



CALL FOR EXPRESSIONS OF INTEREST (EOI)

2024/01/SBCC

Source of funding: [Central African Forest Initiative Trust Fund \(CAFI\)](#)

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1. INTRODUCTION

The purpose of this Call for Expressions of Interest (EoI) is to select implementing organizations capable of ensuring the effective implementation of a project related to Social and Behavioural Change Communications (SBCC), specifically in the context of promoting alternative cooking fuels that reduce the pressure on forest resources. Each expression of interest must comply with the guidelines set out in the following documents:

- This EoI, which specifies the general and special conditions governing submissions;
- Existing CAFI projects including SBCC components (See Annex 1);
- Submission forms (see Annexes 2 and 3 of this EoI).

Implementing organizations selected following this call for expressions of interest will be asked to prepare complete a project document (PRODOC) in line with CAFI's expectations and CAFI donor programming priorities before implementation in the field.

2. BACKGROUND

Central Africa is home to the world's second largest tropical rainforest, which sequesters around 1.5 billion tonnes of CO₂ equivalent or 4% of global emissions each year and provides habitat for over 10,000 plant and animal species. Forest loss continues despite ongoing efforts, and government action alone has not been sufficient to establish an effective balance between the interests of the forest and economic development. For governmental policies to succeed, major shifts in societal norms and habits must occur in parallel in order to address main drivers of deforestation, including how local populations rely on specific energy sources in their daily lives.

Addressing Drivers of Deforestation

One of the main drivers of deforestation in Central Africa is wood energy and charcoal production. It is estimated that the production and consumption of wood energy will be responsible for nearly 58 percent of forest degradation and 19 percent of deforestation over the 2010-2030 period.

For example, despite the immense potential for hydropower and solar energy of the Democratic Republic of Congo (DRC), charcoal and fuelwood remain the main energy sources (96 percent of the energy mix) and national rates of access to electricity are among the lowest in Africa. The use of liquefied petroleum gas (LPG) for cooking is still very limited due to price, availability, and a weak supply network. In addition, wood energy is harmful to health (respiratory diseases) and costly, currently consuming 15 to 30 percent of households incomes.

CAFI

In 2015, a coalition of donors - which now includes Belgium, the European Union, France, Germany, the Netherlands, Norway, South Korea, Sweden, the United Kingdom and the United States - and Central African partner countries - the Central African Republic, Cameroon, Equatorial Guinea, Gabon, the Democratic Republic of Congo and the



Republic of Congo - entered into a collaborative partnership to establish the Central African Forest Initiative ([CAFI](#)).

CAFI is a unique initiative that catalyses high-level political dialogue and increased funding to support ambitious [reforms and on-the-ground investments](#) to help partner countries reduce emissions from deforestation and forest degradation while alleviating poverty. Today, with the signature of three Letters of Intent ([DRC](#), [Gabon](#) and the [Republic of Congo](#)), CAFI is funding partner countries to implement programmes that enable them to achieve and increase their ambitions to preserve their forests, reduce poverty and move towards economic diversification.

SBCC

A pioneer in the region, a number of CAFI-funded projects implement Social and Behavioural Change Communication (SBCC), which is a powerful approach that combines elements from marketing, social mobilization, advocacy, interpersonal communication, and various forms of media to drive positive individual and societal change by influencing behaviours, attitudes and norms.

SBCC plays a critical role in addressing various aspects of, for example, prevention and control of common illnesses and diseases related to traditional and long-held cooking practices, and nutrition, providing accurate, clear, relevant, and timely information to the public. It has the power to reduce consumer demand for product that can have negative impacts on health and the environment on one hand, while promoting more sustainable habits on the other. It can be an instrumental tool in driving positive societal and individual change through strategic communication tactics.

SBCC should be implemented via data-driven and context-specific communication strategies that consider multiple aspects such as demographics, literacy levels, digital access, media consumption and trust. The strategic communications plans used to implement SBCC should guide individuals and organizations in planning, implementing and evaluating communication activities and campaigns.

