

Terms of Reference (ToR)
for

BCC Campaign and material design for Sanitation behaviour in Gazipur City Corporation

1. Introduction

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 compare 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.

Gazipur City Corporation currently does not provide any services for wastewater or faecal sludge management – either for pit/septic tank emptying, transportation of faecal sludge or treatment and disposal of the same. In 2017, an initiative titled “**Development of Integrated Wastewater Management System for Gazipur City Corporation (GCC)**” was started under the guidance of Greater Dhaka Watershed Restoration (GDWR) Work-Stream, of the Bangladesh Water Multi-Stakeholder Partnership (MSP), supported by 2030 Water Resources Group (2030WRG) and World Bank Group. In Gazipur, GDWR will focus mainly on infrastructure investment and development of PPP models, specifically in zones 1 and 4. Guided the Dhaka Sewerage Master Plan (DSMP), GCC proposed to focus on the more urbanised zones (zones 1 and 4) in a first phase; and recommended a combination of sewerage systems and Faecal Sludge Management (FSM, non-sewer) solutions, determined primarily on the basis of density of demand. In accordance with this, a combination of sewerage systems and non-network (FSM) systems is proposed in zone 1 (Tongi); and only FSM in zone 4 (Gazipur). The recommendations are currently being detailed further for implementation. Ensuring household support and buy-in for public sanitation services proposed by the initiative is considered essential to the success of the project; and is the main driver for this assignment.

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. 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. The WASH SDG Programme started in 2018 in Gazipur and is also part of the GDWR Work-Stream.

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. SNV and 2030 WRG are supporting GCC in designing and implementation of BCC intervention. Upward Spiral is facilitating the design of the BCC intervention.

2. Background of the Campaign

2.1. Focus Behaviour on sanitation in GCC

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 building 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.

This scenario may create several environmental and health risks for the people. The proposed GCC wastewater management initiative proposes to provide the infrastructure and services to ensure improved and safe collection, treatment and disposal of faecal sludge and wastewater. To make this initiative successful, it is crucial to have improved and safe containment in each building. In urban setting, septic tank is more effective for safe sanitation compare to other options of containment (as pit latrines and related). 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.

3. Deliverables

The selected agency is expected to deliver:

- Final campaign concept with logo and tagline (campaign idea)
- Final brand guideline document
- Final campaign design/plan including implementation plan
- Creative design of print materials
- Final Scripts of 3 Ad Films/Video Filler
- User interface design of website
- Social media campaign strategy/plan
- Plan for community gathering event with script for interactive theatre/other format
- Activation Ideas and Brief for the Marketing Campaign.

4. Team composition for this assignment

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/Strategic Planner:** Having sound understanding of BCC approaches and models, campaign design, concept development, implementation, and monitoring of campaign. Should have 10-12 years of proven experience in the area of social communication. 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.
- **Visualizer cum graphic designer:** Having 5-8 years of experience as visualizer or graphic designer. Have experience in designing BCC material on different social issues.
- **Message and 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/consultants 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.