



Expression of Interest

For

Production of BCC materials and campaign implementation for Sanitation behaviour in Gazipur City Corporation

1. Purpose and background

The purpose of this EOI is to solicit applications from interested communication agency/firms to support Gazipur City Corporation (GCC) and SNV Netherlands Development Organisation for production of BCC materials and in the implementation of BCC campaign. GCC have designed a BCC campaign on sanitation behaviour with support from SNV, 2030 WRG and upward spiral. The focus behaviour is on containment upgradation targeting selected wards of zone 1 (Tongi) and zone 4 of GCC (Gazipur) under WASH SDG Programme. The aim of this campaign is to ensure environmentally safe sanitation at GCC through raise awareness, increase knowledge on septic tank and soak well, to finally motivate target audience to adopt the desired behaviours of upgrading their sanitation facilities. The overall objective to hire agency/firm is to produce different type of BCC materials including print materials, website development and implementing campaign mainly using inter personal communication (IPC) channel.

1.1 Background

In terms of sanitation, Bangladesh is an example of rapid progress in the South Asian region. Over a period of less than 10 years, open defecation has been reduced from 19% (in 2000) to less than 1% (in 2015). Situation of open defecation in Gazipur City Corporation (GCC) is slightly higher compared to national average of one percent. Baseline study on household sanitation facilities and hygiene in 2019 illustrated that 1.7 percent households don't have access to toilet or open defecation found. The study findings highlighted that although a significant proportion of the population have access to toilets, the toilets are mostly unimproved, many are unhygienic and, for most, sludge ends up untreated in the environment, drains, waterways and marginal lands. So, ensure environmentally safe sanitation for its citizen is a challenge for Gazipur City Corporation.

SNV Netherlands Development Organisation is implementing different Urban Sanitation initiatives in southern Bangladesh, Gazipur and at national level, under the leadership of Local Government Authorities (City Corporation and Municipalities) with support from National Government. One of these initiatives is the **WASH SDG Programme**, a multi-country intervention being implemented in 20 cities in Nepal, Zambia, Tanzania, Indonesia and Bangladesh, funded by the Netherlands' Government (DGIS). The programme provides technical support focusing on Sanitation and Hygiene services to city corporation/municipalities, and is implemented at GCC, Jashore and Benapole Municipalities. Behaviour change communication (BCC) and demand creation is one of the core components of the Programme to improve sanitation. For the urban context, BCC tailored to different consumer segments will take into account the different needs, preferences and attitudes towards sanitation services. Without increased demand for sanitation services, the market for faecal sludge management and other sanitation services and the willingness-to-pay is limited. Considering this, GCC have planned to conduct BCC campaign to promote the selected focus behaviour.

GCC conducted a baseline study on household sanitation facilities and hygiene in zones 1 and 4 in 2019 with support from SNV. The study findings highlighted that although a significant proportion of the population have access to toilets, the toilets are mostly unimproved and, for most, sludge ends up untreated in the environment, drains, waterways and marginal lands. In fact, only 32.2% of households



have access to an environmentally safe toilets which prevent access to faeces by any animals or insects; and in which human faeces are contained for storage/collection in such a way that it cannot contaminate surface or groundwater. On the other hand, faeces from 38% toilets are going directly to drains, waterways or open field. This means that a significant number of buildings don't have containment (either septic tank or pit) to contain faecal sludge. Septic tank is containing faeces of almost 50% toilets in Gazipur and remaining households are using different containment like single pit, twin pit or off set pit. Though 50% houses have septic tank, these septic tanks are unimproved. 99% septic tank don't have soak well. Outlet of septic tank is connected with drain and effluent from septic tank is traveling through drain. So, black water from septic tank is ultimately ends up at river Turag and Chilai, canals and waterways.

Analysing all the situation, focus behaviours for BCC campaign are:

- Build safe septic tank to contain faecal sludge;
- Install soak well to receive effluent discharged from existing septic tank.

Formative research was conducted targeting the focus behaviours. Based on the findings of formative research, three campaign concepts were developed targeting both building owners and engineers. After pre-testing these three concepts in the field, **"Is your dream home complete"** concept was finalized based on the opinion of target audience. In addition, an intervention plan has been developed incorporating a set of tools and activities targeting different audiences.

1.2 Campaign objective

Overall objective is to raise awareness and knowledge on septic tank and soak well, to finally motivate target audience to adopt the desired behaviours of upgrading their sanitation facilities to be safe for public health and environment. The specific objectives are:

- To increase knowledge on function and benefit of septic tank and soak well
- To make aware on regulations related to septic tank and soak well
- To motivate building owners/decision makers to build septic tank and soak well

1.3 Target Audience

For this purpose, we have identified two different campaign streams for different target groups:

Stream 1 (Influencers)	Stream 2 (Decision makers)
<ul style="list-style-type: none"> • Building approval authority – Members of Building Plan Approval Committee of GCC and policy planner and relevant personnel of RAJUK. • GCC's Ward councillors and administrators. • Engineers. • Masons. 	<p>Decision makers, focussing on various types of residential buildings, i.e.:</p> <ul style="list-style-type: none"> • Apartments – President/Secretary of Resident Associations. • Flats – Owner. • House Owners -Low-income community (Semi pacca house or "rooms"). • Individual house Owner.



