

TRAFFIC call for Expressions of Interest:

Social and Behavioural Change Communication (SBCC) Massive Online Open-access Course (MOOC)

TITLE:	Consultant for the Development of Social and Behavioural Change Communications (SBCC) Course
LOCATION:	Remote working arrangement
ANTICIPATED ENGAGEMENT:	All deliverables should be completed by end March 2019
REPORTS TO:	TRAFFIC Behavioural Change Coordinator

OVERVIEW

TRAFFIC works to ensure that trade in wild animals and plants is not a threat to the conservation of nature. As part of their work applying behavioural science for this goal, TRAFFIC is delivering a suite of services for the Community of Practice aiming to influence consumer choice and reduce the demand for illegally traded wildlife products. One such is the Wildlife Consumer Behaviour Change Toolkit (www.changewildlifeconsumers.org), others are summarised [here](#).

As part of the next steps in development of services for this Community, TRAFFIC is interested in commissioning the development of a Social and Behavioural Change Communications (SBCC) online course. It is envisioned that this could follow a 'Coursera' style format, housed on the Toolkit above and with a mixed set of resources and downloadable material, including short filmed videos with experts in the subject matter, and links to relevant research papers and other information and technical resources.

The course will be housed on the Toolkit but could also ultimately be used as a remote training tool to help build confidence and capacity in SBCC amongst a broad range of conservation practitioners seeking impact in Asia. The Toolkit should incorporate existing materials and content (e.g. [here](#), [here](#), [here](#), [here](#) and [here](#)) and build on / complement other training materials in this area (e.g. [here](#)).

CHARACTERISTIC DUTIES

- **Develop the 'lesson plan' and identify the various components of the course, based on prioritisation around the following topics and themes:**
 - Week 1: The Potential for SBCC To Reduce Demand for Illegal Wildlife Products*
 - Week 2: Designing Messaging for Impact: Framing, Priming and Timing*
 - Week 3: Selecting Messengers for Impact: Character, Content, Connections*
 - Week 4: Identifying Mechanisms for Impact: Behaviour Change Decision Tree*
 - Week 5: Informing Approaches and Assessing Change for Adaptive Management*
- **Liaise with TRAFFIC SBCC Team** to identify existing resources and case studies that can be matched and utilized as part of the outputs of the course
- **Ensure smooth handover to an IT provided regarding** loading of the SBCC MOOC online, through close coordination with TRAFFIC team members also
- **Provide copywriting** for all contents and ensure that technical information is written in a practical and easily understandable manner
- **Participation in a Behaviour Change Conference**, to be held in Bangkok, Thailand, 28th – 29th November, 2018, further details about which will be made available to the successful consultant.

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OUTPUTS

1. Complete mapping of the SBCC MOOC, including proposed list of short film footage, including interviews with experts; published research literature and other technical material for course participants, such as case studies, academic and grey literature, creative agency reports, etc.
2. Sourcing and synthesis of this material, and full production of all copy and filmed content; the deliverables here should be prepared in a format suitable for handing over to an IT company for loading onto the Wildlife Consumer Behaviour Change Toolkit www.changewildlifeconsumers.org
3. Stakeholder engagement process to invite feedback on initial content outline and potentially also source expert contributions / filmed interviews, through discussion at and participating in, a Behaviour Change Conference, to be held in Bangkok, 28th – 30th November, 2018

BUDGET

Up to, and not exceeding, USD 75K

NEXT STEP

Please prepare and send via email a proposal (less than 10 pages) providing information on:

- Your proposed approach to the development of these deliverables
- Your suitability for the work including an example of past relevant work or publication
- Financial proposal including any taxes within the budget indicated

By 15th November, 2018:

Gayle Burgess, Behaviour Change Coordinator, gayle.burgess@traffic.org