3. OBJECTIVE OF THE CALL FOR EXPRESSIONS OF INTEREST (EOI)

The aim of this EOI is to select an implementing organization for a project to be financed by CAFI focusing on promoting alternative cooking fuels that reduce the pressure on forest resources and using SBCC approaches.¹ 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. Proposals could be for a regional project or for work in one of CAFI's six partner countries.

Proposals should address as a priority, strengthening existing projects by greatly strengthening communication for behaviour change within ongoing activities.

¹ Comparable to those used by [USAID's Alternatives to Charcoal \(A2C\) project](#).



Expressions of interest should therefore align with ongoing CAFI work on cookstoves in the region. Applicants are encouraged to consider collaboration with other actors who may have large networks / areas of influence in the region.

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) key steps for developing communication plans, emphasizing the importance of understanding communication activities already undertaken by the supported project(s), defining communication objectives, identifying audiences, developing key messages, selecting communication tactics, finalizing the strategy, and measuring results.
- (iii) examples of SBCC approaches that might, depending on the findings of preliminary assessments, be included in the final project design, and
- (iv) information regarding how gender equality and social inclusion are to be incorporated in project activities.

Proposals also needs to consider and address supply-side and other bottlenecks that hinder the spread of more sustainable cooking practices and promote alternative cooking fuels, with a dual approach of strengthening existing projects and initiating new ones.

4. TERMS & CONDITIONS

Submission Schedule and Process

Steps	Dates /Process
1. Publication of the Call for Expressions of Interest	1 May 2024
2. EOI submission deadline	31 May 2024
3. Examination of bids	In the 4-6 weeks after submission
4. Transmission of selection results	End June/Beginning July 2024

Interested bidders are invited to submit any clarification questions to eoi.cafi@undp.org. Questions and answers will be posted on the CAFI website.

Eligible Organizations and Eligibility Criteria

Bidders or bidding consortia may be the following entities in accordance with the legal framework of CAFI:

1. **United Nations system agencies and the World Bank;**

2. The following **eligible Non-United Nations Organizations (NUNOs)**
 - a. **International cooperation organizations** (e.g. KFW, Enabel, AFD, GIZ, USAID, JICA, SNV, etc.);
 - b. **International non-governmental organizations (INGOs) or international research institutes** (not-for-profit), provided they meet the following criteria²:
 - Have a collaboration agreement with at least one of the 6 CAFI member countries, or be in the process of obtaining one, or be committed to obtaining one, as they are able to present all the characteristics required to do so.
 - Have carried out projects with a total cost of at least 5 million USD in the Congo Basin region over the last 5 years. Equivalent experience in other regions of Africa may also be considered.

It is emphasised that, in the case of NUNOs, to access CAFI funding, implementing organizations will need to be accredited. Nevertheless, all NUNOs meeting the above eligibility criteria are invited to submit their interest (accredited or not). Non-accredited NUNOs will be required to complete the accreditation questionnaire in Appendix 3. The accreditation process, described in Appendix 3, will only be undertaken for the implementing organization selected for this EOI.

Submission of Expressions of Interest

A submission of interest should cover one project. The submission can be made individually or on behalf of a consortium of national and international organizations.

For each submission, individually or on behalf of a consortium, the eligible implementing organization leading the consortium must submit:

- ✓ A duly completed **expression of interest form** in the format shown in Appendix 2, written in French or English.
- ✓ **Letters of agreement in principle from pre-identified partners.** Please note that the participation of a partner in several bids within a consortium does not disqualify the lead implementing partner.
- ✓ **External technical and financial evaluations of relevant projects / programmes**
- ✓ **For all NUNOs:** the questionnaire in Appendix 3, duly completed, together with the documents requested by the questionnaire.
- ✓ **For NGOs and international research institutes:** Financial audits or financial statements from the last 3 years.

By submitting their proposals, bidders are deemed to be fully aware of:

² For further details, please refer to Appendix 3.

- Terms and conditions of the present Call;
- Current CAFI projects with an SBCC component, as well as any other projects in the region focusing on SBCC;
- [Terms of Reference \(ToR\)](#) of the CAFI Fund.

