

Terms of Reference (ToR) for Implementation of BCC campaign on sanitation behaviour at Jashore and Benapole Municipality

1. Introduction and Background of the campaign

Paurashava is responsible to ensure sanitation services for its citizen as per municipality act 2009. But, they are facing different type of challenges to ensure citywide sanitation services. As for example, lack of resources, lack of capacity, lack of demand of sanitation services, sanitation and hygiene behaviour of households and non-households. Behaviour change communication (BCC) and demand creation is one of the core components of urban sanitation. Without increased demand for sanitation services, the market for safely managed sanitation or faecal sludge management and other sanitation services and the willingness-to-pay is limited. To realize this, Jashore and Benapole municipalities have taken different initiatives related to BCC and demand creation. Now both municipalities have planned to conduct BCC campaign on identified priority behaviour. SNV Netherlands Development Organisation has been providing necessary support to Jashore and Benapole municipalities in designing and implementing BCC campaign.

To understand sanitation and hygiene situation, a baseline study was conducted by Jashore and Benapole municipalities with necessary support from SNV. This study revealed that although a significant proportion of the households have access to toilets, the toilets are mostly unimproved, flies come contact with faeces, many are unhygienic and, for most, sludge ends up untreated in the environment. As a result, environment is being contaminated and posing health risk. After dig deeper into baseline data and consultation with relevant stakeholders, priority behaviours were identified which need to address to improve sanitation situation. A formative research was conducted which contributed in prioritizing behavioural determinants that need to address and there is opportunity and scope to change through BCC intervention to improve sustainability of outcomes. Based on the findings of formative research, a practical and evidence based 'BCC and demand creation strategy' was developed separately for Jashore and Benapole, which is approved by municipal authority. Under the guidance of BCC Strategy and considering significant determinants BCC campaign was designed for both municipalities and identified some activities for implementation. This campaign has planned in targeting one behaviour of each municipality. Jashore municipality has selected **"Timely and safe removal of faecal sludge from septic tank/pit"**, while Benapole municipality selected the behaviour **"Use improve toilet without access by flies and rats"**.

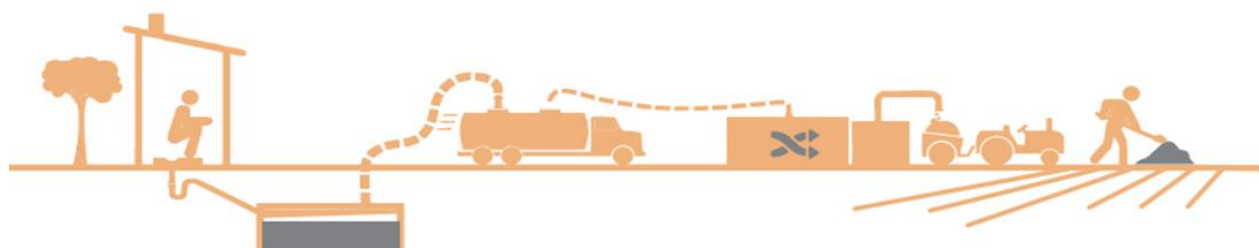
Beside this, school is one of the segments of urban sanitation. SNV is supporting education and school authority and school management committee related to school sanitation. As part of this, SNV is providing necessary support to three secondary schools at Jashore to demonstrate school sanitation. Under this initiative, SNV have plan to develop some communication material on hygiene promotion and maintenance of toilet for school sanitation targeting students and other stakeholders.

2. Snapshot of campaign

2.1 Establish Brand on FSM service at Jashore Municipality

Baseline study revealed that 77% households have containment or storage facility of faecal sludge. But, pits or septic tanks have not been emptied within timely emptying and safely. Now Jashore Municipality is providing faecal sludge management (FSM) service.

Under FSM Service, Jashore municipality have Vacutug trucks to collect faecal sludge mechanically from containment (septic tank/pit). This Vacutug truck transport the sludge safely without contaminate environment to treatment plant. Jashore municipality have a functional faecal sludge treatment plant (FSTP). After treating the liquid part, it disposed into the environment. Municipality have plan to reuse treated sludge in producing compost with solid waste.



