

Terms of Reference (ToR) for Formative Research/Consumer Demand Research on Urban Sanitation Behaviour Change Communication in Gazipur City Corporation

1. Introduction of the Programme

SNV Netherlands Development Organisation had started its journey in 1965 from Netherlands as not for profit volunteer organisation. SNV have built a long-term, local presence in countries in Asia, Africa and Latin America working in the sectors of WASH, Agriculture and Renewable Energy through providing advisory services, facilitating knowledge development, networking, and carrying out advocacy at national and international levels. SNV mission is to make a lasting difference in the lives of millions of people living in poverty. For more information, please refer to our website: www.snv.org.

SNV 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 initiative is the **WASH SDG programme**, a multi-country intervention being implemented in 20 cities in Nepal, Zambia, Tanzania, Indonesia and Bangladesh, funded by the Dutch Government (DGIS). Through this SNV is willing to provide technical support focusing on Sanitation and Hygiene Promotion to city corporation/municipalities, which is implemented at Jashore Municipality, Benapole Municipality and Gazipur City Corporation (GCC). The WASH SDG programme is built on three core strategic objectives (1) increasing demand for improved WASH facilities and practices; (2) improving the quality of service provision; and (3) improving governance of the sector. Gender and social inclusion is an area of specific attention in each of the 3 strategic objectives as well as climate vulnerability and resilience.

Another initiative titled "Development of Integrated Wastewater Management System of Gazipur City Corporation (GCC)" is going on under the backdrop of **Greater Dhaka Watershed Restoration (GDWR)** Work-Stream. This is a Bangladesh Water Multi-Stakeholder Partnership (MSP) supported by 2030 Water Resources Group and World Bank Group. The National Steering Board (NSB) chaired by cabinet secretary and high-level representatives from the Government, private sector and civil society act as executive organ of the MSP. Bangladesh Water MSP has established three work streams, which one of them is the GDWR. SNV is one of the members of GDWR work stream committee.

Wastewater management is one of the current priorities of GCC. City Corporation does not provide any services for wastewater management –either for pit/septic tank emptying, transportation of faecal sludge or treatment and disposal of the same. In a pragmatic approach to provision of wastewater management services, a combination of sewerage systems and Faecal Sludge Management (FSM, non-sewer) solutions determined primarily on the basis of density of demand has been proposed. It thus suggests identification of areas having predominantly urban character, with access to piped water supply, and with a reasonable level of affordability to be serviced by sewerage systems. In accordance with this, the integrated wastewater management initiative has proposed sewerage systems in zone 1 (Tongi), along with non-network (FSM); and only FSM in zone 4 (Gazipur).

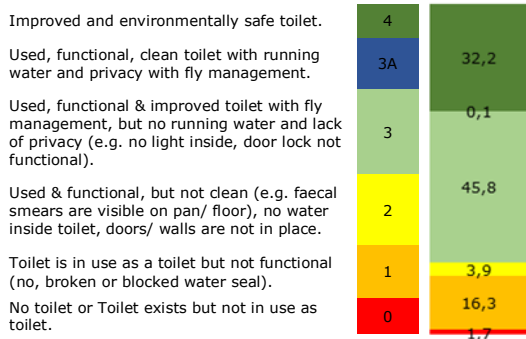
2. Background of this research

Gazipur City Corporation (GCC) was formed in 2013, through the merger of Tongi and Gazipur municipalities along with large extents of semi-urban and rural areas. Extending over 329 sq. kms and with a population of 2,153,534, GCC is the largest city corporation in Bangladesh. The city is divided, for administrative purposes, into eight zones. Of these, zone 1 (Tongi) and zone 4 (Gazipur Sadar) include urban centres, with the balance six zones comprising less urban areas with far lower concentrations of population. In terms of abatement of pollution from unhygienic disposal of wastewater, the impact of interventions in zone 1 and zone 4 would be far greater than in other zones, reason why this assessment focus on those areas. Zone 1 (Tongi) has the largest number of wards (15) comprising of 650,597 population while zone 4 has 8 wards comprising of 244,528 (projected as of 2016). The slum population in zone 1 and zone 4 are 195,000 and 56,000 (Source: Unpublished WRG waste water rapid assessment report 2017). The baseline study on urban sanitation has been conducted in both zones with a view to capturing Impact Indicators of urban sanitation project.

