



We build strength, stability, self-reliance and shelter.

Terms of Reference (TOR):

Community Mobilization and Awareness Raising Consultant / Company

Home Equals Project in Egypt

I. Habitat for Humanity Egypt (HFHE)

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 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 as a demonstration area that responds to residents' needs. By combining participatory design, data collection, and volunteers' 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 in informal settlements, while informing future urban planning and policy discussions at the national level.

III. Objectives of the Assignment

As part of the awareness raising and the participatory planning activities that are integral in our Home Equals advocacy campaign, Habitat for Humanity Egypt seeks to contract a qualified community engagement and communication company/consultant to design and implement community engagement activities in the selected area in Giza Governorate where the project will upgrade an open space and transform it into a climate resilient public space that is relevant to the residents' needs and aspirations. Accordingly, the consultant is expected to conduct awareness raising and community participatory activities targeting different community groups in the area including women, children, the elderly, and people with special needs. The outcomes of these activities are expected to inform the

interventions to be implemented and the different uses of the public space. This role entails close interaction with community members and coordination with Habitat's team, volunteers and experts.

IV. Scope of Work

The consultant is expected to perform the following:

- Develop a clear understanding of the project's objectives and expected results through meetings with Habitat team and the project's technical consultants.
- Develop a clear understanding of the target community's socio-economic and demographic context through field visits and review of relevant materials provided by Habitat team and the project's technical consultants.
- Design a community engagement plan targeting different target groups in the target area to fulfil the project's objectives and expected outcomes.
- Develop communication materials and tools, including printed materials, to raise awareness and ensure effective community participation in the project's activities, including workshops, dialogues and awareness raising sessions.
- Design and implement around 3 community events utilizing interactive activities (e.g., games, art, discussions, storytelling) that ensure engagement at different levels and Support visualization of ideas.
- Design child-friendly engagement activities and ensure safeguarding standards are applied
- Gather community insights and document findings ensuring that community inputs are clearly captured and communicated to inform the design and implementation process.
- Anonymize and securely store all community insights and personal data collected, in line with basic data protection principles (no sharing of identifiable information without consent).

V. Deliverables

Deliverable 1: (25%)

- Inception Report: including understanding of the project's objectives and expected results, understanding of the target area's context, community engagement approach and detailed workplan.

Deliverable 2: (45%)

- Communication and Community engagement materials and tools
- Report of 2 Community events, including materials, documentation and outcomes, including participants numbers (disaggregated by age, gender, and disability where feasible), photos, notes, and key community insights.

Deliverable 3: (30%)

- Report of final community event, including materials, documentation and outcomes.
- Final Report with consolidated outputs summarizing all three events, key insights for public space design, lessons learnt, and recommendations for HFHE.

VI. Qualifications

- Proven experience in community engagement and communication
- Demonstrated experience working with local communities, preferably in informal settlements
- Experience in urban upgrading or public space projects is an asset
- Strong facilitation skills and participatory methods
- Understanding of safeguarding and inclusive engagement approaches
- Fluency in Arabic and good command of English

VII. Duration and Commitment

The consultancy will start during June 2026 and will end in December 2026. Activities will be implemented over approximately 6 months, according to the project's work plan, with an expected level of effort of 20 – 24 days.

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.

Application Procedures:

Interested candidates are invited to submit a proposal consisting of:

1. Technical Offer (60%):

Sub-criteria	Weight
• Understanding of the assignment and local context (informal settlements in Giza)	15%
• Proposed methodology and community engagement approach	20%
• Relevant experience (company profile + CVs of key staff) / Consultant's CV	15%
• Quality of past work (2–3 samples of similar assignments)	10%

2. Financial Offer (40%):

- Detailed budget for the assignment including all taxes. covering: personnel, materials, transportation, and any other costs.



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Legal & Administrative requirements:

- Applications should include Valid commercial registration and tax cards (for companies).
- Consultants must produce electronic invoices (VAT included as per Egyptian law).

Send applications to: hr@habitategypt.org

Subject line: "Community Engagement Consultant – Home Equals Project"

The Closing Date for Applications is May 20th, 2026.