

Request for Proposal (RfP):
**Promotional Material and Content Development for Municipal Solid
Waste (MSW) Management Awareness Campaign**

1. Introduction

1.1 Background

The PRABRIDHDHI project, funded by Embassy of Switzerland aims to promote Local Economic Development (LED) in selected municipalities in Bangladesh by working closely with the Local Government Division (LGD). The goal is to transform the partner municipalities into more competitive local regions where enterprises can thrive, new businesses are attracted to invest, employment and income opportunities are created, and the citizens enjoy improved standards of living. After successful completion of the two years Phase I, PRABRIDHDHI has started its current phase of implementation on September 01, 2020. During Phase I, PRABRIDHDHI worked with the Jashore and Shibganj municipalities primarily in the light engineering and mango sector, respectively. The project will expand to four to six new municipalities throughout the current phase.

1.2 Approach

The LED program's aim is to create a Business Enabling Environment and support better services for key actors by the municipalities and key stakeholders. A "territorial change management initiative" will be induced to foster Local Economic Development. The programme supports the municipalities and local businesses to create a common platform and processes for identifying the key blockages for business growth which impacts wealth generation and employment creation. At this moment, multiple projects, and investments (financed by GOB as well as Development partners) are focusing on the evolvement of municipalities and to improve the infrastructure at municipal level. The LED program complements these investments by utilizing resources, both physical and administrative, to the planned activities for business growth. PRABRIDHDHI supports municipalities and local business associations to identify key activities for business growth, design sub projects, while synergies are made with other initiatives of the government or development partners. The program also supports private companies and businesses through partnership to reduce the risks associated in piloting new business and growth strategies that create economic opportunities for the poor.

1.3 Context

Communities and local governments worldwide are increasingly integrating green growth strategies with the Local Economic Development (LED) approach to combat climate-change-induced impacts. PRABRIDHDHI will consider Environment and Green Growth (EGG) potentials while designing interventions. Municipal solid waste (MSW) management is a suitable domain which will be explored within partner municipalities to implement sustainable and scalable EGG initiatives. Municipal authorities in Bangladesh spend large portions of their budget on transporting waste out of the city to landfills (Matter et al., 2015). The potential of waste as a resource, recyclable and organic materials for composting or renewable energy, has only been recognized to a limited extent. In addition, the practice of segregating waste at source by households is followed rarely.

Municipalities are responsible for organizing the management of waste generated in households and community and for arranging the collection, segregation and disposal by the conservancy department to meet one of their essential needs- safe and timely collection of waste. Poorly managed waste can result in social, environmental and health consequences. However, in Bangladesh, there is a lack of knowledge, capacity and resources for waste management by the responsible authorities. At the same time, knowledge and awareness at the community level is also limited. Proper waste collection, segregation practices are rarely followed.

As part of LED implementation strategy, PRABRIDDDHI plans to support initiatives for Municipal Solid Waste (MSW) management with the selected municipalities. Municipal solid waste (MSW) management strategies will be explored within partner municipalities to implement sustainable practices and scalable Environment and Green Growth (EGG) initiatives.

2. Objective of the Assignment:

PRABRIDDDHI will support development of Municipal Solid Waste (MSW) management strategy for the selected municipalities. The pilot model for MSW will focus on MSW collection, segregation and awareness creation at the municipal level. For initiating the pilot model, PRABRIDDDHI plans to engage an organization to generate ideas, develop design and content for awareness campaigns and promotional materials related to MSW management.

PRABRIDDDHI will initiate the pilot model in Ward 5 of the Municipality of Shibganj. The project plans to expand to two more municipalities by May 2023.

PRABRIDDDHI is seeking proposals from individual experts/ firms/ organizations for this assignment. The scope of work broadly includes:

- Conceptualize, design and planning of awareness campaigns at the municipal level for MSW management as per national standards.
- Conceptualize, design and develop a promotional guidebook for raising awareness and integrating waste management practices at the level of waste generators (household and different institution).
- Design of promotional materials such as brochures, flyers, posters and banners for different awareness campaigns, events and workshops as per national standards.
- Design and develop training manual for capacity building of municipal staff, specifically the conservancy department as per national standards, Community Based Organizations (CBOs) and stakeholders for MSW including waste pickers/ cleaners/ labors.
- Conceptualize, design and development of interactive animated audio-visual(s) on MSW.
- Design digital awareness campaigns, development of related social media contents, graphics, audio/visuals and any other engaging contents tailored to the contexts of the municipalities.

