

Terms of Reference

Retail Activation for Safe water solution

1. Background

iDE is an international NGO with over 30 years of experience designing and delivering market-based anti-poverty programs in 11 countries. We are a world leader in making markets work for the poor and the longest established market development specialist NGO in Bangladesh. iDE believes that markets can be a powerful force for improving smallholder prosperity by creating income and livelihood opportunities for poor rural households. iDE Bangladesh currently has eight projects in agricultural markets, water, sanitation and hygiene (WASH), and access to finance, focusing on women's economic empowerment and climate-smart technologies.

Folia Water is a global enterprise that intends to solve the issue of lack of safe drinking water for the working poor and has recently entered the Bangladeshi market. Folia filters are silver nanoparticle infused papers that can remove 99.9999% bacteria, 99.99% protozoa, 99.8% virus, and 99.8% iron from water, generating microbially safe drinking water. Using Folia filters is associated with a long-term per liter cost comparable to that of other water treatment options, but poses a significantly lower financial barrier to adoption, since no initial investment is required¹, and since repeated purchase of filter papers is compatible with spending patterns of lower income classes. A single piece of Folia Filter paper costs 20 BDT and can treat 20 L of water, thus catering to the drinking water needs of an average family for approximately 2 days. For more information on the characteristics of the product, see the Folia Water brochure provided as Annex 2.

iDE and Folia Water formed a partnership to promote Folia filter paper as a point-of-use water treatment technology within the framework of the Feed the Future Bangladesh Nutrition Activity (BNA).

2. Program Overview

The Feed the Future Bangladesh Nutrition Activity (BNA) is a five-year USAID-funded project implemented by Abt Associates, iDE, Dhaka Ahsania Mission, Friends in Village Development Bangladesh, and Jagorani Chakra Foundation. BNA's objective is to improve nutritional outcomes for pregnant and lactating women, children under 5, and adolescents, by increasing consumption of nutritious food, socially and economically empowering women, and increasing the adoption of improved WASH behaviors. To achieve its goals, BNA integrates social and behavior change approaches with market systems development strategies. Within the WASH component, led by iDE, the project seeks to improve access to improved WASH technology and services, including access to affordable and easy-to-use water treatment technology for rural households.

¹ Using Folia filters requires nothing but a plastic funnel, priced 20 BDT, which screws onto a PET bottle filled with raw water. The number of first-time customers can thus be derived from the number of funnels sold; the ratio between the number of filter papers and the number of funnels sold, provides a first rough indication of the average number of filter papers purchased per customer.

The Project's main entry points for interventions are rural markets and the approximate 2-kilometer catchment areas surrounding these. BNA works across 54 rural markets in selected upazilas in Khulna, Faridpur, Patuakhali and Cox' Bazar District. Promotion of Folia filters under the partnership between iDE and Folia Water will be conducted in Khulna District. For an overview of upazilas and rural market entry points constituting BNA's target area in Khulna District see Annex 1.

3. About the Assignment

Folia intends to develop a sustainable FMCG retail business with the ambition of placing Folia water filters in retail stores all across Bangladesh. Through the partnership with iDE, a product activation pilot will be carried out in Khulna District, targeting 6,000 households directly through community activation, and making Folia filters available at 150 retail stores within BNA's geographic target area. Folia and iDE thus aspire to establish Folia filters as an FMCG product readily available within BNA's working area in Khulna District, to generate growing and lasting demand for this affordable water solution, and to finalize an adequate retail recipe and go-to-market (GTM) approach for launching Folia filters at District and at national level.

The Activation campaign shall be carried out in two phases of 6 months duration, each targeting 3,000 HHs and 75 retail outlets. Households shall be reached through activation at the community-level combining awareness-raising on the benefits of safe water consumption with the promotion of Folia as an affordable and safe water solution and on-the-spot sales. Retail stores targeted shall include grocery stores and pharmacies within the rural markets functioning as BNA's entry points, and village grocery stores within the 2-km catchment areas of these markets². Combinedly, iDE and Folia aim at generating at least 9,000 first-time purchases and 2,250 repeat customers of Folia filter papers through the activation campaign.

