

TERMS OF REFERENCE
for Consulting Services (Individual Consultant)

Social and Behavior Change (SBC) Expert
Early Childhood Education Development Office (ECEDO)

LEARN-IC-ECEDO-14

Lifting Education Access and Resilience in Times of Need in Ukraine Program
URTF Grant No. TF0D0612

I. Background

The Government of Ukraine is implementing a comprehensive reform of the education sector aimed at strengthening teaching and learning conditions and enhancing management capacities across all levels of education, which is one of the key tasks on the path of Ukraine's accession to the EU. With the adoption in 2024 of the new [Law of Ukraine "On Preschool Education"](#), which entered into force on January 1, 2025, active transformation processes have also covered preschool education.

Early childhood and preschool education ranks first among the strategic priorities identified by the [Strategic Action Plan of the Ministry of Education and Science of Ukraine until 2027](#), approved by the Order of the Ministry of Education and Science of Ukraine dated March 7, 2024 No. 276. The ultimate goal of the reform is to ensure access to quality preschool education for every child, including children with special educational needs, which is planned to be achieved through a number of the following strategic goals: accessibility, highly qualified and motivated staff, compliance of the quality and content of education with European requirements, the functioning of effective systems for monitoring and assessing quality, management and financing.

[The European Commission's Communication on the EU's Enlargement Policy for 2024](#) notes the steps taken as achieving some progress. It emphasizes the next task of ensuring the implementation of the legislation on preschool education, which puts in place measures aligning to EU principles and focuses on high-quality early childhood education, guaranteeing access for children of early and preschool age, fair rules for the functioning of preschool entities, and decent working conditions for employees.

Implementation of this reform is also accompanied by the development of the draft Strategy for preschool education development presented during the event "[First Steps Forward](#)", new secondary legislation, and additional budget allocations.

These reforms, which are the most transformative in more than three decades, will be implemented in two phases. The first phase involves developing capacity at the national and local levels for implementation of reforms on a limited scale, approximately 35 territorial communities (hromadas), combined with a rigorous process evaluation to prepare for scale up. The second phase involves implementation of the Strategy at the national level.

To support the first stage of the preschool education reform, the Government requested additional resources under the Technical Assistance component, Investment Project Financing, of "Lifting Education Access and Resilience in Times of Need in Ukraine" (LEARN) project.

In 2024, Ukraine and the World Bank signed agreements on the Operation “Lifting Education Access and Resilience in Times of Need in Ukraine” (LEARN).

The LEARN objectives are: (i) to improve teaching and learning conditions; and (ii) to strengthen the management capacity of the education system. The total LEARN financing amounts to US\$737 million and is provided through a combination of World Bank financing instruments: Program for Results (PforR) and Investment Project Financing (IPF).

The Program-for-Results (PforR) is implemented through a US\$235 million credit provided by Bank resources, supported by credit enhancement from the Advancing Needed Credit Enhancement for Ukraine (ADVANCE Ukraine) Trust Fund, which is backed by the Government of Japan. This is formalized under the Financing Agreement between Ukraine and the International Development Association for the Program ([CREDIT No 9721-UA](#)). An additional US\$150 million is provided under the Special Program for Ukraine and Moldova Recovery (SPUR) of the International Development Association (IDA) Crisis Facility, as outlined in the Loan Agreement between Ukraine and the International Bank for Reconstruction and Development for the Program ([LOAN No 7626-UA](#)). On July 1, 2025, the Financing Agreement (Additional Financing: Lifting Education Access and Resilience in Times of Need in Ukraine Program) between Ukraine and the International Development Association ([CREDIT No 7905-UA](#)) was signed in the amount of US\$4.9 million. On June 9, 2026, a Loan Agreement (Third Additional Financing for Lifting Education Access and Resilience in Times of Need in Ukraine Program) was signed between Ukraine and the International Bank for Reconstruction and Development (Loan No. K019-UA) in the amount of \$286 million.

Furthermore, US\$30 million in Investment Project Financing (IPF) is secured under the Grant Agreement between Ukraine and the International Bank for Reconstruction and Development and the International Development Association, acting as the administrator of the Ukraine Relief, Recovery, Reconstruction, and Reform Multi-Donor Trust Fund ([URTF GRANT No TF0C5794](#)). On December 19, 2025, the Grant Agreement (Additional Financing for Lifting Education Access and Resilience in Times of Need in Ukraine Project) between UKRAINE and the International Bank for Reconstruction and Development and the International Development Association jointly acting as a Supervising Entity for the Global Partnership for Education Fund and as administrator of the Ukraine Relief, Recovery, Reconstruction and Reform Multi-Donor Trust Fund ([GPE GRANT No TF0D0613](#), [URTF GRANT No TF0D0612](#)) was signed in the amount of US\$31.1 million.

