

TERM OF REFERENCE FOR A CONSULTANCY TO DESIGN A FRAME OF REFERENCE FOR THE APPLICATION OF BEHAVIOR CHANGE SCIENCE TO COUNTER WILDLIFE TRAFFICKING IN THE ANDEAN-AMAZON COUNTRIES

1. Background

The Wildlife Conservation Society (WCS) is an international non-governmental organization, based at the Bronx Zoo in New York City, engaged in wildlife and wild places conservation through science, conservation action, education, and inspiring people to value nature, helping to meet global conservation challenges in more than 65 countries in Africa, Asia, and the Americas. WCS is organized into a set of regional programs, including the Andes-Amazon-Orinoco (AAO) region, encompassing Bolivia, Brazil, Colombia, Ecuador, and Peru.

As part of its efforts to counter wildlife trafficking in the AAO region, WCS implements a regional initiative named “Scaling up enforcement capacity and cooperation to combat wildlife and timber trafficking in the Andes- Amazon” since 2019, also known as the Alliance for Wildlife and Forests, funded by the European Union, which seeks to improve civil society’s engagement to strengthen law enforcement and cooperation with and among authorities in Bolivia, Ecuador, Colombia, and Peru, as well as their border areas with Brazil, to counter wildlife and timber trafficking.

As part of the Alliance for Wildlife and Forests, WCS is considering developing efforts aimed at changing awareness, attitudes, and behaviors regarding wildlife trafficking. WCS has been disseminating information through its digital channels and conducting awareness campaigns within the framework of the Alliance¹, which has been focused on raising visibility of the wildlife trafficking problem, accompanied by warning messages about its connection with zoonotic diseases and discouraging the purchase of live wild animals or animal by-products (for use as pets, ornaments, traditional medicine, or for human consumption). However, in addition to the fact that civil society is aware of the problem and its consequences, WCS has prioritized incorporating into the approach of improving awareness, attitudes, and behaviors in its actions against wildlife trafficking, in order to encourage a response from society that contributes to reduce wildlife trafficking in countries where the Alliance for Wildlife and Forests initiative is set up.

2. Objective of the consultancy:

Design a behavioral change frame of reference as a strategy to counter wildlife trafficking. Also, strengthen implementing team’s abilities and advice on the design of an action plan

¹ Within the framework of the Alliance for Wildlife and Forests, the following awareness campaigns were carried out during 2020, disseminated through social networks: in Peru: [La otra cuarentena](#) (The other quarantine), in Ecuador: [Más Vida, Menos Tráfico](#) (More Life, Less Trafficking), in Bolivia: [Especies vulnerables al tráfico](#) (Species vulnerable to trafficking), and at the regional level: [JaguarYu?](#)

for a behavior change campaign as part of the implementation of this strategic line of action.

3. Description of the consultancy:

WCS has planned to **incorporate the behavior change approach** among its actions to counter wildlife trafficking, which will allow civil society's improvement of awareness, attitudes, and actions regarding this problem and its causes (drivers), thus encouraging responses and possible solutions. The behavior change approach defined within the framework of this consultancy shall focus on reducing the consumption of wild animals (live and/or animal by-products) among the urban population from the main cities in Bolivia, Colombia, Ecuador, Peru, and the triple border areas with Brazil (Brazil-Peru-Colombia and Brazil-Peru-Bolivia) in which there are illegal markets.

For this purpose, the consultancy is expected to carry out the following work phases:

3.1 Designing a behavioral change frame of reference for the application of the behavior change approach in actions to counter wildlife trafficking

Designing a frame of reference and roadmap for the waging of subsequent behavior change campaigns, both nationally and regionally, that respond to a common objective and contribute to addressing the wildlife trafficking problem in Bolivia, Colombia, Ecuador, Peru, and the triple border areas with Brazil (Brazil-Peru-Colombia and Brazil-Peru-Bolivia). For this phase, the consultant is expected to:

- Define the objectives and goals, jointly with WCS.
- Identify, prioritize, and characterize the profile of the target audience or target audiences in each country regarding the wildlife component implemented by the WCS within the framework of the Alliance for Wildlife and Forests. Although the target audience will focus on the urban population of the main cities of the countries aforementioned, who are or could be purchasers of wild animals and/or their by-products, each country has a specific profile with values and attitudes that addresses its own socio-cultural context. This information shall allow the decision making on the attitudes and behaviors to be influenced, identify the barriers that may arise in each context, and the most appropriate interventions for each country.
- Identify and prioritize the attitudes and behaviors to be influenced.
- Identify and prioritize the main barriers.
- Propose a set of interventions that are adapted to the context of each country.
- Propose a set of methodologies and quantitative and qualitative tools for the monitoring and evaluation of the proposed courses of action.