Marketing/ communication materials on Folia filters in Bangla language have been developed by Folia Water and will be made available for the activation campaign. Folia Water will likewise provide required product-, communication- and sales-related training to community and retail activators.

iDE Bangladesh is inviting expressions of interest from agencies to conduct the above-described activation campaign, and to provide strategic input on the most effective way of delivering this campaign. In particular, iDE is seeking inputs regarding effective activation strategies to convert first-time buyers into repeat customers who purchase Folia filters on a regular basis. As part of this strategic input, a critical review of Folia's existing marketing materials and suggestions for change or development of new materials, if considered conducive to campaign success, are likewise expected. Existing marketing materials will be shared with short-listed agencies.

4. Scope of Work

The selected agency will be expected to conduct the following indicative tasks, which will be defined more specifically based on the activation strategy presented by the successful agency.

² Activation will focus on a total of 10 rural markets and their 2-km catchment areas within the Activity's working area in Khulna (see Annex 2).

Tasks - Community Activation:

- 1) Conduct a targeted consumer survey with 100 HHs within the intervention area to understand consumer preferences, willingness-to-pay and awareness about importance of safe drinking water³
- 2) Conduct household activation campaign at community level, combining awareness raising on the benefits of safe water consumption with Folia promotion and on-the-spot sales of Folia filters
- 3) Follow up with 1st-time purchasers from the community events for a limited time period to activate repeat purchasing

Tasks - Retail Activation⁴:

- 1) Conduct retail surveys, shortlist possible activation retail outlets and onboard retail outlets
- 2) Ensure retail merchandising at onboarded retail outlets
- 3) Conduct activation events at onboarded retail stores and at rural markets constituting BNA's entry points in Khulna District
- 4) Collect sales reports and feedback from retail outlets for certain time period after store onboarding

Tasks - Reporting:

- 1) Concisely report on activities conducted, retail outlets onboarded, and households reached through community activation on a monthly basis
- 2) Report on the number of 1st-time and repeat sales generated through HH activation and follow-up with 1st-time purchasers
- 3) Report on numbers of filters sold through each retail outlet during agreed time period⁵
- 4) Provide visual contents on customer testimonials, retailer feedback/interviews on a monthly basis
- 5) Share lessons learnt regarding the effectiveness of different marketing elements in generating first-time customers and repeat purchases, taking gender dynamics into consideration

5. Timeline

The assignment shall be carried out in two phases of 6 months' duration each, reflecting the two phases of the planned activation campaign. Phase I (reaching 3,000 HHs and 75 retail stores) is expected to start from the first week of December 2020 and to run through the last week of May 2021. Phase II (reaching 3,000 additional HHs and 75 additional retail stores) is expected to be

³ A brief, standardized questionnaire will be provided for the consumer survey (approximate time requirement: 10 min/HH).

⁴ The activation agency will be expected to carry out the retail activation tasks above described as follows:

- a) For retail outlets onboarded in phase I: During phase I only (tasks taken over by Folia during phase II).
- b) For retail outlets onboarded in phase II: During phase II.

⁵ For stores onboarded in phase I, during phase I; for stores onboarded in phase II during phase II.

rolled out between the beginning of June 2021 and the end of November 2021. In case of unforeseen circumstances outside either party's responsibility, which cause delays, a revised timeline will be mutually agreed upon.

6. Eligibility Criteria

Agencies/ firms applying must bring the following skills, attributes, and experience:

- Understanding of how rural marketing works in developing countries, particularly in Bangladesh
- A minimum of 7 years of experience with brand and retail activation
- Experience with FMCG marketing and below-the-line marketing
- Capacity of implementing the activation campaign and related tasks without rendering any activity to a third party
- Capacity of effectively communicating with stakeholders, retailers and households
- Cultural sensitivity
- Openness to change and capacity to adapt promptly and creatively to unforeseen events

7. Evaluation Criteria

Agencies will be shortlisted based on the following evaluation criteria:

- Relevant experience in working with FMCG and rural marketing
- Understanding of the assignment
- Proposed strategy for realizing effective product activation leading to conversion of first-time buyers to repeat customers (effectiveness, innovativeness and sustainability of proposed approach; suitability for rapid implementation at field level)
- Quality of the technical proposal
- Competitiveness of the financial proposal, showing cost-effective resource utilization
- Credibility of management and personnel

Submission of all required documents stated in the section "submission of EoI" is a prerequisite to short-listing. Shortlisted agencies will be invited to present their technical and financial proposal to iDE and Folia.