Now the challenge is to create demand of this FSM service among city dwellers of Jashore municipality. So, it is important to create demand of FSM Service and motive people to receive this service for safely emptying their pit/septic tank. At the same time, need to change behaviour that people will remove faecal sludge from their septic tank/pit in timely manner.

A brand creates desire and aspiration that translate into adopted, acquired behavior or service. People adopt things that seem desirable to them. Brands are not about products anymore. Services, concepts, ideologies, and even desired behaviors are now making significant brands. More people would receive FSM service if the desire is created and addressed. Considering this, Jashore Paurashava have adopt Branding approach to promote FSM service. A brand name and logo has finalized after pretesting. Phasewise campaign plan has also developed to promote FSM brand and behaviours. The selected name of the FSM brand is "SABUJ SHEBA" (Green Service). Citizen of Jashore Municipality liked this brand as SABUJ is a positive word and it illustrate safe environment. They also prefer this word as it is easy to remember. Primary audience of this campaign is house owner who have septic tank/pit.

We have divided this campaign into two phases-

Phase – 1

Objective:

- Increase visibility of FSM Brand 'Sabuj Sheba'
- Create awareness of FSM Brand

Phase – 2

Objective:

- To motivate house owners for timely and safe emptying
- To increase intention to receive FSM service from Paurashava

2.2 Campaign concept for Benapole municipality

Baseline findings of Benapole illustrated that all households have toilet and few use share toilets. In some toilet flies can go and out through pan of the toilet and contact with faeces as water seal is not exist in this toilets or water seal is not functional. This is contaminating environment and increasing health risk.

Baseline data indicate that some households from poorest, poor, and medium wealth don't have water seal and flies have access to faeces. Formative research finds that usually household head play an important role and take decision issues related to installation, maintenance, and purchase materials for toilet. So, the primary target audience for this behaviour is-

- Household head of poorest, poor and medium wealth households

Formative research revealed that most of the people don't have clear idea how it causes harm and how it impact on environment and health. Some of the households believe that existence or non-existence of water seal in toilet is no positive or negative impact on environment and health. Moreover, some head of households think that water seal often remains dirty which causes nuisance

Considering the above significant determinants and target audience, Benapole municipality have selected a concept of campaign. The selected concept is "Poo Fly". This concept will highlight how flies contaminate environment and increasing health risk due to non existent of water seal. Based on this concept a campaign plan developed. This plan has identified some communication materials and activities to implement this campaign.

Objective of Campaign at Benapole:

- Increase knowledge on importance and benefits of waterseal
- Know the effect to family members, environment and human health
- Know about maintenance/management of water seal
- Change their belief and attitude regarding water seal installation and maintenance

Now Jashore and Benapole municipalities have planned to implement campaign as per plan. SNV will support to implement this campaign. Given this context, SNV is seeking a communication/implementing agency to (i): production of BCC materials (ii): implement campaign as per plan at Jashore and Benapole.

3. Sanitation and hygiene promotion at School

It is evident that accessibility to safe and clean water, adequate sanitation facilities and knowledge of hygiene behaviours have positive effect on children's development and their educational environment. However, lack of separate and safe sanitary services at school level may hinder girl children from attending schools. In addition, lack of sanitation facility causes different water borne diseases. Hence, hygiene education, improved hygiene behavioural practices, knowledge transfer, and the management of sanitation facilities are essential at school levels. In addition, hygiene related education could bring a positive change in the student's behaviours for which students would be able to act hygienically at school and household premises. Moreover, appropriate sanitation & hygienic behaviour taught in schools can act like a lifelong habit for growing adults.

Realizing the importance SNV has taken different initiatives including demonstration of school sanitation at Jashore which will be replicable. We have plan to develop materials on handwashing, menstrual hygiene management, maintenance of toilet targeting students, teacher, SMC and other stakeholders. Need to identify some activities for sanitation and hygiene promotion considering context of Jashore. We are also thinking about branding of this initiative which will be create desire for other schools.