2. Scope of Works

Assignment 1: Campaign Website development, social media and maintenance

Type	Purpose	Description	Deliverables
Website design and deployment	Promote campaign enrolment with access to campaign materials, Dashboard/building finder, FAQ.	<p>Main Sections:</p> <p>Home: To provide an overview of the campaign. The home page should introduce the campaign – through slideshows, campaign introduction film, excerpts from the mayor/Rajuk letter, Dashboard link/snapshot, etc.</p> <p>Enrol for a clean city! To enrol building owners into the process. Guide how to connect with masons and engineers. With a database of trained masons and panel of experts, by Ward-wise, alphabetically, etc</p> <p>The Campaign: Provide access to the main materials of the campaign. Able to visualise and download materials, videos, link to references.</p> <p>Dashboard/ Building status finder: To help identify the safe containment status of the building. Locate the building on the map or enter the holding ID or address, to find the status of the household. With a link to – ‘Want to improve the status of your building?’ Link. (Note: SNV will provide the API to connect with existing software/database to capture the required data for the map)</p> <p>FAQ: To clarify generic doubts. A page of FAQ with the main questions that buildings owners may have.</p>	<p>Design of the website (Including user interface design and coding)</p> <p>+</p> <p>Deployment of the website (Including hosting in the server and purchase domain)</p> <p>+</p> <p>Testing of the website for addressing any bugs in features.</p> <p>+</p> <p>Maintenance of the website for the assignment period, to address issues and update content.</p>



Social media platform	Set and promote social media platform (FB, YouTube)	Set the Campaign FB page and Youtube to publish posts of the campaign	
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Assignment 2: Production of Print materials

Type	Purpose	Description	Deliverables
Booklet Printing	To provide an overview of safe containment	Size: A5 (5.5 x 8.5 in) Colour: 4 colour print Pages: 16 pages Cover page: 300 gsm Art Card, matt and spot lamination Inner: 150 gsm matte paper Back: 300 gsm Art Card Binding: Glue binding Quantity: 3,000 copies Design of booklet: SNV will provide design. Few customisations would require while printing.	2500 copies of printed booklet
Flash Card Printing (Solutions catalogue)	To provide information on different containment options	Size: Letter size (11 x 8.5 in) # of Card in each set: 10 Cards/Sheets Photography: Photography of construction/materials Design: SNV will provide primary design. Few customisations would require while printing. Paper: 300gsm art card Print : 1side 4color & 1 side single colour Lamination: Both side glossy lamination Jacket/Cover: 25-micron transparent poly sheet with 2 snap buttons as appropriate size Quantity: 50 sets	50 sets of printed Flash Card



Print letter with envelope	To help building owners realise that building a safe containment is necessary.	Size: A4 – letterhead (11.69 x 8.27 in) Envelope: (9 X 4 in) Paper: 100gsm offset, 4 colour print Design: SNV will provide primary design. Few customisations would require while printing. Quantity: 15,000	15,000 printed letters with envelope
Sticker in PVC board	To mark out the status of different buildings in a neighbourhood.	Size: 12 X 18 in PVC board: 3mm board Design: SNV will provide primary design. Few customisations would require while printing. Quantity: 150 pcs	150 pcs produced PVC board with matte laminated sticker pasting and fix in selected location

Assignment 3: Door to door campaign and group meeting

Type	Purpose	Description	Deliverables
Interpersonal communication (IPC) (Visit building owners/decision makers)	To motivate decision makers (building owners) in building safe containment	<p>Target (One to one discussion)</p> <ul style="list-style-type: none"> Reach 1500 building owners both zone 1 & 4 Visit 2 times in each decision makers of building Follow up over phone Coordinate with ward councillors <p><u>Category of audience</u></p> <ul style="list-style-type: none"> Building owners who need to build septic tank with soakwell Building owners who need to build soakwell <p>Targeted Wards 6 wards of GCC Zone 1 (Tongi): Ward 47 & 53 Zone 4 (Gazipur): Ward 25, 26, 27, 28</p> <p>Role of implementing agency:</p>	Weekly report Completion report



		<ul style="list-style-type: none"> Recruit volunteers (As volunteers will convince decision makers and need to discuss on few technical aspects. It will also be helpful, if volunteers are familiar with working areas. So, agency will consider all these during recruitment) Provide training to volunteers on IPC and technical issues Reach decision makers and conduct session Provide Tab to each volunteer to show videos on the issues Follow up target audience Link target audience to technical expertise and other service providers Supervision and monitoring 	
Group Discussion	To motivate decision makers (building owners) in building safe containment	<p>6 group meeting (1 meeting in each ward of 6 targeted wards)</p> <p>50 participants in each meeting (Ward councillors and community leaders will be present)</p> <p><i>Role of agency</i></p> <ul style="list-style-type: none"> Organize meeting Ensure participants in consultation with ward councillors Design and conduct session Arrange logistics Arrange materials (festoons, pledge board...) Refreshment for participants Follow up the participants Monitoring, documentation, and reporting 	<p>6 group meeting (1 meeting in each ward of 6 targeted wards)</p> <p>Event completion report</p>

