



Terms of Reference (ToR) for BCC Strategy Development for demand creation on urban sanitation services for Jashore and Benapole municipalities

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.

2. Background of this assignment

'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 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 and take into account the different needs, preferences and attitudes towards sanitation services. It is evident that without increased demand for sanitation services, the market for faecal sludge management and other sanitation services and the willingness-to-pay is limited.

A baseline study was conducted in Benapole and Jashore municipality. The sanitation scenario of both towns indicates that inadequacy of initiatives for safe sanitation practices has created several environmental and health risk for the people. In addition, the existence of slums and unplanned households have been playing as intervening variable hampering to bring about qualitative changes. Based on the findings of baseline and consultation with different stakeholders focus behaviours were identified. Four identified focus behaviours are:

- **Behaviour 1:** Improve and use environmentally safe toilet to protect contamination of surface or ground water.
- **Behaviour 2:** Build/maintenance improve toilet with pit/septic tank to protect human contact or flies or other animals (rodents, insects).
- **Behaviour 3:** Hygienic use and maintenance of clean toilet with privacy (incl. hand washing with soap & Menstrual Hygiene Management).
- **Behaviour 4:** Obtaining regular/timely safe (mechanical and manual) service for sludge removal from septic tank/pit.

A formative/consumer research was conducted considering mentioned four focus behaviours following the FOAM framework. The study was carried out with an aim to understand the sanitation related hygiene behaviours of urban households including low income community (slums) and non-households (schools, hospital/clinics, Govt. offices, markets and public toilet). The research findings is assisting the programme through providing 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.

Next step is to design and implement BCC intervention to create demand. Prior to that, BCC Strategy is crucial to guide the intervention. Given the context, current requirement of programme is to develop BCC Strategy. Therefore, SNV is seeking consulting firm/consultants to develop Behaviour Change Communication Strategy based on the findings of formative/consumer research for Jashore and Benapole municipality separately.

3. Briefs on Intervened town

The **WASH SDG programme** is being implemented in 2 southern towns and 1 city corporation (Jashore, Benapole and Gazipur City Corporation). As primary audience there are multiple stakeholders in these project areas, such as building owner, low income community, education authority, hospital and clinic authority, govt. and non govt. institutes, market authority and public toilet management committee. SNV is implementing the programme in coordination with all stakeholders under leadership of LGIs. Though UrbanSan programme is working in 3 towns and city, this assignment is for Jashore and Benapole only. A brief on these two towns is given below:

Jashore is one the oldest municipality in then Bengal Province, which was established in 1864. Jashore Paurashava is located at the headquarters of Jashore District with 9 Wards. 286,163 people are living in 14.72 square kilometre area in Jashore. Number of total household in paurashava is 52,862, among them 30% lives in slum. About 70% toilets are unimproved in Jashore. 77% septic tank/pit are not emptying regularly and safely, while 9% toilets do not have any containment. Jashore Paurashava use to provide mechanical emptying services through the vacutugs provided by development partners, but it is non-functional in recent days hence all the emptying is done by informal manual emptier.

Benapole is one of the newest Paurashava, which was established in 2006. Benapole Paurashava is located in Sharsha Upzilla under Jashore District. About 90,000 people are live in 17.40 square kilometre area in Beanpole Paurashava. Total number of buildings is 6,410, including 23 govt. building. Total household is 17,833, while average family size is 4.9. About 80% of the toilets are unimproved in Benapole. 61% septic tank/pit are not emptying regularly and safely, while 3.6% toilets do not have any containment. Even though Municipality is responsible for provision of sanitation services including emptying but due to lack of awareness and resources they haven't provided any services till now hence all the emptying are done by informal emptiers who come from adjoining areas as there is no known settlements for emptiers.

4. Objective of the assignment

The broad objective of the consultancy service is to develop BCC Strategy based on findings of formative/consumer research and separately for Jashore and Benapole municipalities addressing focus hygiene and sanitation behaviours. The specific objectives are:

- To develop realistic, innovative and effective BCC Strategy considering urban households, low income community (Slum), Non household (School, Hospital/clinic, Public places, Govt. & Non Govt. office);
- To develop the strategy considering gender equality and social inclusion (GESI).

