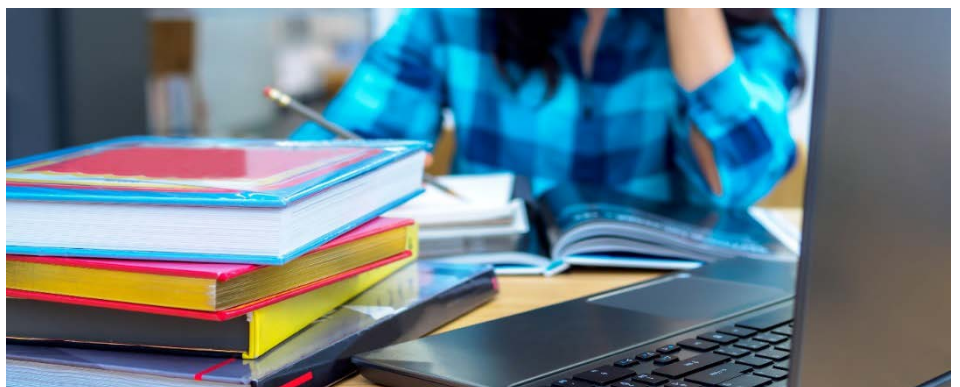


As an academic publisher in the life sciences, CABI helps people discover validated evidence-based information to help them overcome the world's biggest challenges. We invest surpluses from our publishing business back into our development projects, which tackles global poverty and hunger in the face of climate change.

CABI is the only organisation worldwide that incorporates a dedicated publishing arm and an independent science media organisation alongside conducting its own scientific research and applying practical expertise in digital and other approaches to reach farmers and other stakeholders. Our publications in applied life science – including world-leading databases, books, eBooks, compendia and internet resources – help scientists discover credible and authoritative outputs from around the globe. Our tools add insights to data and help people apply science to real-world problems.

Our expertise and skills in publishing help put knowledge into context and put it into the hands of those who need it most. Our learning resources build the capacity of farmers, practitioners and scientists to improve agricultural practices.

You can learn more at:
www.cabi.org



KNOWLEDGE FOR LIFE



Consultancy



Job title: Social and behaviour change consultancy:
pesticide risk reduction

Location: Kenya

Duration: August – December 2022



This role is perfect for someone looking to apply their Scientific Skills and Knowledge within an organisation that is focused on helping to deliver 8 of the Sustainable Development Goals: (1) No Poverty; (2) Zero Hunger; (3) Quality Education; (5) Gender Equality; (12) Responsible Consumption and Production; (13) Climate Action; (15) Life on Land; and (17) Partnerships for the Goals.

To apply visit www.cabi.org/careers

Terms of Reference

Background

CABI - through its PlantwisePlus programme - is seeking to reduce the risk of pesticides to stakeholders in the food value chain. Reducing pesticide risks for these actors will improve the safety of food and protect farmers and environmental health.

Efforts to achieve these goals are multi-faceted and include policy-level discussion and advocacy to provide an enabling environment for risk reduction, covering issues such as pesticide registration, availability of safer alternatives and monitoring of residue levels in food crops for instance.

In addition, the programme aims to support changes at the local level which can result in risk reduction at the individual and farm levels.

This consultancy particularly focuses on the behaviours of farmers, and the factors and organisations which influence their decision-making around this issue.

To bring about social and behaviour change, CABI is planning to develop and implement a communication campaign which focuses on specific risks where there are opportunities to achieve a beneficial impact, recognising the complexity of behaviour and the drivers around pesticide usage (such as cost, habit, the effectiveness of alternatives etc).

CABI has completed a survey on consumer behaviours about food safety in Kenya, completed a situational analysis of pesticide risks in Kenya and in July is conducting formative research in Nakuru County, where the pilot activities will be conducted. From these findings, the campaign will be developed and then implemented from September –December 2022, with the potential to scale the activities out further in 2023.

Location

Nakuru County, Kenya with an extension of the approach used to TransNzoia County, Kenya.

We will accept proposals where the agency can either be on the ground in the country or able to work remotely to assist the implementing team, although the preference is for on-the-ground support.

Duration

August – December 2022

This is not expected to be on a full-time basis and the consultancy proposal should clearly reference the time commitment expected to be needed to deliver the brief.

Requirements

We are looking for a Social and Behaviour Change agency to lead the ideation and strategizing of this pesticide risk reduction campaign, and oversee the implementation of the pilot activities in Nakuru County.

CABI has a small team of development communication and other professionals who will support the implementation of the campaign whom the successful agency will work alongside to build their capacity and mentor them through the campaign development.

We require an agency to lead on and implement the following:

1. Identifying the risks that can be addressed through a communication campaign, in the context of Nakuru County and based on the formative research

2. Identifying the audiences, the desired change and the metrics of success for the campaign
3. Development of behaviour change solutions which can address the risks identified above. This will include messaging, format, channels and approaches
4. Oversight of testing processes and revision to improve the behaviour change solutions developed
5. Lead and execute the campaign, while incorporating input from CABI into the design and implementation, including oversight of the campaign process

This will require the Social and Behaviour Change agency to lead the CABI team and facilitate campaign team meetings to create the outputs outlined above. This will also necessitate continuous support throughout the consultancy period with the agency becoming part of a virtual CABI team.