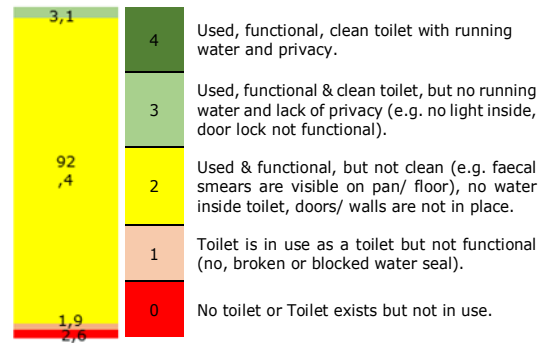
Baseline study on sanitation in GCC illustrated that although a significant proportion of the population have access to toilets, the toilets are mostly unimproved, as many are unhygienic, and for most, sludge ends up untreated in the environment; drains, waterways, and marginal lands. In fact, only 32.2% of the households have access to an environmentally safe toilet which indicate that improved toilet (Level 4 for

Indicator 1) preventing access to faeces by any animals or insects and human faeces are contained for storage/collection in such a way that it cannot contaminate surface or groundwater as well as effluent does not contaminate surface or ground water. The majority of the households (45.8%) have access to an improved toilet with fly management (prevents access of flies to faeces, Level 3 of Indicator 1) but no running water and lack of privacy (e.g. no light inside, door lock not functional). When we talk about hygienic use and maintenance, 92.4% of the households have a functional toilet but not clean (e.g. faecal smears are visible on pan/ floor), no water inside toilet, doors/ walls are not in place (Level 2 of Indicator 2).

**Indicator 1:
Access to Sanitation Facilities (Sanitary Toilet)**



**Indicator 2:
Hygienic Use and Maintenance of Sanitation Facilities**



In addition, 54.7% of the households have toilet with a handwashing station within ten meters of the toilet with access to water but have no access to soap. Majority of those who have a handwashing station with soap do not have a water source preventing contamination of water by hands. Moreover, 47.9% households exhibit a safe menstrual hygiene management (MHM) facility with safe products and disposal.

When we talk about containment, only 49% of them faecal sludge is contained in a septic tank but 26.8% it goes to a closed drain. In addition, for 8.6% of households faecal sludge is disposed on an off-set pit, while for 8.1% faecal sludge makes its way to the open drain, river or waterways. Other types include: to the street, field, or open pit (0.9%), to a pond (3.2%), to a direct pit (1.5%), to a double (alternating) off-set pit (0.3%) and to two or more sequential pits (2.3%). When asked about where the effluent goes, 86.4% of the respondents claimed that the effluent goes to a covered drain. In short, 38.6% of them discharge into the local environment and 60.8% have storage but not effective removal of human waste.

Sludge is being disposed into local environment and there is no practice of ensuring occupational safety and health issues –emptiers are even entering into the pits during the emptying without proper personal protective equipment. Irrespective of the wealth, gender of the household head, or type of settlement, the dwellers practice unsafe removal methods. Most of the faecal sludge is dumped in the immediate living environment, thus not in any way safely removed.

Considering above background, four significant behaviours have been identified which need focus under the urban sanitation programme in GCC. The Consumer research/formative research will analyse key determinants linking with present practice, knowledge and skills, barriers, willingness to upgradation, accessibility, willingness to invest for on-site emptying service, perception of reuse and safe disposal. Beside this, consumer research aims to better understand the sanitation related to hygiene behaviours of urban households including low income community (Slums) and non-households (Schools, Hospital/clinics, and Govt. Offices, market places, railway station and public toilet).

The research will assist the programme through providing a better understanding the motivating factors (and barriers) for achieving sustainable sanitation and hygiene behaviour for all. Specifically it is intended to inform evidence based behaviour change communication to improve and sustain the behaviours. The formative research will also inform activities undertaken as part of other programme components relating to sanitation demand creation, timely emptying, governance and social inclusion. In addition to this, the research will also find out knowledge, attitude and perception related to sewerage system for the proposed selected wards for zone 1 (Tongi) of GCC.

3. Project component for this research

'Consumer behaviour change and demand creation' is one of the components of SNV's 'Urban Sanitation and Hygiene for Health and Development (USHHD)' approach. The assignment will be conducted under this component with coordination among other component of the programme, the other components are Safe and Affordable Service, Governance, Smart Finance & Investment, Technology and Knowledge Management.

For the urban context, behaviour change communication (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.

4. Focus Behaviours for this research

After reviewing and analysing data of baseline study, conduction of prioritization workshop with relevant stakeholders and consultation with team members' four significant behaviours were identified. Research will be design based on these:

Behaviour 1

Build and maintenance improved containment (pit/septic tank).

Behaviour 2

Hygienic use and maintenance of clean toilet with privacy.

