



## **Terms of Reference (TOR) for Consultancy to Develop Social and Behaviour Change Communication Strategy for Anti-Corruption Advocacy**

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**REFERENCE NUMBER:** TIK/NRCG/040/2023

**DESCRIPTION:** Consultancy to develop Social and Behaviour Change Communication Strategy for Anti-Corruption Advocacy

**DEADLINE FOR SUBMISSION:** 6<sup>th</sup> September 2023

**POSTING DATE:** 30<sup>th</sup> August 2023

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### **Organizational profile**

Transparency International Kenya (TI-Kenya) is a not-for-profit organization that seeks to contribute to developing a transparent and corruption-free society through good governance and social justice initiatives. TI-Kenya is one of the autonomous chapters of the global Transparency International movement that is bound by a common vision of a corruption-free world. The global movement provides a platform for sharing knowledge and experience, as well as developing strategies to respond to regionally distinct patterns of corruption.

Registered in Kenya in 1999, TI-Kenya has built extensive experience in governance work at the national and county levels. TI-Kenya pursues advocacy, partnership development, strategic litigation, research, capacity building, and civic engagement as core approaches. TI-Kenya contributes to the development of effective, legal, policy, and legislative frameworks and the promotion of national values that support transparency and accountability through four strategic focus areas; Citizen Demand and Oversight, Natural Resources and Climate Governance, Public Finance Management, and Institutional Development.

### **Background of the project**

TI-Kenya is implementing the Restore Ethical and Accountable Leadership (REAL) project with support from Uraia's Strengthening Public Accountability and Responsiveness in Kenya (SPARKe) Programme. The REAL project aims to advocate for increased constitutionalism and adherence to the rule of law while enhancing public awareness and citizen engagement in the fight against corruption.

A social and behaviour change communication strategy for anti-corruption advocacy under the REAL project will aim to promote and encourage behaviour change among individuals and communities to combat

corruption. The strategy will focus on raising awareness, fostering a culture of integrity, and empowering individuals to take action against corruption.

### **Purpose and Scope of the Assignment**

TI-Kenya seeks to engage a social change/communication/governance strategist to develop a Social and behaviour change communication strategy for anti-corruption advocacy.

### **Specific Objectives of the Assignment**

The objectives for this assignment are:

1. To develop social and behaviour change communication strategy for anti-corruption advocacy aimed at increasing awareness and knowledge about corruption, fostering a culture of integrity and ethical behaviour, promoting citizen engagement and reporting of corrupt practices, and mobilizing public support for anti-corruption efforts.
2. To ensure that the social and behaviour change communication strategy is designed for long-term engagement and sustainability. Develop plans for ongoing communication, outreach, and awareness campaigns to maintain momentum and continuously reinforce anti-corruption messages. Foster a sense of ownership and active participation among stakeholders to ensure the longevity and impact of the strategy.

### **Key Deliverables**

1. Facilitation of ideation workshops to understand the existing corruption landscape, including its causes, consequences, and prevalent forms. Assess public attitudes, perceptions, and knowledge regarding corruption. Identify key stakeholders, existing anti-corruption initiatives, and communication channels.
2. Develop a social and behaviour change communication strategy for anti-corruption advocacy.

### **Timelines**

The assignment is expected to take 30 working days.

### **Desired Qualifications**

1. Technical expert with an advanced degree in Public Policy, Communications, Social Sciences, Anthropology, Behavioural Economics Communication or a related area.
2. Over 10 years experience in governance, communication and/or media programme management and strategy development.

3. Demonstrable experience in the design and or development of social and behaviour change communication strategies or similar work
4. A good understanding of TI-Kenya values and areas of work.
5. Articulate communicator and public speaker.

### **Submission of Bids**

1. An expression of interest documenting your understanding of the assignment, methodology for carrying out the engagement, expected outputs and tax-inclusive costs for conducting the assignment.
2. Profile with resume and latest samples of your past work.

The deadline for submission of expressions of interest is on or before **6<sup>th</sup> September 2023**. Applications should be sent by **email** to [consultancyapplication@tikenya.org](mailto:consultancyapplication@tikenya.org). Please indicate “**TIK/NRCG/040/2023-REAL Project – Social and Behaviour Change Communication Strategy**” in the subject line of your email application.

### **Complaints Process**

This call for Expression of Interest does not constitute a solicitation and TI-Kenya reserves the right to change or cancel the requirement at any time during the EOI process. TI-Kenya also reserves the right to require compliance with additional conditions as and when issuing the final solicitation documents. Submitting a reply to a call for EOI does not automatically guarantee receipt of the solicitation documents when issued. Invitations to bid or requests for proposals will be issued in accordance with TI-Kenya rules and procedures. Any grievances and or complaints arising from the evaluation process and the final tender award can be addressed, in writing, to the Executive Director and the TI-Kenya Tender Complaints Committee.

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