

TERMS OF REFERENCE
BEHAVIOUR SCIENCE EXPERT
(SHORT TERM CONSULTANCY)

I. General information

Title of the assignment	Support to the design and implementation of behavioural science activities in Sri Lanka
Name of the project	Green Policy Dialogue Facility (GPDF)
Country	Sri Lanka
Deadline for submission	15 January 2025

II. Context and justification of the need

1) Expertise France

Expertise France (EF) is a public agency and the French inter-ministerial actor in international cooperation. It became a subsidiary of the French Agency for Development Group (AFD Group) in January 2022. As the second largest agency of its kind in Europe, it designs and implements projects that sustainably strengthen public policies in developing and emerging countries on a range of policy issues (e.g. sustainable development, governance, stability, health, education). It operates in key areas of development and contributes alongside its partners to the implementation of the Sustainable Development Goals (SDGs).

For more information, please visit our website : <https://www.expertisefrance.fr/en/web/guest/accueil>

2) European Union Delegation to Sri Lanka and the Maldives

The European Union (EU) Delegation to Sri Lanka and the Maldives is the funding partner of the EU Green Recovery Facility¹. Cooperation between the EU and Sri Lanka is based on the partners’ mutual respect for democratic principles and human rights and covers a number of key areas of cooperation, including; diversification of trade and investment; networking between EU and Sri Lankan business communities; strengthening technical, economic and cultural linkages and providing technical assistance to Sri Lanka to interact more effectively with the EU; supporting Sri Lanka’s efforts to improve the living conditions of the poorer sections of the population; green recovery, environmental protection and sustainable management of natural resources.

The EU Green Recovery Facility is part of a series of EU funded initiatives to be rolled out between 2021 and 2027 under the Team Europe Initiative (TEI) “Green Recovery”, which will mainly focus on green economic recovery and on valuing and protecting Sri Lanka’s rich biodiversity.

For more information, please visit the website: https://www.eeas.europa.eu/delegations/sri-lanka_en?s=238

3) EU Green Recovery Facility

The EU Green Recovery Facility (The Facility) is a four-year intervention funded by the European Union (EU). It uses the current economic crisis as an opportunity to support Sri Lanka towards a more sustainable growth trajectory. The ultimate goal entails achieving a green (and blue) economy that is circular, carbon neutral, and socially inclusive; which, not only, is more respectful of biodiversity resources and socio-economic/demographic context, but would also provide much needed

¹ “EU Green Recovery Facility” is the “brand name” of the Green Policy Dialogue Facility (GPDF) initiative.

macroeconomic stability.

In this context, the Facility harnesses policy experiences and knowledge from the EU (e.g. the European Green Deal), along with national and regional ones, to contribute to the green recovery (medium term) and transition (long term) of the Sri Lankan economy and society.

The Facility more specifically supports the mainstreaming of green economy (GE) challenges and objectives in the Sri Lankan policy landscape, as well as the facilitation of bringing GE policy to action by contributing to the following specific objectives:

- **SO1:** Support the development and implementation of inclusive national green, blue and sustainable public policies, with participation of women and men in all their diversity.
- **SO2:** Improve the business and investment climate in view of promoting an inclusive circular economy (both green and blue).
- **SO3:** Increase accessibility and availability to green and sustainable finance.

The primary direct beneficiaries of the Facility are public institutions, particularly the Ministry of Environment (MoE) and the Ministry of Finance (MoF), as well as government institutions focused on SMEs. Other direct beneficiaries include the private sector, financial institutions, and civil society.

The Facility, which started in Q2 2023 is the first bilateral project being implemented by Expertise France in Sri Lanka.

4) Background and justification

Raising awareness of the objectives, benefits, and challenges of an Inclusive Green Economy (IGE) is essential for the success of the Facility's interventions and Sri Lanka's transition to a sustainable economic model. Promoting IGE concepts, particularly among government stakeholders' hinges on generating momentum and prioritizing activities that support an inclusive green economic recovery. The success of the Facility's interventions depends on these foundational efforts.

