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Advocacy Consultant Services

“Home Equals” Project in Egypt

I. Habitat for Humanity

Habitat for Humanity (HFH) is an international nonprofit organization founded in 1976 as the world's leader in addressing the housing challenges faced by vulnerable communities. Currently it operates in more than 60 countries around the world and brings people together to build more prosperous and vibrant communities by making sure everyone has a safe, affordable place to call home. Since its founding in 1976, it has helped more than 62 million people globally build their futures on their own terms through access to decent housing. HFH works alongside people of all walks of life to build, repair and finance their homes, by innovating new ways of building and financing, and by advocating for policies that make constructing and accessing housing easier for everyone. HFH started operating in Egypt in 1989, and has supported more than 48,000 households in 6 governorates across Egypt to improve their housing conditions in partnership with strategic local partners and community members.

II. About the Project: Home Equals

“Home Equals” is a five-year global advocacy campaign launched by Habitat for Humanity in 2023 to drive systemic and sustainable change and advance the right to safe and secure housing for people living in informal settlements worldwide. The campaign uses on-the-ground evidence, community voices, and practical demonstrations to influence policies and promote more inclusive urban development.

In Egypt, the Home Equals project contributes to this global advocacy effort through a practical demonstration in an informal settlement in Greater Cairo, focused on inclusive and climate-resilient urban development. The project addresses urban heat stress by mapping heat-vulnerable areas and transforming a selected public space into a shaded, accessible, and climate-responsive community hub that responds to residents' needs. By combining participatory design, data collection, and volunteer engagement, the project generates locally grounded evidence and lessons learned that feed into advocacy messages and policy dialogue. In this way, the Egypt project supports the broader Home Equals advocacy agenda by demonstrating how reimagined public spaces can enhance livability, equity, and climate resilience, while informing future urban planning and policy discussions at the national level.

Habitat for Humanity Egypt

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III. Objective of the Assignment

Habitat for Humanity Egypt is seeking the services of an Advocacy Consultant to strategically guide and strengthen the project's advocacy component related to inclusive and climate-resilient urban development in informal settlements.

The consultant will lead a structured advocacy process that includes:

- Review project documents and reports related to the Home Equals global campaign.
- Mapping and analyzing relevant to informal settlement upgrading policies and climate adaptation strategies in urban areas.
- Identifying and prioritizing specific policies and decision-making entry points for advocacy engagement.
- Designing an evidence-based advocacy strategy and campaign aligned with the Home Equals demonstration project.
- Translating evidence from the demonstration project into policy-relevant recommendations.
- Supporting the implementation of this strategy through policy dialogue, knowledge products, and capacity building of project volunteers.

The assignment aims to ensure that project-level learning is translated into focused, strategic, and actionable advocacy efforts, with policy influence primarily pursued through agenda-setting. By elevating evidence, narratives, and lessons from implementation, the assignment will contribute to shaping policy discourse, informing priorities, and positioning key housing and climate issues on the public and institutional agenda as a foundation for longer-term systemic change.

IV. Scope of Work

1. Policy Mapping, Analysis, and Prioritization

- Conduct a desk review of national and sub-national policies, strategies, and frameworks related to climate change adaptation strategies in urban areas and Informal settlements.
- Analyze the relevance of these policies to climate risks and vulnerabilities in informal settlements, drawing on insights from the Home Equals demonstration project.
- Identify policy gaps, opportunities, and leverage points where advocacy can realistically influence decision-making.
- Propose and justify a shortlist of priority policies and institutions to be targeted through the project's advocacy efforts.
- Produce a brief policy mapping and prioritization note to guide subsequent advocacy work.

2. Advocacy Strategy and Campaign Design

- Develop a clear advocacy strategy focused on the selected priority policies, including:
 - Advocacy objectives and desired policy changes
 - Key target audiences and decision-makers

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- Core advocacy messages grounded in project evidence and community voices
- Recommended advocacy tactics and tools (e.g. policy dialogue, briefs, public narratives)
- Design an advocacy campaign framework aligned with Habitat for Humanity's Home Equals global advocacy campaign and national context.
- Ensure the strategy integrates community participation and volunteer engagement as central elements.

3. Capacity Building (1 day)

- Design and deliver an interactive one-day training for project staff and volunteers aligned with the advocacy strategy.
- Training topics to include:
 - Advocacy fundamentals and policy processes
 - Climate change and informal settlements from a policy perspective
 - Strategic communication and storytelling for policy influence
 - Ethical and effective representation of community priorities
- Provide training materials and a short training report.

4. Policy Dialogue and Roundtables Facilitation (2–3 sessions)

- Plan and moderate two to three policy dialogue sessions / roundtables with representatives from:
 - Government and public institutions
 - Academia and technical experts
 - Civil society organizations
 - Community representatives and volunteers
- Develop discussion agendas and talking points aligned with the advocacy strategy and priority policies.
- Ensure meaningful and structured participation of volunteers and community members.
- Document key discussion outcomes, commitments, and advocacy entry points.

5. Policy Brief Development

- Draft a concise, evidence-based policy brief informed by:
 - Policy analysis and prioritization
 - Project implementation experience
 - Inputs from policy dialogues and community engagement
- The policy brief should clearly articulate:
 - The problem statement linking climate change and informal settlements
 - Evidence and lessons from the Home Equals demonstration project
 - Clear and actionable policy recommendations aligned with national climate and housing priorities

V. Deliverables

- Policy mapping and prioritization notes (short analytical document).
- Advocacy strategy and campaign framework.
- Training agenda, presentation materials, and training report.
- Agendas, participant lists, and summary notes for 2–3 policy dialogue sessions.
- One final Policy Brief (3–5 pages) in English and Arabic, including:
 - Context and problem statement
 - Key findings and evidence
 - Prioritized and actionable policy recommendations for inclusive and climate-responsive informal settlements.

VI. Qualifications

- Advanced degree in public policy, urban development, communications, or related field.
- Minimum of 5 years of experience in advocacy, policy engagement, or urban development.
- Proven experience in facilitating multi-stakeholder dialogues and drafting policy briefs.
- Strong understanding of urban policy, climate resilience, and housing issues in Egypt.
- Excellent communication and writing skills in English and Arabic.
- Active support of **HFHI Values**:

Humility – We are part of something bigger than ourselves

Courage – We do what's right, even when it is difficult or unpopular

Accountability – We take personal responsibility for Habitat's mission

Safeguarding: HFHI requires that all employees take seriously their ethical responsibilities to safeguarding our intended beneficiaries, their communities, and all those with whom we work. Managers at all levels have responsibilities to support and develop systems that create and maintain an environment that prevents harassment, sexual exploitation and abuse, safeguards the rights of beneficiaries and community members (especially children), and promotes the implementation of Habitat for Humanity's code of conduct.

VII. Duration and Commitment

Advocacy Consultant expected time of commitment is 25 to 30 days spread over 12 months which is the whole duration of the project.

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VIII. Application Procedures

Interested consultants are invited to submit a proposal consisting of:

1. Technical Offer (60%):

- A brief description of the consultant's understanding of the assignment and proposed approach.
- Consultant's CV and relevant experiences.

2. Financial Offer (40%):

- Gross Daily Rate (EGP) including taxes.

Send applications to: hr@habitategypt.org

Subject line: "Advocacy Consultant – Home Equals Project"

The Closing Date for Applications is January 27, 2026

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