



Terms of Reference
for
Assessment and Documentation of BCC initiative

Background

WWF Nepal works closely with Government of Nepal (GoN), civil society organizations (CSOs), and Community Based Organizations (CBOs) to achieve its mission of stopping the degradations of Nepal's natural environment, and to build a future in which people live in harmony with nature. With its Strategic Plan (2022-2026), WWF Nepal aims to stop the degradation of Nepal's natural environment, and to build a future in which people live in harmony with nature while working for three goals i) focal species population is stable in working landscapes; ii) Health of forests, freshwater, critical habitats are improved within its priority sites, and iii) Natural resources stewardship is ensured in conservation.

Conservation education plays a vital role in advancing WWF Nepal's conservation goals by engaging the younger generation- thus recognized as a cross-cutting theme. WWF Nepal focuses on reaching out to school students, youth and communities, by supporting mobilization of eco clubs, implementing nationwide youth-led campaigns and promoting Behavior Change Communication (BCC) to educate and aware the communities in conservation by mobilizing the youth champions in its working sites.

WWF Nepal's BCC approach is guided by the COM-B model, with a focus on strengthening **capacity** and **motivation** for change. We onboard youth from affected communities as **BCC Champions**, equipping them with skills in problem analysis, solution tree mapping, and stakeholder analysis. These young leaders then design and implement locally relevant communication strategies—selecting the right methods, mediums, and messages for awareness events. By leading these initiatives within their own communities, the youth champions foster dialogue, shift social norms, and inspire collective ownership of conservation solutions.

Complementing this work, WWF Nepal also supports programs both inside and outside protected areas that address the **opportunity** dimension of behavior change- such as promoting community livelihoods and reducing human-wildlife conflict through predator-proof pens, fence wires, and other physical barriers. Together, these interventions form a comprehensive strategy that not only raises awareness but also enables and sustains positive behavior change in conservation landscapes.

Among all, the BCC approach in WWF Nepal has largely been implemented in three human-wildlife conflicts in hotspots in Terai Arc Landscape (TAL), comprises of Kamdi corridor in Banke, Khata Corridor in Bardia and Megauli, Buffer Zone of Chitwan National Park (CNP). BCC activities are mainly implemented to promote coexistence between people and wildlife on these sites through key messages to change way people conduct themselves and their behavior. For this, about 300 BCC Champions were trained and supported for implementation of community level awareness events. Key target groups included herders, forest-dependent communities, and women who are most vulnerable to HWC incidents. The events are aiming towards changing behaviors of communities to reduce potential damage caused by wildlife and sensitizing communities on importance of conservation and increase tolerance towards key wildlife species.

In recent years, shifts in community dynamics (migration, urbanization, changing gender roles, and youth aspirations) as well as the growing use of diverse communication platforms (local FM radio, digital and social media, mobile apps, and visual storytelling) have influenced the way communities receive and respond to conservation messages. Recognizing these evolving contexts is essential for understanding the effectiveness of the BCC approach.

With this assignment, WWF Nepal aims to assess effectiveness of Behavior Change Communication (BCC) initiative in reducing human casualties and injuries and livestock depredation within hotspot areas. The assignment will provide empirical evidence on the effectiveness of BCC initiative to inform future human-wildlife conflict mitigation strategies.

Objective

The main objective of this assignment is to systematically assess and document the outcomes/impacts, best practices, lessons learned, and success stories of the BCC initiative covering three conflict hotspots, namely in Khata and Kamdi Corridors and the Meghauli buffer zone of CNP.

The assessment will also explore how changing community contexts and emerging communication mediums have influenced the design, uptake, and effectiveness of BCC initiatives, and will provide forward-looking recommendations to adapt BCC strategies in line with evolving social, cultural, and technological trends.

Scope

The scope of this assignment will cover but not be limited to following points.

- Review of relevant documents, progress reports, and database.
- Undertake field study in respective conflict hotspots to assess and document:
 - Outcomes/Impacts achieved from the initiative and collect success stories that highlight significant changes and achievements.
 - Best practices that contribute towards enhancing effectiveness of initiative, that can be scaled up in other sites along with lessons learned.
 - Challenges faced and adaptive measures.
 - Assess the extent to which changing social contexts (e.g., migration, literacy levels, gender dynamics, technology access) have shaped the effectiveness of the BCC initiative.
 - Examine the use and effectiveness of different communication mediums- traditional, community-based, and digital, and identify shifts in preference and reach across target groups.
- Identify opportunities to strengthen and diversify BCC approaches by integrating emerging communication platforms and culturally relevant practices.

