



## **Request for Expression of Interest**

### **Development of Behavioral Change Communication Campaign and Strategy**

#### **We Can Work Program**

##### **1. Introduction**

The We Can Work program improves access to dignified and fulfilling work for young women and men with disabilities in Ethiopia, Kenya, Uganda, Rwanda, Ghana, Nigeria and Senegal working in partnership with the national umbrella organization of persons with disabilities in each country.

In each country, teams of Disability Inclusion Advisors and Facilitators support the development of Mastercard Foundation internal and partner capacity to mainstream disability in all Young Africa Works programs.

The program further deploys targeted skills building and entrepreneurship support interventions for young women and men with disabilities to successfully transition to work. We Can Work is instrumental in realizing the ambitions of Mastercard Foundation in relation to Disability Inclusion.

The program will deploy targeted skill-building and entrepreneurship support interventions for young women and men with disabilities to successfully transition into workforce. We Can Work is instrumental in realizing the ambitions of Mastercard Foundation in relation to Disability Inclusion.

The program aims to empower Young women and men with disabilities access dignified and fulfilling work through the three pillars ;

Pillar 1: Targeted interventions to support young women and men with disabilities into work.

Pillar 2: Embedding and institutionalizing disability inclusion into Young Africa Works strategies and programs.

Pillar 3: Youth led advocacy toward more inclusive policies and environment. Young women and men with disabilities enact agency by contributing to national and regional advocacy processes to implement youth and disability inclusive policies.

##### **2. Background information and Context**

In order to achieve the program aim and objectives, significant work needs to be done to change mindsets in communities about disability. The We Can Work program aims to do this by testing and implementing innovative Social and Behavior Change Communications campaigns throughout the program. These campaigns will seek to reach communities in unique ways by leveraging existing community ceremonies and platforms where people meet and engage, and blend this with innovative modern practices reaching a diverse audience.

### **3.Purpose and the Objective of the Consultancy**

The overall goal of this consultancy is to develop an initial behaviour change communications campaign focusing on the topic of respectful language about disability. The campaign will be dynamic and co-created with the Organizations of Persons with Disabilities (OPDs) in the program countries. Through this campaign we are keen to test different strategies and approaches as well as develop tools to measure the effectiveness of these campaigns with respect to mindset and behavioral change.

### **4. Expected Result**

- The development of a multifaceted cross country behaviour change communications campaign which utilizes both digital platforms and offline methods of engagement.
- Pilot the campaign with clear action learning questions
- Plan for rolling out the approach into a SBCC Strategy that feeds into the workplanning for 2025 and ongoing years

### **5. Roles and Responsibilities**

- Participate in frequent co-design sessions with the Content Development and Documentation specialist and the country teams.
- Development a cohesive plan for an initial campaign that ties the strategies developed by the different country teams together, including a set of learning questions for the pilot implementation.
- Support on the development of campaign materials/events.
- Development of strategies to measure campaign success.
- Development of a report on the pilot implementation of the SBCC campaign on respectful language
- Develop a SBCC strategy for the We Can Work program based on the codesign and lessons learned from the pilot campaign

### **6.Qualifications/Special Skills**

- BA in relevant field ie. Disability Studies, International Development, Communications, Design
- Demonstrable experience in carrying out successful, multifaceted SBCC campaigns
- A high level of understanding of the disability space and experience working with persons with disabilities
- Experience working with youth centred programs
- Knowledge of working in the field of disability and working with Organisations of Persons with Disabilities

- Demonstrated commitment to high professional ethical standards; and strong safeguarding ethical standards.
- Excellent communication skills (written and oral),
- Strong command of English language while French will be added advantage
- Should be available within the period of assignment

## 7. Organisation and Management

The We Can Work technical team is primarily located in Kampala Uganda. The consultant will work closely with the Content Development and Documentation Specialist, based in Kampala.

## 8. Duration and Timeframe- (Consultancy Period)

The consultancy will take place during the months of September 2024-2025 and should not exceed 25 working days

#	Key Tasks	# of days	Time frame	Location
1	Jointly lead co-design meetings (4 meetings total spread out over the first 3 months of the consultancy period)  Including studying supportive documentation	3	Sept – Nov 2024	Remotely
2	Development of a SBCC plan for the pilot campaign outlining the behavioural change objectives and different methods used per-country and at an international level	3	October 2024	Remotely
3	Development of Campaign materials	10	Nov '24 – Feb '25	Remotely
4	Development of assessment strategies/tools for the different types of implementation used in the campaign	3	Feb '25	Remotely
5	Participation in providing hands on coaching and support meetings for the different countries and partners	2	March – Aug '25	Remotely
6	Report on the pilot campaign, highlighting successes, insights and key lessons learned from the campaign	2	Aug '25	Remotely

7	Development of SBCC Strategy for We Can Work	4	Sept '25	
Total		25		

### 9. Deliverables

In accordance with the implementation schedule, the consultant shall submit the following deliverables and reports:

#	Key Deliverables/ Reports	Delivery Date
1	Detailed inception report	Two weeks after signing contract
2	SBCC plan for the pilot campaign	October 10, 2024
3	Campaign materials	February 15, 2025
4	Assessment Behavioural Change/ Mindset Change measurement tools	February 15, 2025
5	Coaching and support report (3)	April 30, 2025 May 31, 2025 June 30, 2025
6	Report on the pilot campaign, highlighting successes, insights and key lessons learned from the campaign	August 30, 2025
7	SBCC Strategy for We Can Work	September 15, 2025

### 13. Submission of the proposal

Interested and qualified parties are invited to submit an Expression of Interest not to exceed 6 pages, by **September 6<sup>th</sup>** to [wecanwork@light-for-the-world.org](mailto:wecanwork@light-for-the-world.org) indicating the following:

1. Legal structure of your company. An individual does not need this.
2. A brief description of your capacity and experience that meet the requirements listed above
3. A high-level approach to implementing the proposed interventions.
4. Brief insights into your approach to co-designing and implementing similar assignments
5. Short examples of relevant assignments undertaken by you/ your firm (3-5 examples – use links for more details).
6. Bios of staff who you anticipate would lead the project.
7. A High-Level budget /or Cost estimation

All materials sent to Light for the World will be kept confidential.