3. Objective of the assignment

The overall objective of the campaign is to create demand for safe sanitation service providing by Jashore municipality and increase safe sanitation practice among dwellers of Benapole municipality

The specific objectives are:

- To develop BCC materials for Jashore and Benapole municipalities as per plan
- To implement campaign as per plan in both municipalities under the guidance of municipalities and SNV
- To support in monitoring the campaign

4. Scope of work

Review of campaign idea and design

- Review BCC strategy of Jashore and Benapole municipality, report of formative research
- Review branding and campaign concept of Jashore and Benapole municipality
- Review campaign design and plan
- Review creative route and material

Develop script and modality for BCC materials and activities for campaign

- Develop script and story board for A/V materials based on concept
- Develop script for theatre based on concept
- Develop detail modality for event/activation and other activities

Production of BCC materials for campaign

- Develop A/V materials based on developed concept
- Develop materials for outdoor campaign
- Develop print materials for campaign
- Develop different type of materials for school sanitation

Implementation of campaign

- Finalize modality of launching event both for Jashore and Benapole
- Arrange logistics and organize launching event
- Install and placing billboard and other outdoor materials
- Branding of Vacu-Tag
- Placement of promotional video and TV Spot in local cable TVs
- Organize and execution of activation and event
- Implementation of community gathering/theatre
- Plan and execute door to door campaign
- Develop and execute PR plan
- Implementation of social media campaign

Support in monitoring the campaign

- Support both municipalities in monitoring the campaign

5. Deliverable

The agency is expected to deliver:

- BCC materials for Jashore and Benapole municipalities and school sanitation
- Field level execution plan of campaign
- Quality photographs and video of each event
- Report of each major event
- Monthly progress report on implementation
- Campaign completion report of each town

6. Campaign activities and BCC Materials

6.1 Campaign activities and materials for Jashore Municipality

1st Phase (2 Months)			
Sl#	Item	Description	Role of Agency
1	Campaign Launching	Launching idea (visual contents need to develop based on the TG) <ul style="list-style-type: none"> • Press conference (press kit) • Logo Unveiling • Backdrop • Venue branding • Snacks for 70 participants • Photography & Videography 	<ul style="list-style-type: none"> • Support to ensure guest and participants (60 participants from journalist, ward councilor, representative of civil society) • Organize event • Develop and execute plan of logo unveil • Venue branding • Arrange and distribute snacks • Take photo and capture video • Prepare a report
2	Cutout of Logo	25 cutout for outdoor activity 5mm PVC Board with inject print, Matt lamination 4 feet X 4 feet	<ul style="list-style-type: none"> • Develop design and production • Place in different location in consultation with paurashava • Maintenance
3	Mega Signboard	<ul style="list-style-type: none"> • Size: 6x4 Feet • Frame: 1.5"x1.5" Angle ban use minimum 4 square feet frame with 22 gauge MS sheet. • Stand: Minimum 1 stand 3' Dia MS steel pipe • Base: Minimum 3'x1.5'x1.5' square depth hole and cement dhalai • Flex: digital vinyl print and ¾ aluminum angle. • Warranty: Minimum 1year maintenance warranty • Quantity: 9 1 in each ward of Jashore Municipality	<ul style="list-style-type: none"> • Install billboard • Design and print flex for two times • Maintenance
4	Sticker for Logo Promotion (vacutag shape)	Size: 9" x 4.5" Paper: Linetec (Indonecian) Print: 4 color one side print QT: 10,000	<ul style="list-style-type: none"> • Design and approval • Print • Pasting at different location
5	Letter	Postcard Design and Print using postcard Quantity: 10,000	<ul style="list-style-type: none"> • Design • Print • Send through post office
6	T-Shirt	Round neck T-shirtTshirt 4 color logo print one side GSM: 140 gsmSize: Medium, Large, XLQT: 200 pcs	<ul style="list-style-type: none"> • Develop design and print