Financial Agreement

The selection of an implementing organization for one or more projects at the end of the EoI process does not commit CAFI to funding the development of the studies, projects, or programmes (see section on operating procedures).

In the event that the implementing organization does not have the personnel or financial resources to finalise the project document, a request for funding (preparation grants) may be made and must be approved by the CAFI Secretariat after submission and review of a grant request document to CAFI. The implementing organization may then enter into an agreement with the Administrative Agent (AA) of the CAFI fund, the MPTF Office of the United Nations. In the case of NUNOs, the accreditation process will determine their eligibility to use CAFI funds prior to any transfer to the implementing organization. It should be noted that requesting a preparation grant will considerably slow down the project implementation process, which will be taken into account in the evaluation.

The CAFI Executive Board will sign the CAFI PRODOC with the implementing organization. On instruction from the CAFI Executive Board, the UN MPTF Office will transfer the funds directly to the implementing organization, according to the payment schedule agreed in the contract. The implementing organization applies its own financial management rules and regulations consistent with the implementation modalities defined in the CAFI PRODOC.

4.1. SELECTION CRITERIA

The CAFI Secretariat will evaluate the expressions of interest in two stages:

Step 1: Reviewing the compliance of expressions of interest received.

Expressions of interest that do not meet the following minimum criteria will be disqualified:

- The implementing organization (lead partner in the case of a consortium) is eligible in accordance with the definitions provided in section 4.2.
- The expression of interest file is complete, including the expression of interest note in the expected format and supporting documents listed, duly completed in accordance with section 4.1.
- The implementing organization (or consortium) has demonstrated sufficient

capacity to implement the selected project.

- The implementation approach is in line with other CAFI-funded projects including SBCC components (see Appendix 1).

Step 2: Evaluation of expressions of interest

Expressions of interest will be evaluated based on the following criteria:

Domains	100
A. Relevant experience and proven track record: Means of verification/assessment: expression of interest form, proof/certificates of successful completion of projects provided in the expression of interest file	15
1) Have carried out projects and/or programmes equivalent to those of the project in question, with a total cost of at least 5 million USD in the Congo Basin region over the last 5 years. Equivalent experience in other similar regions could also be considered, but additional points will be given for projects implemented in the Congo Basin.	5
2) SBCC experience relevant to the proposed project (i.e., wood energy substitution, cleaner cooking, etc.).	5
3) The results of external evaluations in terms of quality of implementation, fiduciary management, etc. demonstrate adequate capacity (similar programmes have been successfully implemented and delivered or exceeded planned results).	5
B. Understanding of context and expectations Means of verification/assessment: expression of interest form	15
1) The proposal is aligned with other CAFI projects including elements of SBCC (see Annex 1).	5
2) The proposal demonstrates a very good understanding of the issues and problems of the specific sector(s)/countr(ies)/region(s).	5
3) The proposal envisages real synergies with existing initiatives in the relevant field(s) and targeted region(s).	5
C. Impact Means of verification/assessment: expression of interest form	50
1) Potential for change.	20
2) Ratio of co-financing relative to the CAFI contribution to the total project.	10
3) Replicability and scalability (degree to which CAFI can achieve sustainable development impact beyond a one-off project or programme investment).	10

4) Co-benefits (reference the ability of the project to enable the achievement of one or more of the Sustainable Development Goals).	10
D. Project implementation Means of verification/assessment: expression of interest form. For non-accredited NUNOs: Appendix 3 questionnaire and supporting documents provided.	20
1) The institutional arrangements envisaged are appropriate and allow for rapid and effective (results-oriented) project implementation.	5
2) The implementing organization or consortium has identified strategies to reduce transaction costs associated with implementation.	5
3) The operational schedule is credible and effective. The organization has identified strategies to address potential risks of delay and/or ensure rapid operational implementation.	5
4) Policies, procedures and approaches of the implementing organization ensure that safeguards and risk reduction are taken into account in project implementation (in relation to gender, human rights, corruption, etc.).	5

5. SPECIAL CONDITIONS FOR PROGRAMMES AND PROJECTS

Operating Procedures

Following evaluation of an expression of interest, the CAFI Executive Board will decide on the selection of the implementing organization based on the technical analysis conducted by the CAFI Secretariat.

