



Consultancy Services for the Design and Implementation of a Behaviour Change Campaign to Enhance Climate-Resilient Water Security in Mpwapwa and Mvomero Districts.

1. Background

Shahidi wa Maji (SwM) is a not-for-profit organization exclusively dedicated to sustainable and climate-resilient water resources management and WASH services through systems strengthening, Community empowerment, innovative solutions to water insecurity issues, and evidence-based advocacy. Further details about our mandate are provided in our *Strategy-2026*, accessible at <https://shahidiwamaji.or.tz/resource-hub>.

Currently, SwM is among the implementing partners for the *Behavioural Adaptation for Water Security and Inclusion (BASIN)* project in Tanzania running from September 2023 to August 2026. The project is led by the London School of Economics (LSE) and is implemented in three Sub-Saharan African countries: Burkina Faso, Malawi, and Tanzania.

BASIN, a research-based project seeks to synthesize, evaluate, and apply insights from behavioural and psychological science to strengthen climate change adaptation for sustainable and inclusive water security for the most vulnerable populations. SwM specifically, explores the behavioural and psychological dimensions influencing how communities and institutions adapt to climate-induced security water hazards in seven villages of Mvomero and Mpwapwa Districts of (Morogoro and Dodoma Regions, respectively). The priority villages include: Kinda, Mkindo, Kambala, and Lukenge in Mvomero District; and Gulwe, Mzase, and Msagali in Mpwapwa District.

A Climate Vulnerability and Capacity Assessment (CVCA) undertaken by SwM in collaboration with district-level technical experts identified entrenched behaviours at individual, community, and institutional levels that exacerbate vulnerability to climate-induced water hazards. Addressing these behaviours is essential to enhancing climate resilience and improving water security for the most vulnerable groups.

2. Purpose of the Assignment

One of the core objectives of the BASIN project is to design and implement a *Social Behaviour Change Campaign (SBCC)* that targets behaviours influencing vulnerability to climate change impacts and water insecurity. To achieve this ambition, Shahidi wa Maji seeks to recruit a qualified and experienced local consulting firm or company to design and implement a comprehensive Social Behaviour Change Campaign in the BASIN case study districts. The campaign will focus on transforming undesired community behaviours related to the uptake of climate information and ecosystem protection that affect climate-resilient water security.

3. Objectives of the Consultancy

The overall objective of this consultancy is to design and implement a context-specific Social Behaviour Change Campaign that contributes to reduce climate risk and improved water security among vulnerable populations in Mvomero and Mpwapwa districts.

Specific objectives include:

- a) Designing an evidence-based and gender-inclusive behavioural change campaign tailored to local contexts

- b) Delivering the campaign through effective, appropriate and gender-inclusive communication channels
- c) Generating evidence on results, lessons, and best practices to inform scaling and policy influence
- d) Lead the review and updating of the Uhakika wa Maji Model (Manual) based on the developed behavioural insights.

4. Scope of Work and Key Responsibilities

The consulting firm/company will be responsible for the following tasks:

(i) Campaign Design

- a) Design a comprehensive Social Behaviour Change Campaign targeting priority behaviours identified through the CVCA and BASIN research.
- b) Ensure the campaign addresses individual, community, and institutional behaviours in Mvomero and Mpwapwa districts.
- c) Develop a complete campaign package including key messages, communication materials, and delivery approaches.
- d) Ensure materials are gender-responsive, inclusive, and appropriate for different literacy levels.

(ii) Pre-testing and Refinement

- a) Pre-test campaign messages and materials with selected community groups and stakeholders.
- b) Refine the campaign package based on feedback and evidence from pre-testing.

(iii) Campaign Implementation

- a) Deliver the campaign through identified and agreed touchpoints, including community engagement forums, local media, institutions, and other relevant channels.
- b) Work closely with SwM, district authorities, and community structures during implementation.

(iv) Monitoring, Documentation, and Learning

Work closely with Shahidi wa Maji, LGAs, and other stakeholders to;

- a) Monitor campaign implementation and behavioural responses using agreed indicators and document results, best practices, challenges, lessons learned, and opportunities for future impactful interventions.
- b) Produce progress and final reports summarizing campaign performance and outcomes.
- c) Develop at least two stories of change demonstrating communities understanding and ownership of the project results.

(v) Uhakika Model updating

- a) Undertake a detailed review of SwM's Uhakika Model and identify opportunities for mainstreaming the behavioural insights and lessons from the research and campaign.
- b) Lead the updating of the model, capturing the behavioural insights from the BASIN research and the campaign lessons.

5. Expected Deliverables

The expected deliverables include, but are not limited to:

- a) Inception report with detailed methodology and work plan
- b) Behavioural Change Campaign strategy and design document with campaign messages, materials, and delivery tools.
- c) A revised Uhakika wa Maji Model

- d) Pre-testing report and revised campaign package
- e) Implementation progress reports
- f) Final report documenting results, best practices, lessons learned, and recommendations.

6. Duration of the Assignment

The assignment will be implemented over a period of **10 months**, from **February to November 2026**. A detailed timeline and level of effort will be agreed upon during contract negotiation.

7. Required Qualifications and Experience

The consulting firm/company should demonstrate:

- a) Demonstrable understanding of the water sector, water security and Tanzanian context.
- b) Proven experience in designing and implementing Social Behaviour Change Campaigns in Tanzania
- c) Strong understanding of behavioural change approaches, preferably in climate change adaptation, water security, or environmental sustainability
- d) Experience working with rural and vulnerable communities
- e) Demonstrated capacity to develop and deliver culturally appropriate communication materials
- f) Experience in monitoring and documenting behavioural change outcomes
- g) Experience in behaviour change campaigning related to climate adaptation in Tanzania will be a strong added advantage.

8. Reporting and Coordination

The consultant will report to Shahidi wa Maji and work closely with the BASIN project team. Coordination with district authorities and other relevant stakeholders will be required throughout the assignment.

9. Application and Selection Criteria

Interested consulting firms or companies will be required to submit:

- a) A technical proposal outlining understanding of the assignment, methodology, and work plan
- b) An organizational profile demonstrating relevant experience
- c) CVs of key personnel proposed for the assignment
- d) A financial proposal detailing costs for the assignment
- e) Sample of the most successful Social Behaviour Change Campaigns designed and implemented in Tanzania.

The deadline for receiving applications is on 25th January 2026 at 2300hrs East Africa Time. Applications should be by email to; info@shahidiwamaji.org Cc: abeldugange@shahidiwamaji.org.

Evaluation will be based on legal eligibility, technical competence, relevant experience, proposed methodology, and cost-effectiveness.

10. Confidentiality and Intellectual Property

All data, reports, and materials produced under this consultancy shall remain the property of Shahidi wa Maji and the BASIN project and shall not be shared without prior written consent.