Building a shared understanding of IGE and securing institutional and individual commitment is key to fostering demand for a green recovery. This approach enhances synergies and promotes collaboration across sectors, aligning IGE regulations and opportunities, and ensuring broad support for IGE initiatives.

III. Objectives and desired results

1) General Objective of the Assignment

Key stakeholders demonstrate noticeable behavioural shifts (including in decision-making) that support green and inclusive economic recovery, with enhanced capacity to advocate for sustainable practices.

2) Specific objectives of the Assignment

The specific objective of this consultancy is to support the Facility in embedding behavioural science approaches into its operations, ensuring that project activities align with best practices in behaviour change to drive long-term, sustainable transformation.

3) Anticipated results

Guidance is provided to ensure that behavioural science approaches are integrated in the design and implementation of the Facility's activities.

IV. Description of the assignment

The Facility aims to incorporate awareness raising and behavioural science principles to ensure effective project design, implementation, and outcome evaluation. The inclusion of behavioural change approaches is crucial to promote sustainable and impactful results across all activities, such as on output 1.1 on maximising the prioritisation of green policies by decision-makers or output 2.2 on the promotion of the Eco-Industrial Parks Concept in Sri Lanka.

Ongoing advisory support for Behavioural Change

Provide real-time advice and actionable recommendations on behaviour-related challenges during the design and implementation of activities, ensuring timely and effective responses. Collaborate closely with the Facility team and with the consultants to integrate behavioural insights into decision-making, addressing complex situations where human behaviour plays a critical role. Maintain a record of interactions to track progress, identify recurring challenges, and document lessons learned through the activities.

Regularly engage with the Facility team, with the counterpart and with the different consultants to reflect on progress, co-develop solutions, and adapt strategies based on behavioural insights. Through ongoing support, ensure that behavioural change efforts remain aligned with objectives and effectively executed, maximizing the project's impact.

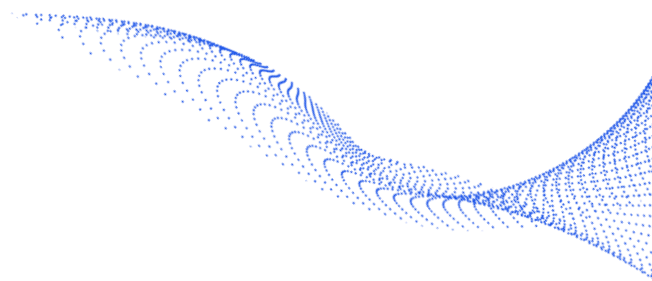
Behavioural Change Integration in Terms of References: Ensure the ToRs produced by the team clearly reflect behavioural change strategies relevant to the activities to be implemented by service providers. The expert will guide the development of ToRs that encourage service providers to integrate behaviour change principles, helping to ensure the success of the Facility's goals.

Incorporating Behavioural Science in Service Providers' Selection Process:

- Analyse service providers' technical proposals to assess their alignment with the Facility's objectives for behavioural change. The expert will identify and evaluate strategies for fostering sustainable behaviours, inclusion, and adaptive methodologies.
- Evaluate proposals using existing matrices and provide feedback on the behavioural aspects.
- Participate in the selection committees, if necessary, to ensure that service providers possess the necessary expertise to integrate behaviour change effectively.

Monitoring and Quality Control Support:

- Review deliverables from service providers, ensuring that behavioural science is effectively integrated and that behaviour change strategies are practical and likely to yield results.
- Join meetings with service providers when needed to refine and improve the integration of behaviour change in their deliverables.



