

# REQUEST FOR EXPRESSIONS OF INTEREST (INDIVIDUAL CONSULTANT SELECTION)

PROJECT NO.: 2024-PMS3(006)-BI-INDV-061

## PHILIPPINES

### TEACHER EFFECTIVENESS AND COMPETENCIES ENHANCEMENT PROJECT (TEACEP)

**Loan No./Credit No./ Grant No.:** IBRD-94810

**Assignment Title:** Behavioral Advocacy Expert  
**Reference No. :** TEACEP-CS-5-CA

The Department of Education (DepEd) *has received* financing from the World Bank toward the cost of the Teacher Effectiveness and Competencies Enhancement Project (TEACEP), and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include six months contract for the Behavioral Advocacy Expert for TEACEP. The Behavioral Advocacy Expert will provide technical expertise on the development of campaign and advocacy materials and to increase awareness and garner support for the implementation of the DepEd’s Teacher Workload Policy for Public School Teachers. Upon completion of the contract, the Behavioral Advocacy Expert will be formally onboarded, integrating them into the project with necessary resources and support to begin their role effectively.

The detailed Terms of Reference (TOR) for the assignment are attached to this request for expressions of interest.

The DepEd now invites eligible individual consultants to indicate their interest in providing the Services. Interested Consultant should provide information demonstrating that s/he has the required qualifications and relevant experience to perform the Services. The shortlisting criteria are:

Qualifications	Means of Validation (MOV)
<p><b>Education</b></p> <ul style="list-style-type: none"> <li>• Bachelor degree preferably in social / behavioral science courses, psychology, sociology, development communication, political science, or cultural anthropology</li> </ul>	<p>Curriculum Vitae, Notarized Personal Data Sheet (PDS), Certificates and Project Documentation / Financial documents showcasing the candidate’s involvement in specific financial tasks.</p> <p><i>* Notarized Personal Data Sheet (PDS) may be submitted during the Invitation identified/selected consultants.</i></p> <p style="text-align: center;">Transcript of Records / Diploma</p>
<p><b>Experience</b></p>	<p>Notarized Personal Data Sheet (PDS) /Curriculum Vitae, Certificates and</p>

<ul style="list-style-type: none"> <li>• At least 5 years of experience in crafting comprehensive communication and implementation plan</li> </ul>	Project documentation / Portfolio on previous output relative to communication materials.
<p><b>Trainings:</b></p> <ul style="list-style-type: none"> <li>• Preferably with training on the following:</li> <li>• Communication planning (to learn techniques in crafting effective communication plans)</li> <li>• Communication for Development (C4D) (to learn various communication tools to facilitate effective participation or engagement of the target audience for positive social and behavior change)</li> <li>• Software trainings (Adobe Trainings/Courses)</li> </ul>	Attendance certificate / course certificate / classroom or online

The attention of interested consultants is drawn to Section III, paragraphs 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers”, dated November 2020) (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

A Consultant will be selected in accordance with the Competitive Selection of Individual Consultants method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours 0900 to 1700 hours.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by January 02, 2025.

Bids and Awards Committee I

Attn: Assistant Secretary Malcolm S. Garma

c/o Procurement Management Service-BAC Secretariat Division

Rm. M-512, 5<sup>th</sup> Floor, Mabini Bldg., DepEd Central Office Complex,

Meralco Avenue, Pasig City, Philippines, 1600

Tel: 8633-9432 or 8636-6542

E-mail: [depedcentral.bacsecretariat@deped.gov.ph](mailto:depedcentral.bacsecretariat@deped.gov.ph)



**Republic of the Philippines**  
**Department of Education**

## **Teacher Effectiveness and Competencies Enhancement Project (TEACEP)**

Project Management Service

### **TERMS OF REFERENCE**

#### **A 6-month contract for the Behavioral Advocacy Expert of TEACEP (Repost)**

#### **I. BACKGROUND**

The Department of Education (DepEd), together with World Bank (WB), developed the Teacher Effectiveness and Competencies Enhancement Project (TEACEP) with loan financing of USD 110 million comprised of USD70 million allocation for Performance-Based Conditions (PBCs), and USD40 million allocation for Investment Project Financing (IPF) which is implemented from Fiscal Year (FY) 2023-2028. TEACEP is designed to support the government's priority education reforms, focusing on enhancing teaching quality for literacy, numeracy, and socioemotional skills for kindergarten to grade 6, and ultimately to improve reading and math learning outcomes among elementary students in selected regions in Mindanao. Moreover, the identified Project Development Objective (PDO) is to improve the quality of and equitable access to teaching in Kindergarten to Grade 6 (K-6) in project-supported areas, namely Region IX, Region XII, and Bangsamoro Autonomous Region of Muslim Mindanao (BARMM).

TEACEP is composed of three (3) components to achieve its PDOs:

- 1) Component 1 – Supporting teachers and school leaders in improving teaching practices;
- 2) Component 2 - Providing adequate materials for effective teaching and learning; and
- 3) Component 3 - Project management, monitoring and evaluation.

