

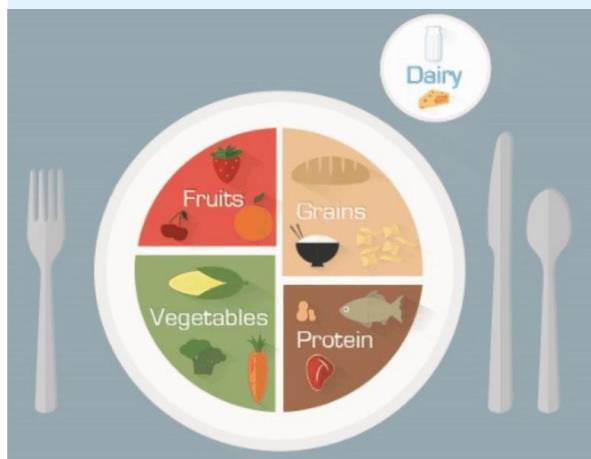
Background:

Gikuriro is a 5-year (Nov 10, 2015- Nov 9, 2020) USAID-funded program focusing on behavior change, capacity building and nutrition and Water, Sanitation and Hygiene (WASH) service delivery. The program is implemented through a consortium of two international agencies: Catholic Relief Services (CRS) who is the prime, and SNV, the Netherlands Development Organization as sub-recipient. The *Gikuriro* program works through decentralized Government of Rwanda (GoR) systems and structures and is aligned with USAID's Multi-Sectoral Nutrition Strategy to improve nutrition to save lives, build resilience, increase economic productivity, and advance development.

In line with the National Social and Behaviour Change Communication (SBCC) strategy and to complement the existing and newly revised SBCC materials particularly on complementary feeding (CF), **Catholic Relief Services (CRS)** through the **USAID** funded [Gikuriro](#) project is collaborating with [Three Stones International](#) to develop additional evidence-based tools to promote positive behaviors.

The tools will focus on the development of nudge prototypes to support optimal complementary feeding (CF) and unique /communication materials to improve practices around minimum acceptable diet and meal frequency for children under two. Guided by CRS, Three Stones will coordinate the process which will be undertaken in a consultative manner with NECDP, RBC, RHCC and USAID to ensure alignment with national priorities.

[Nutrition "Nudges"](#) can be described as default choices or reminders that make one choice more likely than another. An example of a nutrition nudge is a "Healthy Eating Plate" guide showing optimal portions of each food group recommended for healthy meals as a nudge to include four food groups in each meal.



The Challenge:

Positive mid- term evaluation results show gains in knowledge for CF practices of Gikuriro program mothers. While knowledge has been improved, optimal infant and young child feeding practices remain low. Identify sustainable and scalable solutions to improve CF practices requires unique and innovative interventions to elicit long-term behaviour change.

This call for SBCC innovations seeks to identify and test unique, affordable and sustainable solutions to improve **diverse diets** and **meal frequency** for children 6 – 23 months of age. The concept should utilize innovative nudges or reminders targeting communities, parents and caregivers of **children 6 – 23 months old** to contribute towards the fight against malnutrition and stunting.

Theme:

1. What affordable innovative idea or tool can be used to remind communities/parents/caregivers to feed their children from 6 months old complementary foods at least two times a day in addition to breastfeeding?
2. What affordable innovative idea or tool can be used to remind communities/parents/caregivers to feed their child from 6 months old a diverse diet with foods from at least four food groups each day?

Eligibility Criteria:

This call for concepts is open to individuals who have experience and understanding of the Rwandan context in relation to MIYCN. These individuals should be available and willing to work with the Three Stones team for concept development and testing, through to validation from August – October 2019

Application Process:

- Applications will be reviewed through [Concept Note Application](#) and/ or presentation through the In- Office Ideation Session
- In- Office Ideation/ Feedback session is an open session for interested applicants to meet the team at Three Stones International and raise questions, seek further understanding and assistance to refining ideas for Concept Note submission.