An implementing organization will be asked to develop a PRODOC for the project for which it has been selected. The PRODOC will follow CAFI guidelines which may be the subject of specific decisions by the Executive Board and/or programmatic directives drawn up by CAFI, which will then serve as the basis for the review and approval of the PRODOC.

Available Financial Resources

CAFI will consider proposals for a project for which the **total amount should not exceed 10 million USD.**

Duration

Target duration for this project: 5 years, with the possibility of extension based on



performance.

6. SUBMISSION OF EXPRESSIONS OF INTEREST

Tenders should be sent by e-mail to the following address: eoi.cafi@undp.org, with the following wording:

Attn: CAFI Fund Secretariat

Subject: Submission for EOI 2024/01/SBCC

All submissions received will be analysed from closing date (May 31) and either accepted or rejected based on the scoring criteria.

APPENDICES

- Appendix 1: SBCC Activities in CAFI Portfolio
- Appendix 2: Expression of Interest form
- Appendix 3: Questionnaire on accreditation of non-UN implementing bodies (NUNOs only)



Appendix 1: CAFI-funded projects with SBCC activities

Please see the “[CAFI Portfolio](#)” page for further information and links to additional resources for each project:

[Agriculture in Savannahs and Degraded Forests Programme](#)

[Family Planning Support](#)

[PIREDD Equateur](#)

[PIREDD Kwilu](#)

[PIREDD Maniema](#)

[PIREDD Mongala](#)

[Programme for the Sustainable Consumption and Partial Substitution of Wood Energy](#)

[Sustainable Management of Forests \(Programme de Gestion Durable des Fôrets - PGDF\)](#)

Appendix 2: Expression of Interest Form

SECTION 1: GENERAL INFORMATION

Name of implementing organization - lead partner	
Contact Person and Details	
Name(s) of pre-identified partner(s)	
Total amount requested	Estimated budget requested XXX USD
Operator/consortium capabilities	
<i>Name of implementing organization - lead partner</i>	
Portfolio value and number of programmes managed by the operator over the last 5 years.	
<i>Implementing organization's</i> in-house technical capabilities (number of employees and areas of expertise).	
Presence in the Congo Basin and number of staff (management, programming, operations) of the implementing organization.	
Description of capacities and procedures for recruiting local executing agencies/staff to contribute to project management.	
Description of the implementing organization's ability to manage its own project implementation procedures flexibly, rigorously and efficiently (examples of projects, existence of a procedures manual for managing in-house activities and recruiting external firms, etc.). <i>For INGOs and research institutes, provide:</i> - <i>Financial audits or financial statements for the last 3 years;</i> Indicate the existence of an accounting and contracting department at head office that can provide support and guidance in managing field projects.	
<i>Name of partner organization - complete the section below for the lead partner for each partner organization.</i>	

SECTION 2: EXPERIENCE OF THE IMPLEMENTING ORGANIZATION AND ITS PARTNERS

To justify their experience and the results they have fulfilled, lead organizations are invited to present a list of the programmes and initiatives they have developed in connection with agricultural development support for producers, indicating for each:

- ✓ Name of initiative, geographical location, and duration
- ✓ Amount of funding and sources of funding,
- ✓ A brief description of the programme, including the scale and innovative approaches promoted,
- ✓ The results achieved include, but are not limited to, the following:
 - Scale: number of beneficiaries, including percentages of women and indigenous beneficiaries, number of jobs created, etc.
 - Examples of communications: types of communications used with evidence-based justification for use, number of beneficiaries reached with each communication, etc.
 - Observed change (number of improved cookstoves distributed, number of households using improved cookstoves, etc.)
 - Any others.

Additional support documentation to be provided:

- External evaluations of relevant projects attesting to successful completion and fulfilment (hyperlinks or provided in documents sent).

