

REQUEST FOR PROPOSAL (RFP)

Rainwater Harvesting Campaign: Demystifying rainwater harvesting – creating greater affiliation and value for rainwater within private sector and house owners

27 April 2021

Arusa I. Rahim from WaterAid will be available to answer any queries or clarifications you might have regarding this RFP. Please contact her at ArusaRahim@wateraid.org by **12.00pm on 5th May 2021.**

Submission of technical and financial quotation by **8 May 2021.**

Interested consultant/consulting/research firms are requested to submit a technical and a financial proposal through email at WaterAid-Tender-TA@wateraid.org with Subject line: **Rainwater Harvesting Campaign**



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SECTION - 1 (INFORMATION TO ORGANISATIONS)

- 1. Introduction**
- 1.1 The organisations are invited to submit a profile of the organization/individual and a financial proposal.
- 1.2 Costs for preparing the proposal and of negotiating the contract are non-reimbursable.
- 1.3 Organisations should observe the highest standard of ethics during the selection process and implementation of contracts. The attempt of any organisation to influence the internal WaterAid Bangladesh independent evaluation and selection process will automatically lead to the removal of this organisation's proposal from consideration. In addition, any misrepresentation of facts or institutional capacity will also lead to the removal of the misrepresented proposal from consideration.
- 1.4 WaterAid Bangladesh reserves the right to amend and modify this RFP document and also can select organisation(s) for providing goods and services cited in section-2 (point 6). Deliverables of this RFP are either for the entire content of the proposal or a part thereof.
- 2. Clarification and amendment of RFP documents**
- 2.1 At any time before the receipt of proposals, WaterAid Bangladesh may for any reason, whether at its own initiative or in response to a clarification requested by an invited organisation, amend the RFP. Any amendment shall be issued in writing and shall be posted and will be binding. WaterAid Bangladesh may at its discretion extend the deadline for the submission of proposals.
- 3. Preparation of proposal**
- 3.1 Organisations/individuals are requested to submit their proposal written in English (font-Arial, size-12). Proposals must remain valid for a minimum of 91 days after the submission date.
- Profile of the organisation (technical proposal)*
- 3.2 While preparing the Proposal, organisations must give particular attention to the following:
- Description of the organisation and an outline of recent experience on assignments similar to the nature of this RFP
 - It is desirable that the key professional staff who would be involved in the assignment have practical experience and an extended knowledge on the subject matter.
 - Reports or communication with WaterAid to be issued by the organisation(s) as part of this assignment must be in English.
- Financial Proposal*
- 3.3 In preparing the Financial Proposal, organisations are expected to take into account the requirements and conditions outlined in the RFP documents. The Financial Proposal should follow Standard Forms (Section 4).
- 3.4 The Financial Proposal should clearly identify item wise summary of cost for the assignment with detail breakdown, the taxes, VAT, duties, fees, levies and other charges to be included under the applicable law. WaterAid Bangladesh will deduct VAT and Tax at source according to the GoB rules and deposit the said amount to government treasury. An E-TIN/BIN should be attached with the financial proposal from applying organisation's end.

- 4. Submission, receipt and opening of proposals**
- 4.1 The original proposal (Profile of the Organisation and Financial) should be submitted electronically to the email address WaterAid-Tender-TA@wateraid.org with ‘**Rainwater Harvesting Campaign**’ as the subject.
- 4.2 Proposals submitted to any other e-mail account except the above will be treated as disqualified.
- 4.3 Submissions after the deadline **8 May 2021** will be treated as disqualified.
- 4.4 Attach the proposal along with all required documents with the email and put all attachments in **one zip folder** in the name of your organisation.
- 4.5 The proposal altogether should not exceed **10 pages**, and both the Profile of the Organisation (Technical Proposal) and the Financial Proposal needs to be submitted in PDF format, separately.
- 4.6 The Proposal will be reviewed by the evaluation committee and will be evaluated in line with the guidelines of WaterAid Bangladesh.

5. Proposal evaluation

Evaluation of technical proposals

- 5.1 The evaluation committee will evaluate the proposals on the basis of their responsiveness to Terms of Reference, applying the evaluation criteria and point system specified herein. Each responsive proposal will be given score. Proposal(s) will be rejected at this stage if it does not respond to important aspects of the Terms of Reference or if it fails to achieve the minimum technical score indicated below.

Technical proposal evaluation criteria

- 5.2 Evaluation Criteria, Evaluation and Ranking for Selection:
The final selection will be done following Quality and Cost Based (QCBS) method. This will be done by applying a weight of 0.80 (or 80 percent) and 0.20 (or 20 percent) respectively to the Profile of the Organisation and the Financial score of each evaluated proposal and then computing the relevant combined total score for each organisation.

