

# Request for Expression of Interest

## Creative Partner - Behavioral Change Communication Campaign

### 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.

A key element of the program is mindset change to remove negative perceptions on the abilities of young women and men with disabilities. Mindset change within the We Can Work Program works towards the goal of enabling young women and men with disabilities to fully participate in dignified and fulfilling work. Find more information about the We Can Work program here <https://www.light-for-the-world.org/news/we-can-work-programme-launch/>

#### 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 a 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 7 program countries, and digitally at a cross-country level. 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.
- Report detailing campaign strategies, approaches taken across countries and lessons learned.

## **5. Roles and Responsibilities**

- Co lead a cocreation process that includes representatives from Light for the World, OPDs, youth influencers and other critical stakeholders
- Develop a cohesive plan for a 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. Development Communications, Communications, Marketing and Advertising
- Demonstrable experience in developing and managing regional/international digital multimedia campaigns either with an SBCC or advertising focus
- Demonstrable experience linking digital campaigns to grassroots offline campaigns in Africa is desirable
- Demonstrable experience in campaign design and production
- An understanding of the disability space and experience working with persons with disabilities and Organizations of Persons with Disabilities is desirable
- Experience working with influencer marketing is desirable
- Experience with youth targeted campaigns is desirable
- 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 and knowledge of any local African languages will be added advantage
- Should be available within the period of assignment

## **7. Organisation and Management**

The We Can Work technical team. The consultant will work closely with the Content Development and Documentation Specialist as well as the teams from Organizations of

Persons with Disabilities in Kenya, Uganda, Rwanda, Ethiopia, Ghana, Nigeria, and Senegal.

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

The consultancy will take place from January-September 2025 and should not exceed 27 working days

#	Key Tasks	# of days	Time frame	Location
1	Inception meeting with Content Development and Documentation Specialist	1	Mid January	Remotely
2	Develop a trend scan of successful campaigns across different countries	3	Early Feb	Remotely
1	Jointly lead cocreation meetings (4 meetings total spread out over the first 3 months of the consultancy period)  Including studying supportive documentation	3	Feb – April 2025	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	April 2025	Remotely
3	Development of Campaign materials	9	April – June	Remotely
4	Development of assessment strategies/tools for the different types of implementation used in the campaign	3	April '25	Remotely
5	Launch the Campaign with a range of offline strategies in the 7 countries	1	May 2025	Remotely
6	Participation in providing hands on coaching and support meetings for the different countries and OPD partners	2	March – Aug '25	Remotely
6	Report on the pilot campaign, highlighting successes, insights and key lessons learned from the campaign	2	Sept '25	Remotely
Total		27		

## 9. Deliverables

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

#	Key Deliverables/ Reports	Delivery Date
1	Trend Scan	Three weeks after signing contract
2	SBCC plan for the pilot campaign	April 11, 2025
3	Campaign materials Off line Digital	April 30, 2025 June 13, 2025
4	Assessment Behavioural Change/ Mindset Change measurement tools	April 18, 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	Sept 30, 2025

## 13. Submission of the proposal

Interested and qualified parties are invited to submit an Expression of Interest not to exceed 6 pages, by **January 10, 2025** to [e.bojarczuk@light-for-the-world.org](mailto:e.bojarczuk@light-for-the-world.org) Which includes the following:

1. Legal structure of your company. An individual does not need this.
2. A cover letter explaining your capacity and experience that meet the requirements listed above (Max 1 page)
3. A 1 page document explaining the approaches you will take to the key tasks listed above to ensure the campaign success with the target audience.
4. Portfolio of campaigns undertaken by you/ your firm (3-5 examples – use links for more details). Submissions without a portfolio will not be considered
5. CVs of staff who will lead the project.
6. A High-Level budget /or Cost estimation

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