SECTION 3: IMPLEMENTATION APPROACH

Understanding the Issues

(2 pages maximum) - Describe (i) the understanding of the issues and problems, (ii) the specific context of the area or field of intervention, (iii) the relevant past initiatives and lessons learned on which and (iv) the specific barriers to be addressed in relation to the project and relevant to guiding the strategic choices to be made.

Proposed Strategy

Strategic choices

(2 pages maximum) - In connection with the previous section, highlight and justify the major preliminary strategic choices made, in line with the objectives and principles of CAFI (available in the [CAFI fund's Terms of Reference](#)). These can be presented in the form of a list. Overall, this section should underscore the significance of strategic communication in driving social and behavioural change. It should include:

- overall approach and role of strategic communications in achieving social and behavioural change.
- social and behavioural objectives of communication, limits of communication campaigns in addressing deep-rooted social norms, references to case studies and/or examples of successful SBCC initiatives.
- objectives, examples of tailoring messages, facilitating two-way communication, and implementing measurement systems.
- Target beneficiaries for objectives (for example: SMEs producing and distributing cookstoves, heads of household, etc.)
- Types of communication to beneficiaries (for example: workshops, radio spots, digital communications, etc.)
- Strategy(ies) for sustaining achievements (sustainable social and behavioural change) beyond the project.

Preliminary project structure

Submissions should include a preliminary proposal for dividing the project into outputs and activities, in accordance with the guidelines of the CAFI fund (see box below).

CAFI Fund guidelines for project structuring

Within the framework of the CAFI fund, projects are broken down into outputs and activities directly linked to the impacts and outcomes sought by the CAFI fund, as described in its [Terms of Reference](#). The impacts and outcomes are not fixed by the projects themselves, but it should be emphasized that an Output may respond to one or more of the CAFI Outcomes.

Outputs: Outputs are the concrete elements that the project will achieve during or at the end of its execution. They must be SMART (**Specific, Measurable, Achievable, Realistic and Time-bound**) and can, if necessary, be broken down into sub-products.

For example, an output might be 'a monthly workshop from X month/year - X month/year on cookstove use in X province, reaching X number of households'. Conversely, an output such as 'villagers informed of benefits to using improved cookstoves' **is not SMART and therefore not acceptable.**

Activities: Activities are operational steps which, when taken together, will lead to the desired output, including increasing capacity for social and behavioural change for relevant stakeholders.

Synergies

Implementing organizations may be aware of relevant initiatives or projects that support the same outcomes, outputs, and activities. In this section the implementing organization can list relevant initiatives and explain how coherence/complementarity between them will be ensured. In addition to consulting the

stakeholders in charge of the initiatives listed during the project document development phase, it is expected that concrete, appropriate and effective proposals would be identified to foster synergies between the projects funded by CAFI (or others) to maximise the impact.

Project	Description	Implementation period	Relevant strategies for creating synergies

SECTION 4: IMPACT

Potential for Social and Behavioural Change

Please explain how best available technologies and practices have been considered and will be applied to implementing social and behavioural change. If applicable, specify the innovations/modifications/adjustments made based on best practices in the region and/or in other projects or programmes. These could include shifts in messaging through marketing, mobilisation, media, advocacy tactics; uptake of positive behavioural change; reduction of consumer demand for less sustainable products and consumables, etc.

If available, provide references from literature, studies, reports or past experiences on the potential for social and behavioural change of the technology(ies) and practices proposed.

If available, provide information from literature, studies, reports or past experiences on the efficiency of the technology(ies) and practices proposed in effecting sustainable social and behavioural change.

Replicability and scalability

In this section explain the degree to which CAFI can achieve sustainable impact (social and behavioural change) beyond a one-off project or programme investment. Proposals should demonstrate potential for scaling up or replication through concrete plans or examples if available.

Co-benefits

In this section, reference the ability of the project to enable the achievement of one or more of the [United Nations Sustainable Development Goals](#).

Budget and Co-Financing

This section lists financial needs of the project. For each output, the bidder will be able to estimate a budget requirement based on experience or proxies. This estimate is given as an indication to inform decision-makers and will be reviewed during the project document preparation phase.

Outputs	Financial Instrument	Amount in USD
Output 1...		
Output 2...		