8. Technical Queries

An online briefing and Q&A session to inform EoI development will be held at 3:30 pm on November 16, 2020. To register for this session, please contact Linda Roberts, WASH Technical Lead, Bangladesh Nutrition Activity, at lroberts@ideglobal.org.

9. Submission of EoI

Interested agencies/firms are requested to submit an Expression of Interest (EoI) including the following documents to iDE Bangladesh:

- Cover letter (maximum one page)
- Technical Proposal, including sections outlining

- Understanding of the assignment
- Proposed activation strategy outlining activities planned for community and retail activation, proposed distribution of activities within phases I and II, and strategy for effective conversion from 1st-time buyers to repeat customers
- Proposed mechanisms for data collection and reporting
- Financial Proposal (maximum two pages), providing a breakdown of expected costs for proposed activities, inclusive of VAT and tax
- Annexes including
 - VAT Registration Certificate, TIN, Trade License and company profile
 - Relevant experience of the agency/firm
 - Profiles/resumes of the personnel who will be involved in the assignment

The EOI should be submitted by 5:00 pm, 22 November 2020, to Procurement and Inventory Management, iDE Bangladesh (bangladesh.procurement@ideglobal.org) with subject “EOI-Activation Safe Water Solution”.

We encourage concise proposals.

Annex 1

Overview of upazilas and rural market entry points constituting BNA's target area in Khulna District

District	Upazila	Rural markets used as entry points for market interventions
Khulna	Dumuria	Boruna Hat
		Chuknagar Hat
		Dumuria Hat
		Shahpur
	Phultala	Eastern gate Bazar
		Jamira Bazar
		Phultala Hat
	Rupsa	Alaipur Hat
		Sener Bazar
	Batiaghata	Hatbati Hat
		Koia
	Dighalia	Kola Hat
		Pother Bazar
	Terokhada	Shaikh Pura Hat
		Katenga Hat

The Project's geographic target comprises catchment areas of 2-km radius around the listed rural market entry points. Combinedly, an estimated 78,000 HHs fall within these catchment areas.

Annex 2

Folia Water Brochure






Folia Water

The world's first water filter that
costs pennies, not dollars:
The next \$1B staple



Paper for pennies, water for billions

FOLIA WATER FILTERS

-  **Antimicrobial paper water purifier**
-  **Safe germ-free water**
-  **20 Taka (20¢) for 20 Liters**

Folia Water enables parents to gain control over their family's health. With Folia Water Filters, mothers have agency over their access to safe germ-free water, thriving in their role as health officers of the family for a better future.



Kills 99.9999% of germs

Applicable to varying water sources:

Tap water, tubewells, and rivers, lakes, and ponds
Not applicable to sea water

Passes WHO criteria for antimicrobial effectiveness, with filter performance based on professional lab testing:

- **Removal %**
99.9999% for bacteria
99.9% for viruses
99.99% for protozoans
99.8% for iron
- **Flow rate:** 3-5 L/H
- **Removes dirt:**
consumers will see clear water
- **Contaminants removed:**
Bacteria, Viruses, Protozoa, Dirt, Worms, etc.
- **Contaminants not removed:** Lead, Chlorine, Arsenic, Radioactive
- **Technology:** PCT/WIPO and US Patent Pending

Wholesale to Consumer Good Master Distributors

ABOUT FOLIA WATER

‘Folia’ is Latin for leaves or paper leaves. Paper is a simple, renewable, and affordable material. However it is also a complex manufactured polymer composed of cellulose that can be manufactured into a physical filter with controlled pore size at industrial scale. ‘Folia Water’ simply means Leaves Water, or Paper Water.