Behaviour 3

Handwashing with soap after defecation and safe menstrual hygiene management (MHM).

Behaviour 4

Safe and timely removal of human waste/faecal sludge from septic tank/pit.

5. Investigate awareness, perception and attitude towards sewerage systems

As mentioned, Greater Dhaka Watershed Restoration Work-Stream (GDWR) has also proposed sewerage system for the high density zone 1 (Tongi) of GCC. But, there is no information on public understanding, awareness, attitude and perception related to this upcoming system. Thus, this additional research on sewer network will include knowledge and skills of the households, role and decision, affordability, intention, social support, willingness to pay, willingness to connect and other determining factors as well as status of these determinants.

To conduct this study, it will be necessary to review and document other experiences outside Bangladesh for lessons learned and inputs that may be provided to the project and GCC regarding understanding the attitudes of citizens towards connecting to the new sewer network. It is especially proposed to focus on initiatives where sewerage systems and FSM services are in place at the same time and in the same area. We expect that findings will help to merge areas proposed to be covered by sewer network into BCC Strategy of urban sanitation programme or indicate the need to develop separate strategy, if required.

6. Research Objectives

The intended outcome from the research is that the findings will be used to develop a practical behaviour change communication strategy that will help to ensure the sustainability of improved sanitation behaviours in Gazipur City Corporation as part of the urban sanitation practices, and thus support the proposed integrated wastewater management initiative.

To understand the behaviours, the research will be conducted and analysed with consideration to both females and males perspectives, heads of households and non-heads of households and their commonalities; perspectives of schools and health institutions; and any identified gender differences between urban households and non-urban households in Gazipur City Corporation.

The overall objective of this research is to identify opportunity, ability and motivations of the focus sanitation behaviours. The specific objectives of the formative research are:

- To understand the behavioural determinants of selected focus sanitation behaviours for the

- target group in terms of opportunity, ability and motivations;
- To prioritize those behavioural determinants that there is opportunity and scope to change through behaviour change communication to improve sustainability of outcomes.
- To assess knowledge, attitude and perception related to sewerage system

7. Scope of work

The assignment will preferably include, but not limited to:

- Conduct a desk review of relevant research papers both on sewer and non-sewer network available from Bangladesh and outside, including but not limited to SNV conducted studies and research.
- Develop and propose a methodology, taking into account existing guidelines and tools of SNV.
- Presentation(s) and stakeholder consultation(s) regarding methodology and tool(s) for data collection.
- Administer data collection in the research area that includes collection, supervision, cross validation, quality control and data transcription.
- Data management and analysis as per research themes in the objectives.
- Analyse existing knowledge, practice and coverage (KPC) in different market segments e.g. building owner, education & health institutes and slum dwellers.
- Recommend message contents along with primary, secondary and tertiary audience;
- Define local level change makers and agencies for disseminating messages;
- Engaged GCC's personnel in study process and ensure their participation.
- Present findings in a half-day validation workshop.
- Submit the report (full report with executive summary) in English.

8. Research design/Methodology and tools

The research may use the Focus, Ability, Opportunity and Motivation (FOAM) framework or any other well established framework as a means of organising and analysing the behavioural determinants. Behavioural determinants are the factors that can facilitate or inhibit a behaviour of interest among a certain population. Tools and data collection approaches will need to be selected and tailored accordingly to address study hypothesis developed for each of the behavioural determinants relating to Opportunity, Ability and Motivation. Broadly speaking these relate to:

- Opportunity: Does the individual have the chance to perform the behaviour?
- Ability: Is the individual capable of performing it?
- Motivation: Does the individual want to perform it?

The consultant should expect to undertake desk research, focus group discussions and semi-structured interviews, key informants interviews with key actors, any other applicable methods (open for the consultant/requested to be shared) both for focus behaviours and sewerage system. The consultant is strongly advised to build on existing data and tools where possible.

SL	Methodology	Tools
1	Review of existing literatures and documents.	Collected documents, publications and reports.
2	In-depth Interviews with HHs (with access to basic sanitation, without access to basic sanitation -heads of households and non-heads) and non HHs.	Semi Structure questionnaire based on all determinants.
3	Participatory workshop for defining determinants and developing research hypothesis with key stakeholders/informants.	Participatory workshop processes-presentations, Small group work, discussions in plenary.
4	Focus group discussions with HHs (women and men/heads of households) and non-HHs (Schools, Hospitals, Public places).	FGD tools and guideline; Participatory activities.
5	Key Informants Interviews with HHs (Both Slum & non slum) and non-HHs (Educational Institutions, Health Institutions, Govt. office, Public Toilet, Railway Station,	Structured checklist.

	public spaces).	
6	Secondary Data analysis.	Data Source Checklist.
7	Data Compilation and analysis.	Excel/SPSS/ other suitable application.
8	Validation workshop.	PPT/questionnaire.
9	Other applicable methods.	As convenient.
10	Analysis and Reporting.	Collected data, information.