The ability of implementing organizations to raise co-financing is an important selection criterion and should be indicated in this section. Note that for co-financing, the CAFI policy on co-financing, adopted in December 2022, including obligations on the coordination, and reporting of actions, applies.

Requested CAFI Funding	Amount
Co-financing	Amount
Total CAFI + Co-financing	Amount



SECTION 5: PROPOSED IMPLEMENTATION ARRANGEMENTS

Prospective institutional arrangements and partnerships

In this section, the implementing organization should describe the proposed arrangements for carrying out the project, in particular:

- Whether the implementing organization plans to establish a Project Management Unit within an institution or within the organization or project. It should be noted that the reinforcement of relevant existing PMUs is an asset, as projects could be operational more quickly.
- An explanation of how transaction costs will be minimised and consistency between projects ensured.
- The planned strategy for identifying communications channels (established partnerships, approaches).

The implementing organization should explain how the institutional arrangements envisaged are appropriate and allow for rapid and effective (results-oriented) project implementation.

Operational timetable

Describe in a table the main stages and estimated duration of the process envisaged, from the selection of the implementing organization to the operationalization and closure of the project in the field. As an indication, the stages will include (i) preparation of the project document, (ii) recruitment and establishment of the project management unit, (iii) recruitment of technical assistance, (iv) identification of the projects and communications channels, (v) signature of funding agreements between the implementing organization and any local partners, (vi) investment in field activities, etc.

In this section, implementing organizations may indicate what strategy it would envisage to ensure rapid operationalization of activities in the field, in order to anticipate the risks of delays that may arise.

Internal policies of the Implementing Organization and Risk Management/ Safeguards

Provide a summary of the implementing organization's policies, procedures and, if applicable, experience in integrating into projects: i) gender and indigenous issues, ii) human rights and non-discrimination, iii) conflict prevention and resolution, iv) monitoring, evaluation and learning, v) corruption and conflict of interest, as well as 'do no harm' approaches.

Appendix 3: Questionnaire to be completed by NUNO Lead Partners concerning eligibility for access to CAFI funding

This annex aims to clarify the accreditation process for Non-UN Implementing Agencies (NUNO) to directly access CAFI funds. For additional information, please consult CAFI’s webpage on “[Accessing CAFI funds](#)”.

While **accreditation is not required for a NUNO to submit an expression of interest**, it is mandatory for access to CAFI funds (preparatory grant, project funding). Consequently, the information below must be completed:

	YES	NO
1. Does the Implementing Organization have a current and valid legal registration document in countries where the project(s) is located , or evidence that such registration is possible?		
2. Has the Implementing Organization already been accredited for access to funding from CAFI for the implementation of projects in other countries in the sub-region?		
3. Has the Implementing Organization already undergone a HACT (Harmonized Approach to Cash Transfers) micro-assessment ?		
4. Is the Implementing Organization accredited for at least one of the following funds: Green Climate Fund, Global Environment Facility, Adaptation Fund, Global Fund, or proof of EU pillar assessments and other EC donor assessments?		
5. Does the Implementing Organization have one or more internal policies for managing environmental and social safeguards?		

In addition to this questionnaire, please attach the following to your application:

For all NUNOs

- A **current and valid legal registration document in CAFI countries**, or evidence that demonstrates that such registration is possible, as well as legal status in the country of origin - **Necessary**;
- **A reference from the UN or a donor** attesting to satisfactory management of the financial programme over the past three years - **Optional but recommended**;

For NUNOs not accredited by CAFI

- **An assessment of the implementing organization's capacity to prevent, address and respond to sexual exploitation, abuse and harassment (SEAH)**, in line with the UN Protocol on Allegations of Sexual Exploitation and Abuse Involving Implementing



Partners - **Necessary**, using [the form provided by CAFI](#).

For NUNOs not accredited with CAFI who answered yes to question 3

- A copy of the **most recent HACT micro-assessment** - **Necessary**,

For NUNOs not accredited with CAFI who answered **yes** to question 5

- Internal policy document(s) for managing environmental and social safeguards - **Necessary**.