

## Thesis/Internship/Volunteering position: Behavior Change Communication (BCC)

### Location:

Justdiggit ([www.justdiggit.org](http://www.justdiggit.org)) is a non-profit organization working on landscape restoration in Africa to make a positive climate impact. We believe in the power of nature and that together, we can cool down the planet. So far, we've regreened over 60,000 hectares and brought back 5 million trees in Kenya and Tanzania but we're not done yet!

In the next 10 years it is our ultimate goal to reach 350 million farmers and inspire & activate them to restore all degraded land on the African continent by combining traditional farming techniques with modern technology and a strong communication approach.

An ambitious mission which we can only achieve with the right team. This is why we might be looking for you!

### Role & Responsibilities:

We are looking for a student or volunteer to help us better understand which communication channels and tools have been proven to be effective and efficient in changing the behavior of people in rural areas; both within and outside of Justdiggit's landscape restoration projects. These results are essential for the targeted and adequate upscaling of Justdiggit's projects and the programs of partner organizations that Justdiggit supports with communication.

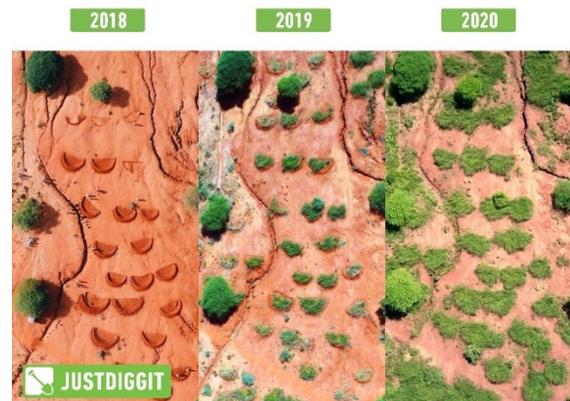
The main focus of this assignment is to carry out a literature study into the effectiveness of different communication channels on behavior change. But you will also analyze the impact of our own communication initiatives (such as our radio show, SMS services, a regreen app, billboards and murals) in inspiring, educating and activating farmers to improve their land with the technique Farmer Managed Natural Regeneration.

Starting date: flexible, but the sooner the better.

Expected duration: 2-4 months

### Required experience and skills:

- Student (bachelor or master) or graduated in Communications, Social Development or any other related study focusing on human behavior;
- Affinity with research into the effectiveness of marketing and communications;
- Eager to learn, pro-active approach and good communication skills;



- Knowledge and affinity with quantitative data analysis;
- Good English writing skills;
- You have affinity with our green mission!

### **We offer**

- Be part of a great mission: regreen our planet!
- As part of a fast-growing organization, there will be ample room for personal and professional development.
- Great colleagues and a diverse team, a good atmosphere, working in an international setting from the city center of Amsterdam (although currently working from home due to COVID-19 restrictions).
- Travel expenses covered.
- If you do this as an internship or thesis assignment, we can provide you with an allowance of €250 per month.

We are committed to building a team that includes and welcomes people of different genders, ethnicities, faiths, sexual orientations, and other diverse backgrounds.

If you believe you are the right person for this role, please send your CV and motivation letter to [margot@justdigg.it.org](mailto:margot@justdigg.it.org).