In terms of project management, monitoring, and reporting of activities and milestones, the Project Management Service (PMS) as the lead implementing office, will collaborate with the Project Implementation Units (PIUs) within DepEd Central Office (CO), Regions IX and XII, and the Ministry of Basic, Higher and Technical Education (MBHTE). A Project Integration Coordination Office (PICO) will be established comprising of technical staff to be deployed at the CO and at the project-supported regions. The PICO will generally support coordination among the Project Steering Committee (PSC), Project Management Committee (PMC), and Technical Working Groups (TWGs), providing guidance on project outputs and schedules. Further, the PICO and concerned PIUs will work directly with a procured consultancy firm in carrying out the implementation of project activities. The structure of PICO is in Attachment 1.



**Republic of the Philippines**  
**Department of Education**

In support of the achievement of the project objectives, it is necessary to secure various deliverables for the project including goods, non-consulting services, and consulting services through procurement processes. As stipulated in the project's loan agreement, all procurement of goods, non-consulting services, and consulting services funded under the loan whether as part of PBC component or the expenditure-based component pertaining to IPF must adhere to the WB's Procurement Guidelines for Implementing Agency.

Further, DepEd aims to improve teacher quality and teacher welfare. This commitment is endeavored through the rationalization of teacher workload while fostering job satisfaction. With the continuous national rollout of Teacher Workload Policy, the DepEd in collaboration with WB, engages the expertise of a highly technical consultant to focus on creating promotional materials in the furtherance of a comprehensive communication plan.

In relation to this, a Behavioral Advocacy Expert will be procured to provide consulting or technical expertise on the development of the targeted communication materials under PBC 1, item b (Teacher Workload Policy) of the project.

## **II. OBJECTIVES**

The Behavioral Advocacy Expert will be procured to provide consulting or technical expertise to support Bureau of Human Resources and Organizational Development (BHROD) on the development of campaign and advocacy materials under PBC 1.b (The Department of Education has: (a) issued a policy on the career progression of teachers; and **(b) amended the policy on teacher workload with specific provision on the functions and workload of master teachers to include instructional supervision and technical assistance to teachers**) of the project.

## **III. SCOPE OF WORK**

Under the supervision of the BHROD - School Effectiveness Division (BHROD-SED), the **Behavioral Advocacy Expert** undertakes the following tasks:

1. Conduct research on the behavioral and economic drivers of stakeholders to ensure sustainable delivery of DepEd programs;
2. Design and plan *Communication for Development (C4D)* strategy;
3. Develop Information, Education, and Communication (IEC) materials such as but not limited to:
  - Frequently Asked Questions
  - Infographics



**Republic of the Philippines  
Department of Education**

- Videos (documentary, shorts, etc)
  - Toolkit
  - Brochures
  - Session guides and resource packages
4. Design programs and resource packages for information sessions and capacity-building activities;
  5. Determine Implementation Mechanism

**IV. EXPECTED OUTPUTS**

The BHROD suggests that the Behavioral Advocacy Expert use the *Theory of Diffusion of Innovation* in identifying the advocacy materials to understand the characteristics of the target population and apply the appropriate strategies to the different adopter categories.

The expected outputs are as follows:

1. Communication Plan and Implementation Plan (1<sup>st</sup> – 2<sup>nd</sup> week)
2. IEC/advocacy materials (print, Non-print, digital, presentations and visuals, session guides, and resource packages) See Annex A for detailed Qualification Requirements of Expected Outputs. – (3<sup>rd</sup> – 22<sup>nd</sup> week)
3. Narrative Report on the overall engagement – (23<sup>rd</sup> – 24<sup>th</sup> week)

**V. REQUIRED QUALIFICATIONS**

In order to carry out the roles and responsibilities, the Behavioral Advocacy Expert shall be evaluated based on the following qualifications:

<b>QUALIFICATIONS</b>	<b>Means of Validation (MOV)</b>
<b>Education</b> <ul style="list-style-type: none"> <li>• Bachelor degree preferably in social/behavioral sciences courses, psychology, sociology, development communication, political science, or cultural anthropology</li> </ul>	Transcript of Records / Diploma
<b>Experience</b>	



**Republic of the Philippines**  
**Department of Education**

<ul style="list-style-type: none"> <li>At least 5 years of experience in crafting comprehensive communication and implementation plan</li> </ul>	Notarized Personal Data Sheet (PDS)/Curriculum Vitae, Certificates and Project documentation / Portfolio on previous output relative to communication materials
<p><b>Trainings:</b></p> <ul style="list-style-type: none"> <li>Preferably with training on the following:</li> <li>Communication planning (to learn techniques in crafting effective communication plans)</li> <li>Communication for Development (C4D) (to learn various communication tools to facilitate effective participation or engagement of the target audience for positive social and behavior change)</li> <li>Software trainings (Adobe Trainings/Courses)</li> </ul>	Attendance certificate/ course certificate/ classroom or online

**VI. WORKING ARRANGEMENT**

The Behavioral Advocacy Expert will work closely with the BHROD-SED to provide technical expertise on the development of campaign and advocacy materials; and to increase awareness and garner support for the implementation of the DepEd’s Teacher Workload Policy. In addition, the PICO will provide a specific office space within the DepEd CO for the accommodation of all individual consultants. Thus, the Behavioral Advocacy Expert is required to report to this office at least once a week or as necessary to fulfill their duties.

**VII. TERMS OF PAYMENT**

The payment of salary shall be made monthly upon the submission of accomplishment report, certificate of service rendered and acceptance of outputs by the Head of Office or End User following all prescribed accounting rules and regulations.