Sample size for interview, FGD and KII will be agreed between both parties during inception. Available literatures and documents related to health and in particular to WASH programmes in Bangladesh to be reviewed.

9. Study area

Gazipur City Corporation (GCC) is divided into 8 zones, for administrative purposes. Of these, zone 1 (Tongi) and zone 4 (Gazipur) include urban centres, with the balance six zones comprising less urban areas, with far lower concentrations of population. In this research, data will be collected from zone 1 and zone 4 of Gazipur City Corporation (GCC). Information/data related to 'Network Sewer System' will be collected only from zone 1 (Tongi).

10. Expected Output

Comprehensive report addressing motivations, abilities and opportunities of the selected sanitation behaviour in zone 1 and zone 4 of GCC. The findings/report will be used to develop a practical behaviour change communication strategy that will help ensure the sustainability of improved sanitation behaviour in zone 1 and zone 4 of GCC. It is important to engage GCC's personnel in the study process and ensure their participation.

11. Deliverables

The Consultant (s) is expected to deliver a comprehensive and high quality analytical report to above mentioned scope of work:

- Detailed study protocol - setting out data collection methodology, design, plan, ethics, data management and accompanying set of draft tools.
- Inception report (digital copy) of the assignment.
- Separate draft report for focus behaviours and network sewer system including data and other relevant information in the annexes.
- Photograph of all events of the study (Soft Copy), with consent forms.
- Final report incorporating the comments in the main text and data & other supporting information in the annexes. The final report should include: Digital & hardcopy of guidelines, proceeding of the meetings and consultation workshops; and contact list of people interacted; and other relevant documents as appropriate.

12. Responsibilities

Urban Sanitation Programme

- Provide support for introduction to GCC officials;
- Support to provide programme documents;
- Provide assistance on the study set up and design, and provide feedback when needed;
- Pay the consultancy fee and costs related to the study (within the budget to be agreed upon by SNV and consultant/s);
- Assist for meetings with local stakeholders;
- Provide other input and assistance as appropriate.

Consultant/s

- Lead the study, including design, implementation, data collection from the fields, report writing, validation workshop and finalisation within the agreed timeframe;
- Responsibility for the enumerators recruitment;
- Consultant/s will bear any/all expenditure related to the study;

- Supervise enumerators, data collection and ensure consistency of collected information;
- Data management, cleaning and analysis;
- Arrange for taking quality photographs for all events of the study;
- Report writing;
- Arrange and present key study findings in intermediate consultative meetings/discussions; and final validation workshop.

13. Timeframe

The total duration of the assignment will be for 16 weeks after signing of the contract. Commencement of the services is expected to be started by 1st July 2019.

14. Implementation arrangements

The consultant will report to the Team Leader (SNV UrbanSan Programme) for each of the deliverables, and will work closely with the BCC Advisor for day to day reporting and also with other team members and city authority respective personnel.

Payment will be made to the agreed account in 3 steps upon receiving of invoice, 1) 30% after submission of inception report; 2) 40% after receiving draft report; and 3) 30% approval of the final report. VAT and Tax will be deducted as per government policy.

15. Qualifications/experiences

The consultant/s firm should be a highly experienced professional in the field of communication for development and/ or behavioural science, preferably with a focus on public health, sanitation and hygiene. The consultant should have experience in leading and facilitating BCC/SBCC formative research/study, should be fluent in Bengali and English.

Team leader and other Key players/study team members should be highly experienced in relevant area and have necessary skill in research design, data collection, analysis and report writing.

16. Application

Interested organisations or consulting firms are requested to submit their technical and financial proposals with details of organisational profiles, relevant experience, methodology including activities and milestones, budget details, time frame and CVs of experts.

Electronic copy of the proposal duly signed should be submitted to bangladesh@snv.org with the subject line: **Formative Research/Consumer Demand Research on Urban Sanitation Behaviour Change Communication for Gazipur City Corporation** latest by **22nd June 2019**.

Or hard copy can be submitted to:
SNV Netherlands Development Organisation
House 11, Road 72, Gulshan 2, Dhaka 1212

For any query related to the ToR, please email to Ariful Islam, BCC Advisor Email: mislam@snv.org to keep CC bangladesh@snv.org.