Assignment 4: Organize events

Activity	Purpose	Description	Deliverables
Launching event	To launch the campaign.	<p># of participants: 80</p> <p>Category of participants: Officials of GCC, LGD Secretaries, DC, Ward councillors, media, other key stakeholders.</p> <ul style="list-style-type: none"> Arrange venue Arrange logistics 	<ul style="list-style-type: none"> Report Documentation



		<ul style="list-style-type: none"> • Venue decoration • Invitation • Creative idea of launching • Press kit • Refreshment (Lunch /snacks) 	
Seminar/ Workshop	To convince the engineers about the necessary and practical aspects.	# of participants: 60 Category of participants: engineers, approval authority, GCC officials. <ul style="list-style-type: none"> • Arrange venue • Arrange logistics • Venue decoration • Invitation • Lunch • Documentation 	<ul style="list-style-type: none"> • Report • Documentation

3. Timeframe

The total duration of the assignment will be for **5 months after signing of the contract**. Commencement of the services is expected by **2nd week of January 2022**.

4. Instruction to Applicants

SNV in Bangladesh invites applications from eligible, competent, qualified, expert communication agency/ToR with minimum 3-5 years of experience in the area of campaign design and implementation. Experience of working in sanitation, hygiene and urban sanitation issues will add value.

All consultancy firms qualifying and approved through this EoI will be invited to submit a proposal on a Quality and Cost Based Selection process. Only service providers with demonstrable knowledge and experience within the identified service areas will be considered. In order to qualify for the Request for Proposal (RFP) process, applicants must achieve a minimum of **60 points** in the review of their EoI documents, where:

Criteria	Maximum Score
Overall Experience: Year of experience, list of completed assignments/projects in last three years, list of major clients	15
Relevant Experience: Similar assignments completed in last three years. Experience of working in sanitation, hygiene and urban sanitation issues.	20
Experience to conduct door to door campaign/ Campaign using Interpersonal Communication (IPC) channel, website design and maintenance	15
Staffing : Organogram, number of staff in different departments, CV of key personnel (not more than 3 CVs)	30



GENERAL INSTRUCTIONS

Carefully read the instructions before completing the questionnaire and compiling your bid. Note that submission of false information will lead to automatic disqualification.

- Responses to this **EOI** must be in accordance with the requirements for information in the document.
- Applicants must fill all sections and provide all requested documents.
- As per the criteria listed above, in selection of Consultancy Firms, SNV will short-list only those firms/ organizations that are able to demonstrate clearly their capacity and competence to conduct the work by achieving more than 70 points in the EOI. Applicants are encouraged to apply only if they can demonstrate clear expertise and past performance.
- The application document must be signed by the authorized representative of the Firm/ Company and under the registered Company Seal / Stamp.
- Please note that by responding to the Questionnaire and signing on behalf of your company, you accept that all answers provided are legally binding and should the need arise, may be used as evidence in a court of law.
- Applicants should note that this call for EOI does not amount to any contractual obligation.
- Applicants will meet all cost associated with preparation and submission of their applications.
- Any and all canvassing will lead to automatic disqualification of the applicant.
- The Pre-Qualification questionnaires **which are NOT filled out completely and submitted in the prescribed manner with all requested attachments and certificates will not be considered.**

PRE-QUALIFICATION DATA INSTRUCTIONS

- It is understood and agreed that the pre-qualification data on prospective bidders is to be used by SNV in Bangladesh in determining, according to its sole judgment and discretion, the qualifications of prospective bidders to perform in respect to tender category as described. SNV follows the EU GDPR data protection guidelines and will maintain data in secure electronic and hard copy for a period no longer than 7 years.
- Prospective bidders will not be considered qualified unless in the judgment of SNV in Bangladesh they possess capability, experience, and qualified personnel to satisfactorily executed the contract for services.
- Should a condition arise between the time the firm is pre-qualified to bid and the bid opening date which in the opinion of SNV in Bangladesh could substantially change performance and qualification of the bidder or his/her ability to perform, such as but not limited to bankruptcy, change in ownership or new commitments, SNV in Bangladesh reserves the right to reject the tender from such a bidder even though the bidder was initially pre-qualified through the EOI.



SUBMISSION REQUIREMENTS

- Applications must be in ENGLISH.
- Electronic copy of the EoI along with the pre-qualified questionnaire duly signed should be submitted to bangladesh@snv.org with the subject line: “**Production of BCC materials and campaign implementation for Sanitation behaviour in Gazipur City Corporation**” latest by **06 December 2021**.
- Any submissions made after this date and time will be disqualified. The bidder is responsible for obtaining an electronic receipt.
- For any query related to the EoI, please email to Md. Ariful Islam, BCC Advisor Email: mislam@snv.org to keep CC bangladesh@snv.org.

[Click here for pre-qualified questionnaire](#)