



# the Jane Goodall Institute

## Terms of Reference

### **Consultant: Behavior Change Campaign North Kivu and Maniema Provinces, DRC**

#### Context

In the Democratic Republic of Congo (DRC), the Jane Goodall Institute coordinates a multi-stakeholder Conservation Action Plan for Grauer's gorillas and chimpanzees in eastern DRC. The CAP comprises 5 strategies for conservation action targeting gorillas, chimpanzees and their habitats. The strategies include diverse approaches to understanding the distribution and abundance of great apes, engaging communities in conservation, land use planning, and reinforcing capacities to manage and protect habitat. Under these strategies, the Jane Goodall Institute has been executing a number of activities under environmental education, including alternative livelihood programs and supporting family planning, in communities bordering important great ape populations and habitats.

In 2016, an external evaluation of the education and awareness raising activities demonstrated that local community-member knowledge levels on great apes and laws protecting great apes are high, but it is unclear if this knowledge has impacted changes in attitudes or behaviors. Following on from the results of this evaluation, the Jane Goodall Institute (JGI) developed a Behavior Change Strategy and is engaging in a long-term process to refine environmental education messages and projects for community engagement in environmentally responsible livelihoods. Also in 2017 JGI conducted a study on challenges for sustainable livelihoods in the project intervention zone. The new messages and projects will be based on best practices in behavior change / social marketing.

Behavior change strategies, also known as social marketing, represent marketing that builds awareness of a social issue. Conservation organizations have just begun to understand the importance of incorporating behavioral science into existing or new strategies in an effort to reduce threats to biodiversity. The main challenge of many social marketing programs is to confront a deeply held belief or habit of the local communities, that negatively affects not only biodiversity conservation goals, but also the sustainable livelihoods or well-being of the communities.

A first step under the Behavior Change Strategy was an external assessment of JGI's community engagement activities including developing behavior-focused theories of change and identifying critical research questions. From this assessment, JGI has selected the commercial bushmeat trade as the theme for a new social marketing campaign. As the first activity, JGI, completed a bushmeat value chain assessment for the landscape and is seeking to use this knowledge to inform a pilot behavior change campaign in the same region.

### Organization Summary

Founded in 1977, the Jane Goodall Institute (JGI) USA is an international non-governmental organization that continues Dr. Goodall's pioneering work on chimpanzee ecology and behavior. Its mission is to promote wildlife conservation, in particular chimpanzee sustainability, through research, education, and community conservation. The breadth of JGI's mission reflects Dr. Goodall's personal philosophy that the survival of all species, whether chimpanzee or human, depends upon the collaboration of all people. In 2012, JGI formally adopted an ambitious 30-year goal to protect 85% of Africa's wild chimpanzee populations in their natural habitats. In reaching this goal, JGI will capitalize on its considerable strengths and experience gained from working throughout the chimpanzee range, which includes more than 50 years of chimpanzee behavioral research at the Gombe Stream Research Center; 20 years of developing people-and community-centered conservation strategies; impressive expertise in the use of geospatial technology to innovatively map and monitor human and chimpanzee use of forest resources; and a global environmental and humanitarian youth program—Roots & Shoots.

### Purpose of the Assignment:

JGI would like to create and pilot a behavior change campaign targeting stakeholders in the commercial bushmeat trade in the Eastern DRC. The campaign will follow the Behavior Change Strategy Report developed in 2017 as well as build on the conclusions and recommendations from a Bushmeat Value Chain Assessment conducted in 2018. This research provides insight into the social, political and economic drivers of the commercial bushmeat trade, identifying the following drivers of illegal resource exploitation that must be considered in the development of a behavior change campaign valuing local community perspectives:

- The presence and participation in artisanal mining activities in the region has a significant influence in shaping the bushmeat value chain – moreso than the commerce in villages or small urban centres in the same region;
- Communities perceive natural resources as a 'gift from god' to be exploited. Existing regulatory frameworks or activities reinforcing application of the law have little impact against this belief;
- Poverty is a strong driver of illegal resource exploitation and in this region the socio-economic drivers of resource use are exaggerated by geographic isolation from markets that could constitute sources of protein or markets for sale of bushmeat alternatives;
- Participation in the commercial bushmeat trade is often a 'household' or 'family' livelihood with roles for both the husband and wife. To be a hunter confers additional strength and is an inter-generational practice;
- The commercial bushmeat trade is operating simultaneously at multiple-scale, with some actors crossing between scales;
- Freedom afforded by an informal economy allows the illegal commerce to respond to demands in an adaptive and changing manner over time.

The ideal candidate (individual or agency) will have a strong background in Behavior Change/Social Marketing campaigns, and experience working with rural populations in Africa and will have experience working in multi-cultural teams, and be available to visit our programs in the Eastern DRC.

### Specific Activities to be Undertaken:

It is proposed that a Consultant working in close coordination with the DRC team undertake the development of a behavior change campaign based on recommendations from the bushmeat value chain assessment. This will included, but not be limited to the following activities:

1. Lead the design and evaluation of a pilot behavior change campaign, working with the JGI DRC and USA team and partners and consultants.
2. Collaborate with the JGI team to ensure that the campaign considers local knowledge and values;
3. Provide basic training on behavior change to the JGI field implementation teams;
4. Conduct field visits to review pilot implementation;
5. Design the short and long-term monitoring and evaluation activities to measure the impact of the campaign;
6. Produce a comprehensive report analysing the development and implementation of initial activities of the campaign, contributing to the development of best practices and recommendations for how to effectively and efficiently scale the campaign in the Eastern DRC landscape.

### Candidate Profile

The required skills and experiences are:

- Previous experience working with rural communities in a developing country;
- Advanced degree in communication or marketing, social science such as sociology, anthropology; will accept degrees in other fields if there is evidence of relevant field experience;
- Demonstrated experience developing, implementing and evaluating behavior change campaigns in the social and/or environmental sector;
- Proven experience with participatory project design and development;
- Experience using innovative and technology-based approaches for behavior change desired;
- Experience in qualitative anthropological/sociological research and /or communication monitoring and evaluation a plus;
- Excellent written and verbal English language skills;
- Strong verbal and written French required.

### Timeline

The period for design and implementation of pilot activities of this campaign is between 01 December 2018 – 15 March 2019. Depending on the interest of the consultant, relationship with JGI DRC and USA teams and ability to adapt to results of the pilot activity evaluation, a second phase campaign and activities may be developed from 01 April 2018 – 31 March 2020. Priority will be given to individual consultants or agencies who are available to begin working on this project in 2018.

### Location & Travel

This position can be home-based, but requires significant travel to the DRC during the consultancy period.

### Application

Interested consultants are invited to submit applications to [africajobs@janegoodall.org](mailto:africajobs@janegoodall.org).

Applications should include:

- Curriculum Vitae
- Cover letter
- Work samples of previous behavior change campaign work
- A provisional calendar outlining campaign design and pilot campaign implementation
- A price offer (excluding international and internal DRC travel).

Final date to apply: 10 December 2018