The required content, design and materials will be developed in consultation and guidance with PRABRIDDDHI team. For each municipality, designs may need to be adjusted to but the core content of MSW management will remain same. The content needs to be developed in Bangla and English.

PRABRIDDDHI intends to engage a firm or an organization over a period of one-year for conducting the activities mentioned in the scope of work. Through a competitive tendering process, the

selected firm will be awarded a framework contract, delivering as per work order for each assignment.

The assignment type will be need-based, and the potential organizations are requested to submit the price quotations in terms of the activities which will require consultancy support (i.e., manual development, campaign planning etc.) and the type of activities which will require support for communication material design for printing. Hence, flat rates and variable rates are required to be mentioned based on the activity type.

4. Deliverables:

- Concept of awareness campaign at the municipal level.
- Promotional guidebook on MSW.
- Design and content of promotional materials.
- Training manual development for MSW management.
- Development of interactive animated audio/visuals on MSW.
- Development of digital awareness campaigns, social media content, graphics, audio/visuals and any other engaging contents tailored to the contexts of the municipalities.

The deliverables will be as per work order.

5. Timeline:

The framework contract will be active for a period of one year. Based on performance, the contract is subject to renewal/ cancellation.

6. Reporting:

The selected firm/organization will report to the Team Leader of PRABRIDDI.

7. Requirements

- Minimum 10 years of experience in the development of awareness campaigns, promotional and communication materials on waste management working with international development agencies nationally or internationally.
- Minimum 5 years of experience in designing campaigns, promotional and communication materials.
- Technical competency of the organization for execution of the assignment.

8. Selection Criteria:

Following an initial proposal expressed by interested individuals/ firms and a process of due diligence, applicants' will be selected based on

- Applicants' experience (40)
- Technical Proposal (40)
- Financial Proposal (20)

9. Required Documents for Submitting Proposal:

All bidding consultants/ firms/ research organizations/ universities are required to submit the following:

- A **technical proposal** (Maximum 5 pages) detailing understanding of the assignment, and demonstration of experience and capability of the organization to conduct the assignment.
- A separate **financial proposal** setting out a detailed budget for the assignment to be shared. The Financial proposal should include cost breakdown including monthly rates and/or daily rates as per working modality of the expert or the firm.
- A summary of relevant services (if any) provided during the last 5 years; Firms/Organizations are requested to attach sample of similar work done.
- Submission of detailed CVs of experts to be engaged for the assignment. The Expert should have background of working on waste management.
- It is mandatory for the bidders to submit evidence demonstrating their legal, taxation and financial status.

This includes:

- Tax identification number (TIN).
- VAT registration number (if applicable).
- A certificate of incorporation (if applicable).
- Trade license (if applicable).
- NGO bureau registration (if applicable).
- Joint stock registration certificate (if applicable)
- Proof of a segregated account (providing the name and address of such account).
- A signed statement testifying that all information contained within the proposal is correct and true.

10. Submission Procedure

Interested firms/organizations are requested to submit the technical and financial proposals and other necessary documents by **20 March 2023** to the following e-mail address:

bd.prabridhdi@swisscontact.org

The technical and financial proposal should be sent in separate e-mails. Failure to do so will disqualify the applicant from tendering process. “**MSW campaign development**” should be mentioned in the subject line.

The language of the proposal should be English. The proposal must be submitted in MS Word, maximum 05 A4 pages, font size Calibri 11, normal margin and 1.15-line spacing excluding the cover page and annexes.

If a proposal is not received in the manner specified in the request, especially if it is not received by the due time, it is deemed as non-qualifying proposal, and will not be considered.

For more information, please e-mail to bd.prabridhdi@swisscontact.org