network staff and **offer technical assistance** in utilising social listening tools
- Develop and implement **faith-based social and behaviour change campaigns**. Inter alia, this includes audience analysis, (user-centred) message design, choice of communication channels, developing SBCC plans and strategies, implementing communication activities, facilitating communication workshops, develop communication products.
- In order to carry out multi-lingual SBCC campaigns, **provide translation and interpretation services** in multiple languages. Inter alia, this includes translation, interpretation, proofreading, quality check.

4) Taxes

Faith to Action Network will deduct applicable withholding tax as per Kenyan tax regulations. The consultant is responsible for any other tax liabilities arising from the assignment.

5) Duration of Agreement:

The long-term agreement is signed for a duration of three years. The long-term agreement is renewable every three years.

Specific purchase orders are signed for arising deliverables (no quantities guaranteed).

6) Duty Station

Remote or home-based consultancy with virtual or face-to-face meetings as necessary.

7) Applicable jurisdiction

The contract will be made up under the jurisdiction of Kenya and of no other country.

8) Institutional Arrangements

Moreover, the consultant is expected to consider that he/she will perform the needed work using his/her own property and technology, and hold direct responsibility for the quality of delivered

outputs. The consultant is responsible for all taxes AND insurances AND registration demands of either the workplace or the tools used to produce the desired results.

Provisional approval of submitted material shall take place as decided in the Purchase Orders defining deliverables and milestones. It is expected that such approval shall not exceed five working days from the notification of the completion of a specific milestone.

Upon submission of each final material, the Officer-in-Charge shall respond within maximum of five working days and the decision may either be:

- Approval,
- Approval with reservations upon which the Consultant shall reply within five working days under penalty of rejection, or
- Rejection with clear justifications.

9) Confidentiality and Authorship

The title rights, copyrights and all other rights of whatsoever nature for any material produced under this consultancy are the sole and exclusive property of Faith to Action Network. The consultant will submit all materials to Faith to Action Network. Therefore, all materials will not be disseminated in part or whole without express authority from Faith to Action Network. The consultant shall not produce information in these materials in any form (electronic, hard copies, etc.) to a third party without a written permission from Faith to Action Network. All materials will have the logo of Faith to Action Network. The name of the producer / consultant can be added to the end credits.

10) Payments

Payments will be made upon submission and approval of invoices and related deliverables. The fee is a fixed rate for 3 years and it is all-inclusive of all costs to deliver the products agreed upon. Reimbursable costs are listed separately.

11) Requirements for experience and qualifications

Years of Experience: At least 10 years of relevant experience in the following areas:

- Social and behaviour change communication
- Sexual and reproductive health and rights, women's rights, gender equality, peace, inclusion and justice or related fields,

Competencies:

- Excellent communication experience
- Excellent experience in ICT including artificial intelligence
- Excellent experience in sentiment analysis
- Excellent experience in monitoring, evaluation and research
- Excellent experience in capacity development in above fields
- Excellent experience in translation and interpretation
- Fluency in English,
- Ability to work in French desirable.

Faith to Action Network is an equal opportunity employer committed to inclusion and diversity. Our organisation is committed to safeguarding and promoting the welfare of all people in all their diversity and expects all consultants to share this commitment. We particularly encourage the application from members of marginalized communities, who will receive priority attention.

12) How to apply:

Interested individual consultants or consultant firms are invited to submit an Expression of Interest (EOI) for delivery of the assignment. The EOI should include:

- A cover letter outlining the suitability of consultant for the assignment, motivation and summarising relevant experience.
- A technical proposal describing the applicants' qualifications, including examples of past works
- CVs of the consultants who will be carrying out the work – indicating for each consultant the consultancy rates applied. The CVs should provide a full description of the consultants' profiles and experiences, including a list of previous works conducted.
- A financial proposal indicating
 - the daily consultancy rate, at a work day of 8 hours per day, in EUR or in USD as applicable including all taxes the consultant expects to pay at their fiscal domicile
 - the fiscal domicile
 - Bank account and if applicable any intermediate bank for international transfers. Additional bank costs to receive international payments cannot be charged to Faith to Action Network.
- Contact details from at least two independent referees with in-depth and proven knowledge of the applicant's expertise and relevant work experience. This should include the references' e-mails addresses and direct phone numbers.
- A sample of any product or assignment completed

The application in English should reach Faith to Action Network before 12:00pm, Sunday, 26 January 2025. Applications should be addressed to:

Procurement Officer
Faith to Action Network
Hatheru Court/Hatheru Road (Lavington)
Off Gitanga Road/ Nairobi-Kenya
P.O. Box 2438-00202
Email: HR@faithtoactionnetwork.org

Incomplete applications will not be considered.

13) Disclaimer

The consultant is expected to be aware and to operate within the legal and moral frameworks of international and national regulations in relation to privacy of individuals or groups of persons. Any stigmatisation or phrasing that can be interpreted as harmful and against the Faith to Action Network policy on Diversity, equity and inclusion will be reason for not accepting a product and to end the framework contract.

Faith to Action Network reserves the right to accept or reject any or all proposals without any explanation whatsoever.