5. Scope of work

The assignment will preferably include, but not limited to:

- Review report of Baseline study, Formative/Consumer research, GESI assessment of WASH SDG Programme. Beside this, review available BCC Strategy in relation to urban sanitation;
- Stakeholder and Market Segment Mapping for each behaviour ;
- Identify communication objective for the strategy ;
- Messages for different target audience and finalization through field test ;
- Develop strategic approach and positioning of BCC intervention ;
- Develop implementation plan to roll-out the BCC Strategy ;
- Determine role and responsibilities of different stakeholders for implementation ;
- Identify communication tools, materials and channels with a good mix of diverse channels ;
- Develop a simplified Monitoring plan ;
- Conduct validation workshop to present and validate the draft strategy ;
- Engaged personnel of municipalities in strategy development process and ensure their participation;
- Provide training to staff of municipalities on implementing this strategy

6. Methodology

This strategy will be developed in participatory approach. Participation of municipality's officials and relevant stakeholders need to ensure in different steps in designing both strategies. We will appreciate to propose other participatory methodology beyond mentioned below-

- Review of existing project documents (Report of Formative/Consumer Study, Baseline Study, GESI Assessment Report, School Assessment Report) ;
- Review of available BCC Strategy in relation to urban sanitation and other WASH related guideline, policy, manual both at national and similar context ;
- In-depth consultation with project staff, LGI's staff, Councilors, Community leader, NGOs and other stakeholder;
- Separate stakeholder Workshop, Benapole and Jeshore, including orient stakeholders regarding BCC related to Urban Sanitation ;
- Analysis of findings from consultation and workshop ;
- Develop draft strategy ;
- Validate through workshop ;
- Finalize the BCC Strategy, separately for Jashore and Benapole ;
- Conduct training on implement the strategy

7. Deliverables

The Consultant (s) is expected to deliver two separate comprehensive and high quality BCC Strategies mentioned scope of work:

- Inception report of the assignment;
- Draft BCC Strategy for both municipalities;
- Final BCC Strategy for Jashore Municipality;
- Final BCC strategy for Benapole Municipality;
- Bangla version of both BCC Strategy ;
- Training report

8. Responsibilities

Urban Sanitation Programme

- Provide support for introduction to LGI's officials;
- Support to provide programme documents;
- Provide assistance on the methodology design, and provide feedback when needed;
- Pay the consultancy fee and costs related to the assignment (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 assignment, including design, implementation, stakeholder consultation, strategy development, validation workshop and finalisation within the agreed timeframe;
- Responsibility for the arrangement of workshop, consultation and orientation;
- Consultant/s will bear any/all expenditure related to the assignment;
- Inform update in regular basis;

- Arrange for taking quality photographs for all events of the assignment;
- Strategy development;
- Arrange final validation workshop;
- Arrange training on implementation of strategy.

9. Timeframe

The total duration of the assignment will be for 12 weeks after signing of the contract. Commencement of the services is expected to be started by 28 July 2019.

10. 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 signing the contract; 2) 40% after receiving draft report; and 3) 30% approval of the final report. SNV will make payments in compliance with the rules of Bangladesh Government. As per income tax law, Tax will be deducted from the main budget amount by SNV (in general for national consultants 10%). VAT will be added to the main budget and kept at source (15%). Only VAT is required to be included in the total budget.

11. 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 sound knowledge on BCC approach, theory, intervention design and experience in leading and facilitating BCC/SBCC strategy development and formative research/study, should be fluent in Bengali and English.

Team leader and other Key players/team members should be highly experienced in relevant area and have necessary skill in facilitating workshop, training, BCC Strategy development.

12. 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: **Developing BCC Strategy for demand creation on urban sanitation services for Jashore and Benapole municipalities** latest by **11 July 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.