

**Request for Proposal
(Bidding Document)**

For

**A scoping study on “Creating a national Hygiene Behaviour Change
‘Centre of Excellence’ ”**



WaterAid is a leading organisation that provides water, sanitation and hygiene (WASH) services to the poor and marginalized people and influence the government and development partners to be more responsive and pro-poor.

**Requesting for Proposal for hiring consultant to conduct a scoping
study on “Creating a national Hygiene Behaviour Change ‘Centre of
Excellence’ ”**



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SECTION - 1 (Information to Consultant/consulting firm)

- 1. Introduction**
- 1.1 All interested and eligible consultants/consulting firms with the required qualifications and experience can submit their proposals.
- 1.2 Costs of preparing the proposal and attending the pre-bid/ negotiation meeting, if provisioned, are not reimbursable.
- 1.3 Consultant(s) are expected to follow the highest ethical standard in their participation in the bidding process and refrain from influencing the internal section process of WaterAid Bangladesh.
- 1.4 Any attempt of undue influence on the evaluation and selection process will lead to the cancellation of the proposal from the subsequent process.
- 1.5 Any misrepresentation of facts including the facts on professional /institutional capacity will also lead to the behavior of the proposal.
- 1.5 WaterAid Bangladesh reserves the right to amend and modify the bidding documents and decide to hire a consultant for partial work.
- 2. Preparation of Technical and Financial Proposal**
- 2.1 Consultants are requested to submit their proposals written in English (font - Arial, Size -12).
- 2.2 The technical part of the proposal should contain the following:
- Detailed methodology of the study including work plan in line with the assignment objective(s);
 - Detailed timeframe including dates for submission of the outputs/deliverables as specified in the Term of Reference (ToR).
 - Relevant experience and credibility to undertake the given assignment and experience in relation to the methodology proposed;
 - Detailed CV of the team leader and key members of the study team;
 - Copy of VAT registration certificate (for consulting firm);
 - Copy of valid TIN certificate and bank account detail;
 - Technical proposal must not exceed ten pages (excluding CVs) and be submitted in PDF format.
- 2.3 The Consultant is expected to provide justified budget to be consistent with technical proposal.
- 2.4 The financial proposal should clearly identify, item wise cost for the assignment with necessary details. The budget should not include income tax as a separate head. However, VAT can be mentioned in the budget as per government regulation.

- 2.5 WaterAid Bangladesh will deduct VAT and Tax at source according to the GoB rules and deposit the said amount to the government treasury.
- 3. Submission of Proposals**
- 3.1 The technical and financial proposal should be submitted electronically to the following email address:
WaterAid-Tender-TA@wateraid.org with the subject line as follows:
A scoping study on “Creating a national Hygiene Behaviour Change ‘Centre of Excellence” and
with a cover letter addressing the Head of Human Resource, WaterAid Bangladesh. The deadline of proposal submission is the **25 January 2020**.
- 3.2 Proposals submitted to any other e-mail account except the above will not be accepted.
- 3.3 Submission of the proposal after the deadline **January 25, 2020** will not be accepted.
- 3.4 Two different files should be generated for technical and financial proposals. However, both two files should be submitted into one zip folder with a cover letter addressing the Head of Human Resource, WaterAid Bangladesh.
- 4. Proposal Evaluation**
- 4.1 The evaluation committee will evaluate the proposals in relation to the RFP and the ToR and applying the set evaluation criteria and point system.
- 4.2 The final selection will be done following a Quality and Cost Based (QCBS) method. This will be done by applying a weight of 80% and 20% respectively to the technical and financial proposal respectively.
- 4.3 WaterAid reserves the right to accept and reject any proposal without assigning any reason or whatsoever and may decide to go for re-advertisement without going further down the process.
- 5. Negotiation**
- 5.1 Once the proposals are evaluated, WaterAid may enter into a negotiation, if required, with one or more consultant/ consulting firm for final selection.
- 5.2 If negotiations fail, WaterAid Bangladesh may invite the consultant with the next highest score to negotiate a contract or go for re-advertisement with fresh Requests for Proposals (RFP).
- 6. Awarding of Contract**
- The selected consultant/consulting firm is expected to sign an agreement with WAB within a week of communication of selection decision and before commencing the work.

7. Confidentiality

Information relating to the evaluation of proposals and selection of consultants will not be disclosed to other participating bidders until the winning consultant/firm has been officially notified of their selection

A scoping study on “Creating a national Hygiene Behaviour Change ‘Centre of Excellence’ ”

1. Background:

WaterAid Bangladesh is planning to establish a centre of excellence (CoE) for WASH professionals’ development focusing hygiene and behavior change. Now it requires a scoping study to be completed by March through external consultants.

The centre will serve as a Behaviour Change resource centre for building the capacity of WASH and health professionals and students to better design, implement and evaluate hygiene behaviour change programmes. By ‘Centre’ we do not mean a separate building or institution but instead a set of resources which could comprise short or long courses and accompanying web based materials likely to be hosted by established academic institutions through existing specified units.