How to Apply

There are many ways in which you can engage Three Stones to seek more information and register your interest for this Call for Concepts:

1. Send an email, WhatsApp, Social Media Message or handwritten Expression of Interest to Three Stones
2. Call hotline for more information and register your interest
3. Attend the In- Office Ideation Session

Timeline:

DATE	ACTIVITY	DETAILS
24 July 2019	Call for Concepts opens	Application form can be found online or shared through email or WhatsApp
24 July 2019	Hotline open for calls and WhatsApp messages Send WhatsApp to be included in Group	+250 783 073 007 Jean Claude Gasangwa
30 July 2019	Ideation and Feedback Session	Time: 1000 - 1600 📍 Three Stones International Rwanda 2 nd Floor, Umoja House Building/Deloitte, KN 3 rd Rd, Imihigo Myiza Village, Ubumwe Cell, Muhima Sector Nyarugenge District, Kigali 📞 +250 783 073 007 ✉ maryann.schreiner@threestonesinternational.com 🏠 www.threestonesinternational.com
7 Aug 2019	Deadline for Submission of Concept Note	Submission accepted via Email or in person at the address above
9 Aug 2019	Announcement of 5 shortlisted candidates	Announcement will be made personally to individuals and posted on social media platforms
16 Aug 2019	Design workshop for 5 shortlisted candidates	Venue to be announced and will take place in Kigali
23 Aug 2019	Final selection of 2 finalist	Announcement will be made personally to individuals and posted on social media platforms
26 Aug - 30 Sept 2019	Internship	Selected finalists will work together with the team to further develop and refine their concept and prepare for testing and pilot.

Award:

For development and further refinement of original ideas and innovations for testing and scale up, two (2) finalists will be awarded the following:

- Internship opportunity with Three Stones International which involves participation in further development of concept including piloting and testing of concept
- Provision of a monthly internship stipend
- Professional development and networking with nutrition experts at the national level
- Mentorship provided by Three Stones senior nutrition and health specialists
- Entry into Three Stones database for future job opportunities
- Certificate acknowledging contribution to the Gikuriro program

Final submission:

- Final concepts will be received up until the deadline of August 7th, 2019
- Fill in the **Concept Note Application** form and submit via email or hand deliver to Three Stones by 5pm August 7th 2019.

Evaluation criteria:

- Concept innovation
- Development impact
- Scalability and Sustainability
- Cost effectiveness
- Utilizing locally sourced materials
- Child- friendly and safe for use by target audience
- Special consideration will be given to concepts which address cross- cutting objectives of gender equality, inclusive development and accessibility (disability, usability for marginalized, hard to reach or at-risk populations).

CALL FOR
CONCEPTS

GIKURIRO SBCC INNOVATIONS

Submit a Concept/ Proposal with the following information: (English or Kinyarwanda accepted)

Applicant Details Umwirondoro	
Full name (Surname, First Name) Amazina	
Age Imyaka	
Gender Igitsina	<input type="checkbox"/> Female/ Gore <input type="checkbox"/> Male/ Gabo
National Identification Number Nimero y'indangamuntu	
Address Aho ubarizwa	Sector/ Umurenge: District/ Akarere: Province/ Intara:
Telephone Number: Nomero ya telefoni	
Email:	
Description of Innovation Umwirondoro w'umushinga	Clearly describe your innovation by answering the following: Sobanura umushinga wawe wifashishije ibibazo bikurikira
Describe the innovation (in less than 200 words, and where applicable, attach separate diagram or image) Sobanura ibijyanye n'umushinga wawe (mu magambo atarenze 200, ahari ngombwa utange ibishushanyo kumugereka)	

CALL FOR
CONCEPTS

GIKURIRO SBCC INNOVATIONS

Where did your idea come from (less than 100 words)
Sobanura intangiriro y'igitekerezo (mu magambo atarenze 100)

What theme will your innovation solve? State how the households will benefit from your innovation (in less than 300 words)
Ni ikihe kibazo umushinga uzakemura? Sobanura uko uyu mushinga wafasha abanyarwanda (mu magambo atarenze 300)

List what locally sources materials, if any, are being used
Ibikoresho bijyanye n'uyu mushinga ni ibihe kandi bituruka he?

Describe why the innovation child- friendly and safe?

Estimated Budget? Materials/ Fabrication costs/ Administrative costs/ etc.

Bije? Aho bishoboka, tanga urukurikarane rw'ibikenewe my gutegura umushinga n'amafaranga bizatwara

Evaluation Criteria

Criteria	Marks (out of 100)
Description of the innovation and how it will work	20
Where did you get the idea from (Originality/ innovativeness/ uniqueness of the idea)	10
What materials will you use to make your innovation and indicate the source of the materials	10
What problem in your community will your innovation solve (Relevance to Themes)	20
Who will benefit from your innovation? (Impact)	20
Is the innovation child- friendly and safe?	10
Clarity of presentation of the concept/ proposal	5
Budget Estimate (Is it realistic?)	5