



REQUEST FOR EXPRESSION OF INTEREST – SOCIAL AND BEHAVIOUR CHANGE (SBC) RESEARCHERS

Terms of Reference

Date of issue: 8 September 2025

Application deadline: 16 September 2025

INTRODUCTION AND BACKGROUND

ACME, as an implementer of the Power for Food Partnership (PFP) project supported by SNV Netherlands Development Organisation, plans to conduct formative research to inform the design of a Social and Behaviour Change (SBC) programme focusing on the connection between Regenerative Agriculture and Productive Use of Renewable Energy, referred to as the RA-PURE nexus. This research will establish the baseline of current knowledge, attitudes, practices, and behavioural factors related to the RA-PURE nexus among smallholder farmers and communities in selected districts in Uganda. The goal is to generate evidence that will guide tailored communication- and media-based SBC interventions to enable sustainable adoption of RA-PURE practices. These interventions will be rolled out in 2026 informed by ACME's learning from and experience with the Living Lab model under a similar SBC project.

OBJECTIVE

ACME is seeking the services of two researchers as individual consultants who will work in collaboration to support the planning and execution of the formative research. The findings will provide evidence for the design of SBC strategies, contribute to effective stakeholder engagement, and establish monitoring and evaluation benchmarks for the programme.

SCOPE OF THE ASSIGNMENT

ACME will assign the appointed researchers their respective roles and tasks on the project to ensure effective team work and complementarity as well as efficient and timely delivery.

The researchers will:

1. Work with ACME and its PFP project partners to co-design a research plan in response to the objectives of the study.
2. Contribute to elaboration of the conceptual foundation of the study and develop an appropriate research design including the methodology and sampling framework.
3. Lead in designing data collection tools and oversee data collection activities across the selected districts of Lira, Mbale, Iganga, Jinja, Isingiro, Ntungamo, Kasese, Luwero, Kayunga, and Mubende.
4. Analyse and make sense of the data collected, guided by a pre-established and adaptive analytical plan.
5. Prepare a comprehensive baseline report highlighting current levels of awareness, attitudes, practices, and key behavioural insights regarding the RA-PURE nexus.
6. Propose actionable interventions based on the research findings and insights.



7. Support the dissemination of results to stakeholders and partners for use in programme design.

TIMEFRAME

The research will be conducted and completed between September and December 2025.

TASKS AND DELIVERABLES

1. Liaise with ACME to organise an inception meeting with relevant partners to establish the research scope, methodologies, and report structure.
2. Prepare and submit a detailed research plan for discussion and validation.
3. Conduct field research in the selected districts, ensuring quality and ethical standards.
4. Analyse data, compile and explain the findings, and draft the baseline report.
5. Prepare and present for validation and feedback a draft research report with recommendations for SBC programme design.
6. Incorporate feedback, revise, and submit the final research report.
7. Provide a summary presentation of the research in slide format.

REMUNERATION

Competitive, based on market rates, qualifications and experience, and commensurate with the specific role and tasks assigned.

MINIMUM COMPETENCIES

1. Demonstrable experience in communication, social, or behavioural research and social scientific methods in rural and/or agricultural settings.
2. Proven expertise in designing and implementing mixed-methods research, preferably in Uganda or similar contexts.
3. Strong skills in quantitative data analysis and reporting and the ability to render insights qualitatively.
4. Experience in forming, training, and supervising research teams.
5. Experience or familiarity with the Living Lab approach or similar participatory research methodologies is a plus.

HOW TO APPLY

Interested applicants should submit a brief cover letter not exceeding one page supported by an annotated curriculum vitae not exceeding five pages. Recommended font size for both is 11 points. The letter should indicate the applicant's professional daily fee rate in Uganda shillings. The CV should speak directly and clearly to the competencies relevant to the assignment.

Submit the above-listed application requirements by email to admin@acme-ug.org with the following subject line: **APPLICATION FOR SBC RESEARCHER**. The application deadline is **16 September 2025**.