REQUEST FOR PROPOSALS

Desktop Review: Behaviour Change Literature to Inform Data-Driven Change in Early Learning

1. Background

DataDrive2030 exists to bridge the gap between data and action in South Africa's early learning ecosystem. The work is anchored in a clear data value chain from the design of fit-for-purpose early learning assessment tools and high-quality data collection, through rigorous processing and analysis, to the generation of accessible early learning data insights that inform decisions and shape practice among diverse stakeholders, such as NGOs, researchers, evaluators, funders and government stakeholders.

Central to this role is DataDrive2030's function as an enabler of data systems across various actors in the sectors. By standardising tools, assessor training, and data infrastructure, while ensuring contextual relevance and open access where appropriate, DataDrive2030 works at enabling data to be shared, compared, and used across contexts. Shared measurement tools and benchmarks support adaptive programme improvement, comparative programme effectiveness analysis, and population-level accountability, enabling coordinated action across the system. This positions DataDrive2030 not as a standalone actor, but as an enabling platform within a broader ecosystem - supporting actors at different levels to move from data to insight, and from insight to action.

Our strategy includes a commitment to designing and testing appropriate behaviour change strategies to motivate and enable stakeholders to implement and sustain data-informed solutions.

To ensure that our strategy is aligned with a local and global, up-to-date understanding of behaviour change, we seek to investigate:

- What behaviour change means in our context
- Which behavioural change theories are most relevant to South Africa's early learning ecosystem
- How behaviour change has been successfully applied in comparable social change domains

This desktop review forms the first phase of a broader research programme that will later investigate what behaviour change looks like in reality among our partners.

2. Scope of Work

This assignment is expected to be a desktop literature review and conceptual synthesis, requiring no primary data collection.

The review should cover the following components.

2.1 Conceptual Foundations: What is Behaviour Change?

The consultant should:

- Define behaviour change as conceptualised across different disciplines (e.g., public health, behavioural economics, social psychology, systems change, social movements, etc.) - with special attention to social intervention, the Theory of Planned Behaviour and Tipping Points.
- Identify key debates, critiques, and political considerations surrounding behaviour change as a concept.
- Distinguish between:
    - Individual behaviour change
    - Organisational behaviour change (i.e., embedded in processes and systems)
    - Norm change
    - Systems-level/sectoral change
- Reflect on the ethical and political dimensions of behaviour change (e.g., nudging, power, paternalism, structural constraints)

The review should include both local and international literature and, where available, South African applications and perspectives should be emphasised.

2.2 Typology of Behaviour Change Theories Relevant to Social Intervention

The consultant should develop a clear typology of behaviour change theories that have been applied in similar or comparable social interventions, social movements, or development contexts.

For each theory or cluster, the review should:

- Explain core constructs and mechanisms
- Clarify level of application (individual, organisational, community, policy)

- Identify strengths and limitations
- Provide examples of real-world applications
- Highlight empirical evidence of effectiveness

The consultant should also identify patterns:

- Which theories cluster together?
- Which are complementary?
- Which are fundamentally incompatible?

2.3 Lessons from Successful Behaviour Change Initiatives

The review should analyse successful case studies to surface practical insights about change mechanisms in real life. The consultant should investigate:

- Different definitions and levels of success - e.g., rates of individual behaviour change across a population versus network contagion versus system-level reform.
- Selected examples of recent large-scale or sustained behaviour change (e.g., education reform, social norm shifts) - ideally in South Africa and focused on the education sector as far as possible.
  - If possible, differentiate between initiatives targeting a single behaviour versus embedding continual behaviours into pre-existing systems or processes.
- Which behavioural change theories and mechanisms were used in each case and how.
- Examples of practical tools and techniques to support behavioural change (e.g., Fogg Behavior Grid)

3. Deliverables

The consultant will be expected to deliver:

- A structured written report (approx. 30–50 pages), including the behavioural theory typology and strategic recommendations for DataDrive2030.
- A 2–3 page executive summary.
- A presentation to the DataDrive2030 team summarising:
  - Key insights
  - Strategic recommendations

4. Timeline

Proposed duration: 8 weeks from appointment.

5. Required Expertise

We invite proposals from South African:

- Academic institutions
- Behavioural science consultancies
- Independent researchers

Applicants should demonstrate:

- Expertise in behavioural theory
- Experience applying behavioural science in development or social change contexts
- Familiarity with systems-level change
- Ability to translate theory into practical, applied insights.

6. Budget

Quotations should not exceed R60,000.00.

7. Proposal Requirements

Interested individual or group consultants should submit:

- Relevant experience and CV(s)
- Extent of experience in behaviour change work/familiarity with literature
- Example of comparable work/literature review
- Budget
- Timeline

Submissions to be made here.

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