7	Dummy of Vacu Tag	Size: 12 x 6 inch Materials: 5mm PVC board with inject sticker print and matt lamination QT: 1200 pcs	<ul style="list-style-type: none"> • Design • Production • Distribute as guided by SNV and paurashava
8	Vacutag Branding	Branding 2500 Liter Vecu Tag: <ul style="list-style-type: none"> • Height: 10 feet X Wide: 3 Feet • PVC flex with wooden frame Branding 2000 Liter Vecu Tag: <ul style="list-style-type: none"> • Height: 9 feet X Wide: 3 Feet • PVC flex with wooden frame Branding 1500 Liter Vecu Tag: <ul style="list-style-type: none"> • Height: 10.5 feet X Wide: 9 inch • Vinyl Sticker Print with peasting 	<ul style="list-style-type: none"> • Develop design • Pasting for two times
09	PR Activities	Local News paper Article Press ad (5 insertions through local newspaper)	<ul style="list-style-type: none"> • Published two feature/ article at local newspaper • Design of press ad (3 col X 4 inch) • 5 insertions at local newspaper (2 in back page, 3 in inner page)
10	Vacu tag activation	Activation: 12 days Quiz, game and gift for the participants Different location in Jashore Municipality	<ul style="list-style-type: none"> • Cover all 9 wards of paurashava • Roaming different areas of a ward with vacutag • Interactive in nature • Take photo and capture video from few events
11	Easy Bike back side branding	Size: 20"x10" Sheet: 28 gauge plain sheet Paint: UV print Installation: Auto & Paddle rickshaw in town area Warranty/ maintenance: Minimum 6 months maintenance QT: 200	<ul style="list-style-type: none"> • Design and pasting for two times
12	Social media boosting and content developemnt	2 months long campaign using facebook and youtube targeting dwellers of Jashore Municipality	<ul style="list-style-type: none"> • Content development • Campaign using facebook page of paurashava and youtube, WhatsApp <p>Note: Agency will propose a package budget targeting house owners and some other segments who are living in Jashore Town</p>
2nd Phase (3 Months)			
Sl#	Item	Description	
1	Wall Paint	Size: 6x4 Feet Print: Artist Painting or Pen Design Paint: Enamel synthetic print Longibility: Minimum 6 months Location: Public or Government Quantity: 40	<ul style="list-style-type: none"> • Identify location in consultation with paurashava • Develop design • Paint at wall

2	Diamond Banner	Size: 2 x 2 feet Materials: PVC print with wooden frame Installation: Jashore municipality area QT: 200 pcs	<ul style="list-style-type: none"> Develop design Production Distribute/ hang at appropriate location
3	Leaflet	Size: 8.25"x11.5" Paper: 120 gsm Art paper Print: 4 Color Both Side QT: 20,000	<ul style="list-style-type: none"> Design and print Distribution through different event
4	Video Filler (Production and placement through cable TV)	Duration: 1 minute Full HD Quality Celebrity artist is not mandatory Insertion through Cable TV for 2 months (150 times) Copyright free music Subtitle in English	<ul style="list-style-type: none"> Develop concept and story board Production On air through cable TV network of Jashore
5	Community Gathering Program	9 programs Modality : Words from Community leaders Theatre Performance Cultural Show Q/A Session Quiz for the participants Ensure light and sound	<ul style="list-style-type: none"> Design event Organize event Ensure venue in consultation with paurashava and decoration Pre campaign Ensure 150-200 audience in each event Ensure guests Implement as per modality Distribution of material Set up information booth
06	PR Activities	Local News paper Article Local News paper add (6 insertion)	<ul style="list-style-type: none"> Published two feature/ article at local newspaper Design of press ad (3 col X 4 inch) 6 insertions at local newspaper (2 in back page, 4 in inner page)
07	Door to Door campaign	Service brief Game Show Leaflet distribution Sticker pasting with details Promotional Gift (Dummy Vacu Tag)	<ul style="list-style-type: none"> Recruit brand promoter (BP) Orientation for BP Implementation 1500 houses Develop checklist Prepare report
08	Social media boosting and content developemnt	2 months long campaign using facebook and youtube focusing different target audience of Jashore Municipality	<ul style="list-style-type: none"> Conduct campaign using facebook, youtube and WhatApps <p>Note: Agency will propose a package budget targeting house owners and some other segments who are living in Jashore Town</p>