Methodology

The assessment will primarily be carried out through Individual Surveys and Key Informant Interviews (KIIs).

The Individual Survey will be conducted with the respective communities who were reached through BCC awareness events. The Snowball Sampling method will be implemented to identify the individuals for survey in support of respective BCC champions. The study will include a minimum of 100 individuals from each site, making a total sample size of 300.

In addition, an Individual Survey with 30 BCC champions from each site, totaling 90 champions, will be conducted, using appropriate sampling methods for their selection.

The selection of samples should ensure representation across gender, age, and socio-economic groups. A separate set of structured questionnaires will be prepared for undertaking two different types of Individual Surveys, as per the objective of this assignment.

Furthermore, 10 KIIs on each site with key stakeholders including line agencies, CFCCs, and BZUCs will be done.

The consultant will submit the inception report showing how she/he seeks to undertake the study. The report will include clear research design, methodology, pre-tested checklist/questionnaires, data collection tools, analysis reporting details and a work-plan including field visit plan/site. Program team will provide relevant reports and data required for preparation of inception report.

Deliverables

- Inception report with details of methodology and work plan.
- Draft report.
- Final report incorporating WWF feedback with:
 - A Communication Mediums Analysis annex that compares traditional and emerging platforms, highlighting their relative effectiveness in reaching diverse community groups.
- Coded, raw data set of the field surveys.

Timeframe

The assignment is expected to be completed within two months, starting from **November 2025** and ending by **January 2026**.

Specific tasks	Timeline
Inception report	25 November 2025
Field work	20 December 2025
Data analysis, and preparation of Draft report	5 January 2026
Final report	30 January 2026

Reporting and Coordination

The consultant will work in close coordination with MEL Manager and Senior Officer- Conservation Education. WWF Nepal will support for coordination and communication in the field to execute the study.

Required Qualifications

This assignment requires a master's degree (or higher) and 10+ years' experience in working and undertaking evaluations and assessments on Behavior Change Communication, preferably in conservation sector, with strong writing, analytical, and communication skills.

Proposal Submission Details

Interested VAT registered firms in Nepal are requested to submit technical and financial proposals providing a detailed breakdown of total budget in Nepali rupees, electronically to- proposals-campaigns@wwfnepal.org.

Please mention “**Proposal - BCC**” as an email subject and submit the proposal by 5 p.m., 31 October, 2025.

The proposal must include the following:

- Signed cover letter specifying the value of the proposal
- Technical proposal
- CV of expert
- Organization profile with experience (Not exceeding 2 pages)
- Financial proposal (see annex 1 for template)
- Organization registration and renewal certificates

- VAT registration certificate
- Latest tax clearance and audit report

Mode of payment

The payment will be made based on the existing norms of WWF Nepal. Fund disbursement will be done in two steps. Other expenses (field costs including travel and accommodation and expenses associated with workshops and consultations) except the consultancy fee will be provided as advance upon the signing of the contract. The second and final installment will be released after the final acceptance of the deliverables by WWF.

Annex 1: Budget Template

S.N.	Description	Unit	Qty.	Rate	Amount (NPR)
1	Fee (1.1+....VAT)				XXXX
1.1	Team Lead-Name	Days			XXXX
1.2	Local enumerators	Days			
	VAT 13% on Fee				XXXX
2	Other Expense (2.1+2.2+VAT)				XXXXXX
2.1	Field Expenses				XXXXXX
2.1.1	Transportation				XXXX
2.1.2	Food & Accommodation				XXXX
2.1.3	Airfare....				
2.2	Other Costs				XXXXXX
2.2.1	Communication	Lumpsum			XXXX
2.2.2	Consultation Meetings (Tea and Snacks)	No			XXXX
2.2.3	Stationaries	Lumpsum			XXXX
	VAT 13% on Other Expense				XXXX
	GRAND TOTAL (1+2)				XXXX

**Note: please add/edit rows as required*