The campaign development will be linked to a platform of relevant local stakeholders who give insights on barriers, messaging and appropriate channels of communication as well as supporting with campaign implementation as needed. The Social and Behaviour Change agency will need to work with this group of actors with CABI.

Capabilities:

- Experienced Social and Behaviour Change agency
- Sectoral experience from agriculture or related development sectors is essential
- The demonstrable, proven effectiveness of past interventions
- Experience of working in Sub-Saharan Africa

Key deliverables

- Planning, implementation and monitoring to report the impact of the Campaign
- Written campaign strategy identifying audiences, changes sought, metrics of success and approach
- Production of design and messaging options for behaviour change solutions (e.g. posters, radio programmes, packaging etc)
- Development of testing protocol and process for campaign messaging
- Training of Development Communication team of 5 in social and behaviour change methodologies and approaches (workshop or series of workshops)

Equal opportunities

We are a thriving international organisation attracting a diverse range of talented people from around the world. Our staff currently comprises over 30 nationalities and as an equal opportunities employer we welcome applications from candidates irrespective of age, gender, race, colour, nationality, ethnic or national origin, disability, religion, sexual orientation or marital status. No applicant will be disadvantaged by conditions which cannot be shown to be justified and selection will be based on merit.

How to apply

Interested firms should submit technical and financial bids detailing an overview of the approach to the work and a breakdown of the associated costs to procurement-africa@cabi by 6th August 2022.

Staff Comments

“The people are fantastic and I feel valued by the organisation.”

“CABI is a great place to work – fair, flexible and friendly.”

“CABI is a great organisation with a real sense of mission and purpose.”

To apply please submit your CV and a covering letter via our online recruitment portal at www.cabi.org/careers



Visit us on LinkedIn to find out more about working at CABI



Africa

Ghana

CABI, CSIR Campus
No.6 Agostino Neto Road
Airport Residential Area
P.O. Box CT 8630,
Cantonments
Accra, Ghana
T: +233 (0)302 797 202
E: westafrica@cabi.org

Kenya

CABI, Canary Bird
673 Limuru Road,
Muthaiga
P.O. Box 633-00621
Nairobi, Kenya
T: +254 (0)20 2271000/20
E: africa@cabi.org

Zambia

CABI, Southern Africa
Centre
5834 Mwange Close
Kalundu, P.O. Box 37589
Lusaka, Zambia
T: +260 967619665
E: southernafrica@cabi.org

Americas

Brazil

CABI, UNESP-Fazenda
Experimental Lageado,
FEPAP (Escritorio da
CABI)
Rua Dr. Jose Barbosa De
Barros 1780
Fazenda Experimental
Lageado
CEP: 18.610-307
Botucatu, San Paulo, Brazil
T: +55 (14) 3880 7670
E: y.colmenarez@cabi.org

Trinidad & Tobago

CABI, 59 Gordon Street,
Curepe, St. Augustine
Tunapuna 331323
Trinidad & Tobago
T: +1 868 6457628
E: n.ramnanan@cabi.org

USA

CABI, 200 Portland Street
Boston, MA 02114
T: +1 (617) 682 9015
E: h.jansen@cabi.org

Asia

China

CABI, Beijing
Representative
Office
Internal Post Box 85
Chinese Academy of
Agricultural Sciences
12 Zhongguancun Nandajie
Beijing 100081, China
T: +86 (0)10 82105692
E: china@cabi.org

India

CABI, 2nd Floor, CG Block,
NASC Complex, DP
Shastri Marg
Opp. Todapur Village,
PUSA
New Delhi – 110012, India
T: +91 (0)11 25841906
E: india@cabi.org

Malaysia

CABI, PO Box 210
43400 UPM Serdang
Selangor, Malaysia
T: +60 (0)3 894329321
E: cabisea@cabi.org

Pakistan

CABI, Opposite 1-A,
Data Gunj Baksh Road
Satellite Town, PO Box 8
Rawalpindi-Pakistan
T: +92 51 9292062/ +92 51
8434979
E: cabi.cwa@cabi.org

Europe

Netherlands

CABI, Landgoed Leusderend 32
3832 RC Leusden
The Netherlands
T: +31 (0)33 4321031
E: netherlands@cabi.org

Switzerland

CABI, Rue des Grillons 1
CH-2800 Delemont
Switzerland
T: +41 (0)32 4214870
E: europe-CH@cabi.org

UK

CABI, Nosworthy Way
Wallingford, Oxfordshire
OX10 8DE, UK
T: +44 (0)1491 832111
E: corporate@cabi.org

CABI, Bakeham Lane
Egham, Surrey
TW20 9TY, UK
T: +44 (0)1491 829080
E: microbiaiservices@cabi.org
E: cabieurope-uk@cabi.org