- By the end of this phase, it is expected to have a theory of change and a roadmap to guide how to improve society's awareness, attitudes, and behaviors in order to reduce wildlife trafficking in countries where the WCS's Alliance for Wildlife and Forests initiative is set up.

3.2 Training of implementers:

Development of a training program that allows the WCS team to understand and manage the key theory of the behavior change approach, its methodologies and processes in order to achieve the sustainability of these types of actions as part of the program to counter wildlife trafficking in Bolivia, Brazil, Colombia, Ecuador, and Peru. Considerations:

- The WCS team to be trained will be made up of a multidisciplinary team at the country and regional levels.
- The use of digital platforms must be taken into account in order to ensure the remote participation of the WCS teams in Bolivia, Brazil, Colombia, Ecuador, and Peru.
- Propose the training methodology, list of contents, as well as training support materials. To do this, coordination meetings must be held with the WCS' designated staff member(s) in order to address needs, expectations, and the initial state of awareness so as to propose a suitable training program.
- As part of the practical exercises to be used during the trainings, the consultant must include real cases and lessons learned regarding wildlife trafficking in Bolivia, Brazil, Colombia, Ecuador, and Peru. To do this, prior information-gathering meetings must be held with the designated focal point for each WCS office in these countries.
- The practical exercises should aim to obtain the input, technical support, and internal agreements that allows the simultaneous development of the behavioral change frame of reference and the roadmap to apply the behavioral change approach (see 3.1).

3.3 Advice for the design and planning of behavior change campaigns:

- Unlike points 3.1 and 3.2, this phase of the consultancy shall consist of expert advising to WCS' work team trained in the methodological basis on behavior change. This advising includes support during the design and planning of at least one behavior change campaign against wildlife trafficking. It includes the review of the methodology, courses of action, monitoring, and evaluation tools of the behavior change campaigns that will be prepared by the WCS' trained team. It is intended that the consultant provides guidance and recommendations that ensure the feasibility, efficiency, and effectiveness of the proposed behavior change campaign(s).

4. Validity of the consultancy and work plan proposal:

This consultancy will be valid for 1 year (beginning in June), taking into account all of its implementation phases described in number 3.

Phase	Description	2021			2022	
		Q2	Q3	Q4	Q1	Q2
Initial Phase	Planning and adjustment of the work plan	x				
3.1. Design of a frame of reference for the application of the behavior change approach in actions to counter wildlife trafficking	Collection of information that complements the input gathered during the training program (3.2) and meetings with the WCS team.	x	x			
	A frame of reference validated by the WCS country team and regional team focal points.		x			
3.2. Capacity building	Training program and training session development. The training program must provide input that shall allow the construction of the reference framework (3.1).	x	x			
3.3 Expert advice for the design, planning, and implementation of behavior change campaigns	Advice for the definition of behavior change campaigns.			x		
	Advice during the implementation, monitoring, and evaluation of the behavior change campaign at the country level.				x	x

5. Deliverables:

- Work plan and training program.
- Report of the training program and recording of the sessions.
- Behavioral Change Frame of Reference, for the application of the behavior change approach in actions to counter wildlife trafficking, including the theory of change and roadmap.
- Advising Report on the design and planning of the behavior change campaign(s).
- Advising Report during the implementation of the behavior change campaign(s).

6. Profile and requirements:

- Professional, academic institution, non-governmental organization, consulting company with a multidisciplinary work team with proven experience in the design, planning, monitoring, and evaluation of behavior change strategies and campaigns in the environmental sector.
- Proven experience in capacity building and training in behavior change theory.
- Proven experience and/or knowledge of the socio-cultural context of the Andean-Amazon countries.
- Specific experience in wildlife trafficking issues will be positively valued.

- Part of the work team and/or the person responsible for the work team must be fluent in Spanish.
- Possibility of coordinating and/or reviewing activities through video calls and instant messaging.

7. Application/submission of proposals:

Interested bidders must submit:

- A letter of interest.
- A personal résumé (CV) or résumé/brochure from the academic institution, non-governmental organization, or consulting company, including the CV of the work team that will participate in the consultancy.
- A financial proposal itemized by each phase described in number 3, in local currency and US dollars, indicating the country of the main office or headquarters with which the contract will be executed.

These documents must be sent to the e-mail convocatoriaswt@wcs.org with the subject **“Behavior change consultancy to counter wildlife trafficking”** by June 14th, 2021.