Folia will create, define, and dominate a **new \$1B+ category: FMCG water filters.**

MISSION

Universal access to safe drinking water by bridging **materials innovation to mass market consumer goods.**

Universal access to safe drinking water can only be achieved by enabling working class consumers to have **agency over their own access to safe water.** Folia Water will show how materials innovation connected to the existing tools of mass market consumer good businesses can achieve this Sustainable Development Goal.

VISION

Paper for pennies, water for billions.

To **ensure and enrich the quality of life of working class consumers** in emerging markets by offering the first high quality and affordable water filter.

Through materials innovation, smart marketing, and strategic partnerships at the local and international level, we aspire to become **the next \$1 billion health staple in mass market retail** stores around the world, alongside soaps, snacks, and SIM cards.

BUSINESS CASE

As a materials firm **we leverage an existing retail distribution, marketing, and sales network** to reach millions of households per country targeted.

Distribution through consumer good corporates



Brand: RTB
FMCG reach

100K
stores

10M
households

THE PROBLEM



Low-income populations pay anywhere from **30% to 10 times more in absolute terms** than the wealthy for water

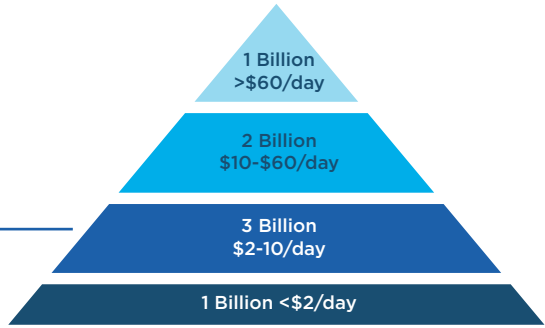


2.1 billion people

drink **fecally-contaminated** water, with 50% of hospitalization in developing countries due to waterborne diseases

OPPORTUNITY

These 3 billion working consumers present a huge market opportunity, spending \$5T on groceries collectively every year



MARKET SIZE & COMPETITION



\$\$\$\$



\$\$\$\$

The working poor spend

\$20B

annually on household water

Spend on bottled water for middle and upper classes:

\$58B in 2015 in emerging markets, growing to **\$203B in 2030**

While too expensive for working poor consumers, Danone and Nestle's marketing dollars have raised awareness of the importance of safe drinking water

WATER PRODUCT LADDER

Durable good appliances target mid/high socioeconomic status. We are complimentary as the lowest rung on a water purification product ladder.

Wealthy



Middle class

3B working class



Humanitarian

PRODUCT COMPARISON

Consumer segment	Water products by category		Price			Antimicrobial Performance (Log Removal)			Performance		
	Type	Brands	Price	Capacity	\$ per liter	Bacteria	Virus	Protozoa	Flow (L/hr)	Electricity	Lifespan
Wealthy	Reverse Osmosis (countertop)	Eureka Forbes Aquaguard, Kent, Unilever Pureit	\$200	10,000L	\$0.02	6	4	4	15	Yes	2 yrs
	Reverse Osmosis (undersink)	Unbranded, various	\$100	10,000L	\$0.01	6	4	4	15	Yes	2 yrs
	Ultrafiltration, UV	Waterlogic Hybrid, Edge Purifier	\$200	5,400L	\$0.03	6	4	3	N/A	Yes	2 yrs
Middle Class	Gravity appliances (chemical disinfection)	Eureka Forbes Aquaguard, Unilever Pureit	\$15-40	1,500L	\$0.01-\$0.02	6	4	4	5-6	Yes	6 months
	Branded 20L bottled water	Nestle, Danone, Coke, Papsi	\$1-2	20L	\$0.05-\$0.1	Clean			N/A	No	2-3 days
Working Class	Nano-silver paper	Folia Water Filters	\$0.20	20L	\$0.01	6	3	4	3-5	No	2-3 days
	Refilled bottle water (unbranded)	Local purification stores or delivery	\$0.40-0.60	20L	\$0.02-\$0.03	Contaminated			N/A	No	2-3 days
	Water kiosks	WaterHealth, Dio, various	Subsidized	20L	Subsidized	Clean			N/A	No	2-3 days
	Ceramic	EcoFiltro, Hydrologic, Navaza	\$15-\$25	2,200L	\$0.007-\$0.01	3-4	1	4	1-3	No	1-2 yrs
Humanitarian	Chlorine	Aquatabs, bleach	\$9.95	60L	\$0.17	6	3	0	N/A	No	1 time
	Flocculation + chlorine	P&G Purifier of Water	\$1.67	10L	\$0.17	6	4	3	N/A	No	1 time
	Ultrafiltration	Lifestraw Community, various	\$100-200	30,000L	\$0.01	5	4	5	2.5	No	5 yrs

