



Decision on taking the first steps to invest in Social and Behaviour Change Communication (SBCC) approaches.

Adopted by email on 19.02.2024

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Considering

- CAFI donors have been discussing the integration of Social and Behaviour Chain Communication (SBCC) in CAFI activities after being presented on in March 2022. Further discussions were held during donors' meetings in June and October 2022, resulting in an overall interest to support investing in SBCC activities across the CAFI portfolio. The discussions equally highlighted the limited expertise and experience on how best to integrate such an approach across the CAFI portfolio.
- Social and behaviour change (SBC) is a systematic, evidence-driven process of bringing change in the behaviour of individuals. It always includes strategic communication interventions that include interpersonal communication, community mobilization, mass media, and advocacy. SBCC aims at overcoming the barriers that prevent individuals from adopting the desired behaviour (socio-cultural barriers; lack of knowledge, skills, resources, access etc.). It intervenes at the personal, social, and community levels, all requiring different channels of communication, incentives, and operation. Without effective SBCC, many project goals aimed at or requiring lasting behavioural change cannot be achieved.
- However, there is little mention of SBCC-related project interventions in the annual reports of ongoing CAFI projects. Where SBCC-related project interventions are mentioned, these show a range of limitations.
- During a deep dive on the topic on the 11th of October 2023, CAFI was presented with an example of an alternative cooking fuel project highly focused on SBCC implemented by USAID in Zambia. Project staff highlighted the substantial project funds needed entirely dedicated to SBCC activities to promote the desired behavioural change. For this reason, the best approach for implementing SBCC activities in the CAFI portfolio might be through one or more dedicated projects focused specifically on effective behaviour change approaches. SBCC efforts, of course, need to go hand in hand with interventions aimed at ensuring the adequate supply of affordable and accessible alternative cooking technologies.

The CAFI Executive Board

- **Requests the CAFI SE to draw up an EOI for a regional SBCC-focussed project.** The goal of this project should be the promotion of alternative cooking fuels that reduce the pressure on forest resources using SBCC approaches comparable to those used by USAID's Alternatives to Charcoal (A2C) project. The project needs to assess possibilities for cooperation and work with existing cooking fuel focussed projects that are part of CAFI's current project portfolio. The proposal could both address
 - i. strengthening existing projects by greatly strengthening communication for behaviour change within ongoing activities, as well as
 - ii. elaborating new cooking fuel focussed projects with a strong focus on SBCC activities in regions where CAFI is not yet implementing related activities.
- Any expression of interest should include
 - i. the diagnostic work to be undertaken as part of the final project's preparatory work, incl. stakeholder, market and consumer preference analyses
 - ii. examples of SBCC approaches that might, depending on the findings of preliminary assessments, be included in the final project design, and
 - iii. information regarding how gender equality and social inclusion are to be incorporated in project activities
- The project also needs to consider and address supply-side and other bottlenecks that hinder the spread of more sustainable cooking practices.
- **Suggests the following deadlines** for the next steps:
 - i. First EOI-draft shared with EB by CAFI SE by the end of February 2024
 - ii. Review of draft by CAFI EB over the course of March 2024
 - iii. Launch of a EOI in April 2024.