The Ministry of Education and Science of Ukraine has established the Early Childhood Education Development Office (ECEDO). Functioning as a technical implementation office within the ministry, ECEDO provides operational and expert support to coordinate overall reform efforts across several areas, including access and financing, content of education and teacher professional development, inclusion, quality assurance, legal and regulatory frameworks, as well as intersectoral cooperation. The office will also be responsible for monitoring the implementation of reforms in the field of Early Childhood and Preschool Education (ECPE). The establishment of ECEDO strengthens the capacity of the Ministry of Education and Science of Ukraine to manage donor-funded technical assistance, provide support to participating communities, ensure coherence between reform components, and integrate project results into national systems for long-term sustainability and scalability.

II. Objectives

The objective of this assignment is to lead and coordinate the design, procurement, implementation oversight, and monitoring of a Social and Behavior Change communication campaign that supports effective implementation, public acceptance, and national scalability of the First Steps Forward reforms.

III. Scope of Services

1. SBC strategy and campaign design

- Lead the development of an evidence-based SBC strategy aligned with ECPE reform priorities, target audiences, and desired behavior changes.
- Conduct or synthesize audience segmentation, barrier analysis, and formative insights to inform messaging and channel selection.
- Define campaign objectives, key messages, behavioral outcomes, target groups, channels, and monitoring indicators.

2. Procurement preparation and coordination

- Develop the Terms of Reference (ToR) for the SBC communication campaign implementing agency, including scope, deliverables, timelines, and performance indicators.
- Conduct market analysis for SBC consulting services to inform procurement design and budget estimates.
- Prepare and transfer the complete procurement package (ToR, scope of work, budget estimates, timeline) to the Project Implementing Unit (PIU) for procurement processing in line with World Bank rules.

3. Oversight of campaign implementation

- Provide technical oversight and guidance to the contracted SBC implementing agency during campaign launch and implementation.
- Ensure alignment and consistency of SBC messaging with other ECEDO pillars (Access & Financing, Inclusion, Content & TPD, Quality Assurance).
- Coordinate with MoES communication units and partners to ensure coherence with broader education reform communication.

4. Monitoring, learning, and adaptation

- Monitor campaign reach, engagement, and behavioral signals using agreed indicators and data sources.
- Document implementation results, lessons learned, risks, and emerging insights.
- Propose refinements to messaging, channels, and delivery approaches based on monitoring findings.

5. Reporting and knowledge sharing

- Prepare analytical summaries, progress notes, and briefs for ECEDO management, MoES, and development partners.
- Support knowledge capture to inform future national-level SBC efforts related to ECPE reforms.

IV. Reporting and Coordination Arrangements

The Consultant reports directly to the Project Coordinator/Co-Coordinator and works under the supervision of the Head of ECEDO, with functional coordination with the Deputy Head for Cross-Sectoral Coordination. The Consultant shall submit monthly reports in hard copy.

V. Duration and Modality of Assignment

The Consultant shall provide his/her services until December 31, 2028. The Consultant shall provide services under this Contract on an ongoing basis during its term with a level of engagement equivalent to full-time employment, to the extent necessary for the proper

performance of the tasks specified in the Terms of Reference. The Consultant is expected to work primarily remotely, with travel to MoES premises or pilot hromadas as required.

VI. Minimum Qualification Requirements

- Master's degree in Communication, Behavioral Sciences, Social Psychology, Public Health, Education, Social Policy, or a related field.
- Minimum 3–5 years of professional experience in designing and implementing social and behavior change (SBC) interventions, communication strategies, or public engagement campaigns.
- Demonstrated experience conducting audience segmentation, barrier analysis, and formative research to inform behavior change strategies.
- Proven track record developing SBC tools, including behavioral insights-based messages, communication materials, guidelines, or campaigns targeting parents, educators, or communities.
- Experience working with government stakeholders, particularly in education, health, or social protection sectors.
- Familiarity with SBC approaches used by UNICEF, WHO, World Bank, or other development partners.
- Strong ability to translate technical content into accessible communication and training materials.
- Fluency in Ukrainian and at least B2 English level.

VII. Desirable Skills and Qualifications

- Knowledge of early childhood development, parental engagement strategies, and behavior change related to early learning, inclusion, and child well-being.
- Experience contributing to national or regional communication campaigns, particularly in crisis or post-crisis contexts.
- Understanding of misinformation management, crisis communication, and trust-building strategies relevant to education reforms.
- Familiarity with digital communication channels, social media analytics, and audience behavior metrics.
- Experience in co-creation processes with communities, CSOs, and vulnerable groups.
- Ability to coordinate closely with communication and technical experts to ensure message coherence across reform components.
- Strong facilitation and training skills to build communication capacity among MoES, UIED, hromadas, and ECPE stakeholders.
- Knowledge of gender-responsive and inclusion-sensitive communication approaches.

VIII. Application Package

Interested persons should submit their CVs in Ukrainian and English to the following email address: oleksandr.radchenko@uiherp.org

Please indicate the email subject line as: «**LEARN: Selection of the Social and Behavior Change (SBC) Expert: [NAME]**»

The deadline for submission of documents is 11:00 am Kyiv time, July 16, 2026.

If the Consultant fails to provide CVs in both languages, the Client reserves the right to reject the application.