FOLIA WATER FUNNEL DESIGN



20 TAKA FOR 20 LITERS

FLOW RATE: 3-5 L/H

MARKET: BANGLADESH

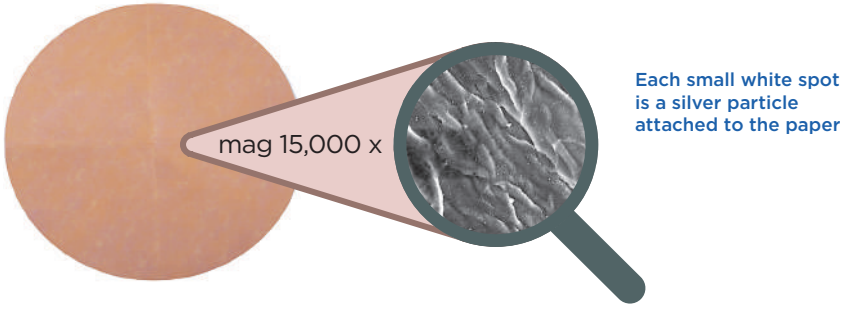
Durable filter housing: Razor-razor blade pricing model, funnel retails for 20 Taka (20¢) included with the first purchase

User guide

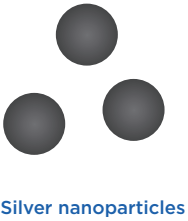


APPLICATIONS & PERFORMANCE

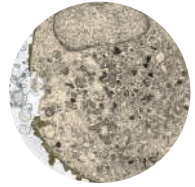
Silver nanoparticle infused paper water filter



- After filtration, the silver level in the drinking water is under 100 ppb, which meets WHO guidelines



Releases antimicrobial silver ions



Making cell membranes rupture and denaturing bacteria's metabolic enzymes



Latrines close to wells lead to contaminated water



Folia Water Filters kill germs in water that cause illness

Contaminants Removed by Folia Water Filters

Biological Contaminants

- Target market: Base of the pyramid consumers in emerging countries
- Common disease: Diarrhea
- Source of water: Tubewells and tap water contaminated with (dilute) sewage



The largest cause of waterborne diseases worldwide

Contaminants NOT Removed by Folia Water Filters

Chemical Contaminants

- Target: Population in heavily industrialized countries/regions
- Common disease: Cancer, Cardiovascular, Iron.



Mostly associated with heavily industrialized regions

Necessary Precautions

Precautionary Disclaimer

Reason

Storage	Do not store the paper outdoors. Papers should be stored in a bag, cabinet or other indoor location like any other grocery store item	Exposure to sunlight over long periods of time may reduce the antimicrobial effectiveness of the silver in the paper
Product Lifetime	Each Folia Water Filter paper filters 20 liters of water. For an unopened bag, the product lifetime (i.e. shelf life) is 12-months	Customers may not remember how many liters or bottles of water they have used. Also, some customers may overuse the paper. The same problem is true for any water filter.
Unusable Paper	Do not use the paper when paper turns in color or is torn/ripped	Turning white indicates that silver nanoparticles (i.e. antimicrobial agents) are being released