V. Indicative Deliverables

Indicative Activities	Indicative Deliverables
Ongoing Advisory Support on Behavioral Change and Awareness Raising	<p>Deliverable 1: Develop and implement a tailored behavioral change support package for the Facility's technical team, including practical tools (e.g., checklists and guides) to integrate behavioral insights into daily operations</p> <p>Deliverable 2: Structured communication framework to engage stakeholders effectively and encourage desired behaviors.</p> <p>Deliverable 3: A log documenting real-time advice and recommendations provided to project team members and service providers on behavioral change and awareness-raising matters. This log will be maintained and shared with the team, including dates, nature of the request, advice given, and involved parties.</p>
Awareness Raising and Behavioral Change in the Design of Facility Activities	<p>Deliverable 4: Commented ToRs that integrate awareness-raising and behavioral change dimensions into the description of service provider responsibilities and activities. These ToRs will ensure service providers focus on promoting sustainable behavior changes through their interventions.</p>
Including Behavioral Change Considerations in Service Providers Selection Process	<p>Deliverable 5: Completed matrices evaluating service providers' proposals, assessing their approach to fulfilling the Facility's behavioral change and awareness-raising objectives.</p>
Selection of service providers	<p>Deliverable 6: Participation in the selection committee for service providers (if deemed necessary) to ensure that selected service providers possess the capability to effectively integrate behavioral change strategies.</p>
Monitoring and Quality Control Support in the Implementation of Facility Activities	<p>Deliverable 7: Commented versions of service providers' deliverables, offering comprehensive feedback on the integration of behavioral change strategies and awareness-raising approaches. This feedback will be iterative, ensuring continuous improvement in subsequent deliverables.</p> <p>Deliverable 8: Minutes of meetings with service providers</p> <p>Deliverable 9: Real-time feedback mechanisms, such as surveys and consultations.</p>

1. Coordination

The service provider shall designate a single contact person for project implementation purposes. A launch meeting shall be held 2 days after the contract award has been notified.

The consultant will work under the supervision of the Project Manager, based in Colombo, and in close collaboration with the Awareness Raising specialist and the team in Expertise France headquarters. Furthermore, regular exchanges must take place with Expertise France on assignment progress and any difficulties that may be encountered.

2. Interlocutor and Frequency Reporting

Frequent exchanges with Expertise France's team (based both in Paris and in Colombo) may be necessary. These exchange can be done remotely.

Documents will be submitted in English, in editable formats (MS Word). The final versions are sent either in PDF or in MS Word formats.

VI. PLACE, DURATION AND INDICATIVE SCHEDULE

1. **Estimated start date:** January 2025
2. **End date:** March 2027
3. **Estimated duration:** approximatively 125 days
4. **Location :** Remote
5. **Nature of the contract:** CPS EI - Framework agreement

VII. REQUIRED EXPERTISE AND PROFILES

Education:

- Master's Degree in Psychology, Sociology, Public Health, Communication or a relevant field.

Proven Experience:

- Proven experience in designing, implementing, and evaluating behaviour change interventions, particularly in understanding the psychological drivers of behaviour and how to leverage them for lasting change.
- Experience working with behavioural insights and data to analyse decision-making processes, habits, and triggers, with a track record of applying these insights to promote positive behavioural change.
- Previous experience collaborating with government agencies, NGOs, or international development organisations on behaviour change campaigns will be considered a strong asset.

Qualifications and Skills:

- Skilled in behavioural research methodologies: expertise in conducting interviews, focus groups, surveys, and observational studies to gather qualitative and quantitative insights.
- Expert in behaviour change models and frameworks: knowledge of theories such as Social Cognitive Theory and Nudge Theory.
- Experience in data analysis: ability to analyse behavioural data, identify key insights, and develop evidence-based interventions.
- Strong project management skills: capable of overseeing the design, execution, and evaluation of behaviour change programmes from start to finish.
- Proficient in communication and persuasion techniques: adept at crafting messages and interventions that influence behaviour through effective communication strategies.

- Excellent organizational and coordination abilities: proven capacity to work in multidisciplinary teams, manage multiple stakeholders, and ensure program alignment with broader organizational goals.
- Language skills: Proficiency in verbal and written English is required.

VIII. Application modalities

Documents to submit

- An updated CV highlighting the skills and experience in line with the required ones (5 pages max), including contact details of 3x professional references
- A cover letter
- The duly completed Application Form, including its Appendixes
- **Incomplete applications will not be considered.**

Deadline to apply: 15 January 2025 at 11.59 pm (Paris time). Expertise France reserves the right to choose a candidate before this date.