Technical: 80

- Creative idea, strategy and conceptualization: 20
- Creative design indicatives: 10
- Work plan and timeline including talk series implementation: 10
- Team composition: 10
- Virtual Events plan and technical expertise:15
- OVC Video: 15

Evaluation of Financial Proposals

- 5.3.1 The evaluation committee will determine whether the Financial Proposals are complete (i.e. whether they have costed all items of the corresponding Technical Proposals). The Evaluation

Committee may invalidate any proposal if it is determined that significant budgetary mistakes or omissions undermine the integrity of the proposal.

- 5.3.2 The evaluation will be based upon a Quality and Cost Based Selection (QCBS) process. A total of 20 points will be allocated for this cost part.

Financial: 20

- Financial amount (the lowest financial proposal will be given highest score and vice versa): 15
- Financial cost details: 5

**Technical - 80 and Financial Proposal - 20
Total points from both - 100**

- 6. Negotiations**
- 6.1 Once the proposals are evaluated, WaterAid may enter into negotiation with one or more than one organisation for final selection.
- 6.2 Negotiations will include a discussion on the proposed methodology, performer, staffing, costing, any suggestions made by the organisation(s) to improve the Terms of Reference. WaterAid Bangladesh and the organisation(s) will then work out final terms of reference, performers, staffing, and bar diagrams indicating activities, logistics and reporting. The agreed work plan, cost and final terms of reference will then be incorporated in the contract document.
- 6.3 If negotiations fail, WaterAid Bangladesh will then invite those organisation(s) whose proposals received the next highest score. If none of the invited proposals led to an agreement, fresh Requests for Proposals (RFP) will be called upon.
- 6.4 WaterAid Bangladesh reserves the right to cancel the RFP at any point of time without serving any notice. Furthermore, WaterAid has its absolute discretion to suspend and disqualify any proposal or all proposals received without tendering any reason whatsoever.
- 7. Award of Contract** The consultant/firm is expected to commence the assignment within 2 weeks of signing the agreement.
- 8. Confidentiality** Information relating to evaluation of proposals and recommendations concerning awards will not be disclosed to the organisations who submitted the proposals or to other persons not officially concerned with the process, until the winning organisation has been notified that it has been awarded the contract.

Rainwater Harvesting Campaign: Demystifying rainwater harvesting - creating greater affiliation and value for Rain within private sector and household owners

1. Introduction

While major parts of Bangladesh receive consistent rainfall throughout the year, access to clean drinking water is still a recurrent problem in many regions of the country. Alongside scarcity of water, several geographies are becoming prone to unpredictable rainfall and diminishing ground water levels. In the backdrop of rapid urbanisation, the demand for water in real estate and infrastructure projects is also seen to be increasing significantly. Under such challenges, organisations and citizens need to step forward to usher in a sustainable and independent approach to saving water. Although rainwater itself is an extremely viable option for pure and safe drinking water, however, storing rainwater directly for use in the long run throughout the year would need more than just collecting rainwater, it would require a proper harvesting method.

WaterAid has been implementing its Rainwater Harvesting system for years now, initially executing it extensively in climate-affected rural parts of the country where saline water subdues clean water. Recently, alongside rural implementation, Rainwater Harvesting on rooftops of industries in urban areas and independent households in rural areas has become an environment-friendly and smart way to conserve water for consumption throughout the year.

Roofs are an excellent form of catchment, and infrastructures such as those of garments industries, shopping malls, plazas and real estates have them in abundance. Many factories can nowadays be seen having sloping and flat roofs – both of which is an excellent form of catchment as long as it is kept clean. And while big buildings consume thousands of liters of water each month in which most goes unmonitored, a clear water management strategy is required – through rainwater harvesting and water recycling – to help industries and independent households become water smart or water positive. This will contribute to achieving goal 6 and eventually help the nation contribute to achieving the sustainable development goals.

2. Objective

As part of WaterAid's work surrounding Rainwater Harvesting in industries in urban and households in urban and rural areas, we would like to develop a two-months long campaign showcasing the entire process of collection/catchment, conveyance, storage, and distribution/delivery of the system. Through this campaign, viewer's knowledge on rooftop Rainwater Harvesting will be increased, awareness of this environment-friendly and smart water conservation technique will be shared, and those who have already used similar Rainwater Harvesting techniques on their roofs will be acknowledged through interaction on social media. The entire two-months long campaign will focus on doing so in various ways as mentioned in the deliverable section of the ToR; along with celebrating Rain Week following 1st Day of Ashar 2021.

3. Target audience

Viewers ranging from policy makers, researchers, independent household owners, industry owners, schoolteachers and principals, large scale horizontal landowners, medium- and small-scale businesses, plaza committees, real estate businesses and youth.