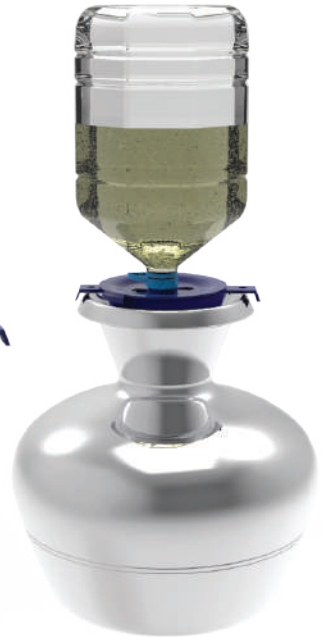
DESIGN FEATURES

The Folia Water Filter is an antimicrobial filter paper that contains silver nanoparticles that kill bacteria and viruses, while the paper's pore size physically filters out dirt and larger parasites

A single filter provides 20L of safe, germ-free water



- Designed to fit existing consumer kitchen habits
- Folia Water's funnel design works with any common household water container, such as soda and water bottles



- Paper is a natural, renewable, biodegradable material
- Folia sources paper from certified sustainable forests



- No heat required
- No pump required
- No electricity required



- Paper is lightweight and easy to carry



- Minimizes consumer behavior change
- Minimizes cost to consumer
- Competitive advantage over all other water purifiers



Unilever



BANGLADESH

Dhaka

Country population:
180m

Dhaka's population: 19m

- Folia Water is testing activation and sales channels, including to general retail stores and pharmacies
- Through this lean sales test, we are gathering information to create a systematized retail recipe prior to a city-scale product launch in 2020 and a national scale launch in 2021
- Unilever is sponsoring our sales pilot. We intend to fill in as the bottom rung in a water purification product ladder

NEXT MARKETS: INDIA and INDONESIA



INDIA

Country population: 1339m



INDONESIA

Country population: 264m

LOOKING FOR PARTNERS

- In 2020 Folia Water will expand to Indonesia and India
- Folia Water is working at a strategic level to set up the basis for sales testing and a nation-wide launch

CONSUMER PERSONA PROFILE



Age: 32
Work: Works as a Tailor in a village of Jessore
Family: husband, 2 children
Location: Jessore
Character: Aspirational and positive

- Friendly
- Intelligent
- Optimistic
- Persistent

Rokeya is a positive and cheerful person. Growing up in a poor household with 6 other siblings has taught her to appreciate the things she likes about her life and strive to change the things she doesn't. She has two kids. She wants to give them the best education, care and nurture that she can. She wants them to have the childhood that her parents couldn't give her.

WATER HABITS:

Drinks: Tubewell Water
Laundry: Pond Water
Clean the house: Tubewell Water

FRUSTRATIONS:

- She receives mixed messages about the safety of Tubewell water. She wishes she had a way to know for sure.
- All available alternatives to Tubewell water seem expensive and inaccessible.

PERSONALITY:

Introvert - Extrovert ★ ★ ★ ★ ★
Analytical - Creative ★ ★ ★
Loyal - Fickle ★ ★ ★ ★
Passive - Active ★ ★ ★ ★ ★

MOTIVATIONS:

Social/Community Causes ★ ★ ★
Family ★ ★ ★ ★ ★
Fear ★ ★ ★ ★
Health ★ ★ ★

USER TESTIMONIALS

“If my husband does not buy this, I will write poetry to raise money so I can buy this myself ”

- Consumer feedback, Bangladesh 2019

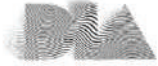
“I especially love this filter because my kids love the taste of water filtered through this.

- Consumer feedback, Bangladesh 2019

HONORS AND AWARDS



Water



中国设计智能大奖
Design
Intelligence
Award



SINGH
Center for Nanotechnology



Columbia Business School
AT THE VERY CENTER OF BUSINESS™

BUSINESS NETWORKS



PLUG AND PLAY



m+corps



MEDIA COVERAGE



FAST COMPANY

TIME



Favorite selection
from 500 Startups



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