6.2 Campaign activities and materials for Benapole Municipality (3 Months)

SI#	Item	Description	Role of Agency
1	Campaign launching of Benapole	Launching idea (visual contents will be developed based on the TG) <ul style="list-style-type: none"> Press conference (press kit) Venue decoration Backdrop 	<ul style="list-style-type: none"> Support to ensure guest and participants (60 participants from journalist, ward councilor, representative of civil

		<ul style="list-style-type: none"> • Snacks for 50 person • Photography & Videography 	society) <ul style="list-style-type: none"> • Organize event • Develop and execute plan of logo unveil • Venue branding • Arrange and distribute snacks • Take photo and capture video • Prepare a report
2	Wall Paint	Size: 6x4 Feet Location: Public or Government Print: Artist Painting or Pen Design Paint: Enamel synthetic print Longibility: Minimum 6 months Quantity: 35	<ul style="list-style-type: none"> • Identify location in consultation with paurashava • Develop design • Paint at wall
3	Diamond Banner	Size: 2 x 2 feet Materials: PVC print with wooden frame Installation: jessore Jashore city corporation area QT: 200 pcs	<ul style="list-style-type: none"> • Develop design • Production • Distribute/ hang at appropriate location
4	Leaflet	Size: 8.25"x11.5" Paper: 120 gsm Art paper Print: 4 Color Both Side QT: 15,000	<ul style="list-style-type: none"> • Design and print • Distribution through different event
5	Sticker	Size: 9" x 4.5" Paper: Sticker Paper Print: 4 color one side print QT: 10,000	<ul style="list-style-type: none"> • Design and approval • Print • Pasting at different location
6	Video Filler (Production and placement)	Duration: 1 minute Full HD Quality With Signature tune Copyright free music Subtitle in English 1 months Cable TV insertion (100 times both peak and off peak)	<ul style="list-style-type: none"> • Develop concept and story board • Production • On air through cable TV network of Jashore
7	Door to door campaign	<ul style="list-style-type: none"> • BP visit door to door (Visit 1000 houses) • Service brief • Leaflet distribution • Sticker pasting with details 	<ul style="list-style-type: none"> • Recruit Brand Promoter (BP) • Orientation for BP • Visit 1000 houses • Develop checklist • Prepare report
8	Community Gathering	05 programs Modality : Words from Community leaders Interactive Theatre Cultural Show Q/A Session Quiz for the participants	<ul style="list-style-type: none"> • Design event • Organize event • Ensure venue and decoration • Pre campaign • Ensure 150-200 audience in each event • Ensure guests • Implement as per modality • Distribution of material • Set up information booth

9	Social media boosting and content development	3 months long campaign using facebook and youtube focusing different target audience of Benapole Municipality	<ul style="list-style-type: none"> Conduct campaign using facebook, youtube and WhatApps <p>Note: Agency will propose a package budget targeting house owners and some other segments who are living in Benapole Town</p>
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6.3 Materials for School Sanitation

Sl.	Item	Description
2	Message board inside Girls' Toilet on MHM	Size: 2'x3' Print: Inject sticker print with matt lamination Pasting & Fixing with 5 mm PVC Board 6 Pcs Stainless Still Knob Qty: 08 pcs
3	PVC board focusing messages on toilet use and Hand Washing	Size: 2'x3' Print: Inject sticker print with matt lamination Pasting & Fixing with 5 mm PVC Board 6 Pcs Stainless Still Knob Qty: 20 pcs