4. Scope of work

- WaterAid will provide agency with all necessary information and drawings related to Rainwater Harvesting in order to develop the campaign materials.
- The campaign materials should be creative, innovative, and attractive – messaging.
- Videos and statics produced need to be of good quality.
- Examples of some similar videos are:
<https://www.youtube.com/watch?v=utXTna5pZRs>
<https://www.youtube.com/watch?v=IJaQUOj2Tg4>

Also examples of video on real sites, interviews, household practices by individuals, factory practices of industry and businesses.

** The selected agency is free to propose additional/supplementary activities in order to ensure that the final objective is met to a high standard.

5. Major activities

Major activities to be undertaken in this assignment have been listed under the deliverables. However, it will be a plus if the applying organisation comes up with innovative ideas following the ToR. Please note this is a time bound assignment.

6. Timeline

Activities	Timeline
ToR circulation	27 April 2021
Invite queries and clarifications by 12.00pm	5 th May 2021
Closure of the invitation at 5.00pm	8 May 2021
Work plan and creatives shared and finalised	30 th May 2021
Campaign LIVE	1 st June 2021 onwards

7. Deliverables

Details of deliverables include the following: number of deliverables mentioned are for a six-month campaign period on social and traditional media:

The assignment	Examples to achieve the assignment
1. Social Media Mass Awareness package	<p>The social media package will incorporate all deliverables dissemination including 2 and 3 below. However, some specific deliverables are expected here which included OVC containing the following to be disseminated through different social media platforms:</p> <p>Videos:</p> <p>a) FOUR 1–3-minutes animated loop videos showing the steps to industrial rooftop Rainwater Harvesting, its benefits – 2 videos for rural and 2 for urban. The video can be in any form of animation: 2D motion graphics animation, 3D animation, whiteboard animation, stop motion, etc.</p>

	<p>b) Four 2-3 minutes video showing the pre-existing RWH projects as a good practice and example in factory and household including interviews of Rain Champions. 2-3 minutes video highlighting Green buildings in Dhaka city.</p> <p>c) 1 Expert Interview 2-3 minutes</p> <p>d) 6 candid public opinion video 1 min each.</p> <p>e) 6 celebrity endorsement videos 30 second each</p> <p>For static content:</p> <p>f. 12 images and infographics showing the steps to industrial rooftop Rainwater Harvesting, its benefits, its linkage with the SDGs and specifically goal 6, and 13, statistics, evidence etc.</p> <p>Content of images need to be in Bangla and English subject to TG.</p> <p>Suggest something different:</p> <ul style="list-style-type: none"> - Any online game or contest to engage audience on Rain water awareness is expected.
<p>2. Talk-shows and discussions</p>	<p>These talk-shows are encouraged to invite key stakeholders such as policy makers, independent household owners, large scale horizontal landowners, medium- and small-scale businesses, plaza committees, real estate businesses and government bodies (BGMEA/BKMEA)</p> <p>The discussion may be on the following agendas:</p> <p>a. The importance of RWHs with a climate change in urban and rural context. Guests: Academia, BGMEA, BKMEA, Development partner.</p> <p>b. Technical discussion on the benefits of RWH and why we should opt for it. Guests: Technical expert.</p> <p>c. Individuals who have previously used RWHs can be invited to share their experiences through a special Q/A session. Guests: Rain Champions</p> <p>d. The importance and implications of the 'Building Code' in Dhaka city. Guest: Govt and Development Expert and Private sector.</p> <p>Disseminating Channels for talkshow:</p> <ul style="list-style-type: none"> - Propose a nationally renowned media partner including their budget. - To be live with WaterAid facebook and Media partner facebook. Select media partner with over 3 million followers minimum.
<p>3. Virtual Engagement and Entertainment Event</p>	<p>To increase engagement, awareness and changing behaviour toward rainwater and valuing rainwater, different virtual events will be done during Rain Week (1st to 7th day of Ashar), such as the following can be done:</p> <ul style="list-style-type: none"> - Virtual concert: inviting different singers of Bangladesh to record themselves singing various songs related to rain and creating a live show. - Virtual theatre: Holding a drama related to rain in

	<p>Bangladesh Shilpakala Academy and showing it live through our Facebook pages.</p> <ul style="list-style-type: none"> - A virtual celebration inviting all the alumni trainees who were previously given training on RWHs to share their story and experience/work to encourage and motivate people towards knowing the benefits of RWH. <p>Note: All shows will be done live and will be showcased through different social media platforms including media partner platform.</p>
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** All materials will need to be placed before WaterAid Bangladesh in draft form for approval before it goes out for production and implementation. WaterAid will respond to the draft within the timeline agreed upon mutually by both parties.

8. Success measures and KPIs

- More businesses are contacting us to install Rainwater Harvesting in their premises; BGMEA, BKMEA are committed.
- More households are interested in Rainwater Harvesting as an option and contacting us to take support and valuing water.
- People are aware and are taking more interested in Rainwater Harvesting.
- Government bodies are more strongly calling for implementation of Bangladesh National Building Code (BNBC).
- More niche communities are created for Rainwater Harvesting implementation.
- People are aware of Rainwater Harvesting and appreciating its use.

9. Contact person

Arusa I. Rahim from WaterAid will be available to answer any queries or clarifications you might have regarding this ToR. Please contact her at ArusaRahim@wateraid.org by **12.00pm on 5th May 2021.**

10. General terms and conditions

- **Submission of technical and financial quotation by 8 May 2021** via email at WaterAid-Tender-TA@wateraid.org.
- Validity of Quotation: price validity is mandatory and should be mentioned in quotation.
- VAT and Tax shall be deducted at source as per Government rules; please mention whether the price is inclusive of VAT and TAX or not.
- WaterAid reserves the right to accept or reject in part or full/one or all quotations without assigning any reason whatsoever.

SECTION - 3 (TECHNICAL PROPOSAL SUBMISSION FORM)

- 3A. Forwarding letter format
- 3B. Organisation profile / Individual Profile
- 3C. Experience working with the development sector and government with work examples
- 3D. Client list currently the organisation is working in retainership with
- 3E. Dedicated team profile

3A. FORWARDING LETTER FORMAT

(Please use letterhead pad)

[*Location, Date*]

To
The Country Director
WaterAid Bangladesh
House 97/B, Road 25, Block A
Banani, Dhaka 1213

Dear Madam:

We the undersigned are offering to provide the following assignment in accordance with your Request for Proposal (RFP) dated [*Date*] on 'Rainwater harvesting campaign'.

We are hereby submitting our proposal, which includes this Technical Proposal, and a Financial Proposal.

If negotiations are held during the period of validity of the proposal, i.e., before [*Date*] we undertake to negotiate on the basis of the proposed staff. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

We understand you are not bound to accept any proposal you receive.

Yours sincerely,

Authorised Signature:
Name:
Title:
Name of Organisation:
Address:

3B. INDIVIDUAL PROFILE

Please attach portfolio and other relevant documents

3C. EXPERIENCE WORKING WITH THE DEVELOPMENT SECTOR AND GOVERNMENT WITH WORK EXAMPLES

Relevant Services Carried Out in the Last Three Years That Best Illustrate Qualifications

Using the format below, please provide maximum 10 examples for which your organisation, either individually as a corporate entity or as one of the major companies within an association, was legally contracted.

Name of the assignment	Digital link (if available)	Client name with contact details	Contract value in Taka

3D. CLIENT LIST

Name of the assignment(s)	Client name with contact details	Number of year(s) working

3E. PROFILE

3F. PROPOSED WORK PLAN

SECTION 4. (FINANCIAL PROPOSAL SUBMISSION FORM)

4A. Forwarding Letter format

4B. Summary of budget/costs, including narratives

The format for 4A is provided in the following page. The format for 4B is expected to be prepared by the organisation, however with guidance provided below.

4A. FINANCIAL PROPOSAL FORWARDING LETTER FORMAT

(Please use letterhead pad)

[Location, Date]

To
The Country Director
WaterAid Bangladesh
House 97/B, Road 25, Block A
Banani, Dhaka 1213

Dear Sir:

We the undersigned are offering to provide the following assignments/services and/or goods in accordance with your Request for Proposal (RFP) dated [Date]. Our attached Financial Proposal is for the sum of Taka [Amount in words and figures] for 'Rainwater harvesting campaign'.

Our retainership fee for providing media management services to WaterAid Bangladesh is Taka [Amount in words and figures] per month for the agreement period and is inclusive of VAT and taxes; we understand that VAT and taxes will be determined as per applicable law and will be deducted at source while making payments.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract Negotiations, up to expiration of the validity period of the Proposal, i.e., [Date].

We understand you are not bound to accept any proposal you receive.

Yours sincerely,

Authorized Signature:

Name:

Title:

Name of Organisation:

Address:

FOR 4B:

- The fee per day to WaterAid should be broken down into services the organisation shall be receiving from the individual.
- VAT and Tax shall be deducted at source as per government rules, please mention whether the price is inclusive VAT and Tax or not.
- Apart from the activities mentioned in this ToR, the individual is expected to list any other/additional services WaterAid shall be receiving under this agreement.
- Kindly also state additional costs for services that don't fall under the ToR.