6. Team Composition

We are looking for a multidisciplinary team combining professional specializations from different arenas related to this assignment. The core team may consist of the following profiles:

- Team Leader:** Having sound understanding of BCC approaches and models, BCC campaign design, concept development, implementation and monitoring of campaign. Should have 10-12 years of proven experience in the area of BCC/SBCC. Experience of working in sanitation, hygiene and urban sanitation issues will add value.
- Campaign Coordinator:** Having sound understanding on social communication campaign and vast experience in implementation of campaign on social issues. Should have 8-10 years practical experience in campaign implementation especially on social issues. Experience of working in sanitation, hygiene and urban sanitation issues will add value.
- Content developer/ creative writer/copy writer:** Having 5-8 years of experience in developing creative idea or writing. Should have experience of work in the area of BCC/SBCC campaign or social communication. Have sound knowledge on pre-testing concept, messages and materials.
- BCC Material developer:** Having 5-8 years of experience in developing BCC materials both print and audio-visual. Have sound knowledge on pre-testing concept, messages and materials.

We will only evaluate CVs of the above-mentioned proposed team members. If the agency feel the necessity for additional team members these may be proposed. There is no need to submit their CVs. All the CVs must be accurate and signed by both the individual and an authorised official of the agency/consultant.

7. Responsibilities

BCC Support Cell of Municipality

- Provide support for introduction to municipal officials and council members;
- Provide access to programme and other relevant documents;
- Provide necessary inputs and feedback in material and activity design;
- Provide necessary support in implementing campaign activities;
- Provide other inputs and assistance as appropriate.

SNV Urban Sanitation Programme Team

- Provide support for introduction to BCC Support Cell of municipality;
- Provide support for introduction to education and school authority;
- Facilitate access to relevant documents and information;
- Provide necessary guidance in producing materials;

- Provide necessary guidance in implementing campaign activities;
- Pay the consultancy fee and costs related to the assignment;
- Provide other input and assistance as appropriate.

Agency/Consultant

- Lead to develop campaign materials;
- Lead to placement and distribution of materials;
- Lead to design and design and implement campaign activities both at Jashore and Benapole;
- Coordinate with BCC support cell of both municipalities;
- Inform and update SNV and / or municipality on a regular basis;
- Arrange for taking quality photographs at all events of the assignment, including consent forms if required.

8. Timeframe

The total duration of the assignment will be for 26 weeks after signing of the contract. Commencement of the services is expected by March 2021.

9. Evaluation Criteria

The following criteria will be followed to evaluate technical proposals received:

- Technical Score (70):
 - Company Profile (Experience and expertise in designing and implementation of BCC Campaign): 10
 - Overall understanding of the proposed assignment: 10
 - Creative and strategic thinking and uniqueness (To submit a launching idea of campaign for Jashore Municipality): 20
 - Team Composition: 25
 - Gender Equity in team composition: 5
- Financial Proposal (30)
 - Competitiveness of the financial offer
 - Relevance and consistency with technical proposal

10. Application

Interested agency/consulting firms are requested to develop and submit their technical proposals in line with evaluation criteria mentioned in this ToR. Financial proposal will be based on planned activities and materials mentioned in above.

We expect agency will submit financial proposal separately for Jashore, Benapole and materials for school sanitation. But, a summary of financial proposal is required.

11. Implementation arrangements

The consultant will report to the WASH Sector Leader (SNV UrbanSan Programme) for each of the deliverables, and will work closely with the BCC Support Cell of municipality and SNV's BCC Advisor for day to day reporting; and also with other component holders and city coordinator of SNV.

Payment will be made upon submission of invoice and deliverable. 1) 30% of the contract after submitting the inception report; 2) 40% after submitting BCC materials; 3) 30% after submitting final campaign report, accepted by SNV and Paurashava.

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.

Electronic copy of the proposal duly signed should be submitted to bangladesh@snv.org with the subject line: **Implementation of BCC campaign on sanitation behaviour at Jashore and Benapole Municipality** latest by **20 March 2021**.

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