The centre will inform and drive better formative research, creative processes to design more effective behaviour change interventions, and the ability to genuinely assess change. It will act as a platform for greater learning & sharing and act as behaviour change knowledge catalyst and try to resolve both the immediate as well as long term capacity needs in the country.

2. Goals and objectives of the scoping study:

The overall goal of the scoping study is to assess the demand, relevancy and interested stakeholders for a national central of excellence on hygiene behaviour change. Findings will guide WaterAid on its steps to create a national Centre of Excellence (CoE) on Hygiene Behaviour Change, within the scope of its country programme and global strategies that aim for everyone, everywhere having clean water, decent toilets and good hygiene by 2030.

The Centre of Excellence might consist of a unit / centre with a pool of behaviour change experts / individuals. The centre / unit will be run by national organizations in collaboration with potential development and academic partners or a multi-stakeholder consortium with specific roles and responsibilities. WaterAid has carried out an initial shortlisting of the potential research & academic partners as well as training and capacity-building institutions that have the willingness, capacity and outreach to collaborate around this vision.

Specifically, the scoping study should focus on the following:

1. Identify on-going behaviour change work similar to the scope of this theme by other institutions and organizations.
2. Assess the existing behaviour change approaches and methodologies being practiced in the country by various government, and non-government stakeholders.

3. Assess the need and scope of hygiene centres of excellence in the countries targeting to development partners, government and private sectors irrespective of the sector (WASH, Health, Education, Nutrition, Livelihood, Private Sector etc)
4. Assess the willingness to collaborate, and invest on centre of excellence by local partners including academic institutions, training institutions and stakeholders
5. Understand the local market and consumer insights on the need of a centre of excellence in terms of demand and willingness to pay. A key question is whether consumers agree that current approaches are ineffective and need radical improvement. The consumers are likely to be government and development institutions but may also be individuals interested in career and professional development.
6. Assess barriers, opportunities and crucial issues in effective behaviour change programming in the country such as:
 - Targeting and prioritization
 - Policies, strategies, guidelines and standards
 - Behaviour change understanding and will among key stakeholders
 - Effective behaviour change technical approaches, models and frameworks
 - Technical capacity and skills (including trained human resources)
 - Research and evidence capacity
 - Financial allocations & utilization
 - Appropriate planning & design, quality implementation, and robust monitoring and evaluation systems and processes.
 - Or/and any other issues
7. Identify potential partners and collaborators from government institutions, non-government organizations and academia for the national Centre of Excellence
8. Offer viable recommendations to WaterAid for establishing a robust and coherent CoE in collaboration with potential partner(s) and explore two potential modality of operations:
 - i) **Short term - to fulfil immediate need:** Short term vocational and practical course on behaviour change targeted to practitioners / development partners / private sector institutions (between one week to one month max; could be residential or daily attendance depending on demand).
 - ii) **Long term - to fulfil sustainable need in the sector:** Long term positioning partnering with academic institutions in order to build a behaviour change course into their degree programmes (e.g. MSc in public health, MSc in Sanitation, MSc in Social Sciences /Anthropology, public administration, engineering etc)
9. Assess the practical priority behaviour change thematic areas for the proposed CoE to be focused such as formative research & knowledge, skills and capacity to better design and implement behaviour change programme, monitoring & evaluation, financial and technical resources within the broader theme of behaviour change.

3. Methodology

The scoping study will be purely qualitative and cross-sectional in nature. Various qualitative methods and tools will be used to assess the findings such as in-depth interviews, surveys, key informant interviews (KIIs), market research, review relevant literature and organize individual as well as group consultations with relevant stakeholders and a joint national consultation by engaging relevant government and non-government stakeholders including academia.

An experienced research institute, firm or consultant(s) will conduct the scoping study.

WaterAid invites proposal (maximum of 5-6 pages along with the estimated budget and timeline).

Potential firms and consultants may also like to form an alliance to submit proposals. CVs of key team members should be attached with the proposal. One of the important considerations for shortlisting a competent proposal would be solid experience of the firm in carrying out scoping studies coupled with knowledge of training and capacity building, the WASH sector, behaviour change and established contacts with key WASH stakeholders.

4. Timeline and deliverables

- Proposals received by WaterAid: 25 January 2020
- Shortlisting of the proposals and selection process: 29 January 2020
- Selected firm submits the detailed workplan and inception report: 12 February 2020
- Final report submission: 5 March 2020
- Dissemination: 15 March 2020

The Consultant is expected to deliver the following outputs:

- Study report containing methodology and detailed results and analysis.
- A well-written summary report organized according to study objectives and containing detailed findings in tabulated format
- Presentation of the key findings and recommendations to an external audience, if required and suggested by WAB

5. Expected competency of the consulting firm

Interested consultant/consultant firm is expected to have the following competencies and experience:

- Expertise in conducting studies in training skillset or in a similar context
- Capacity to conduct mix-method studies and analytical and presentation skill
- Competency in writing good quality reports in English

6. Request for Proposal (RfP)

For any clarification please contact Nurullah Awal, WaterAid Bangladesh through email at nurullahawal@wateraid.org.

Bidders will have the opportunity to send written questions until **20 January 2020 up to 1:00 p.m.** Hence, bidders who are interested to submit a proposal are requested to share questions in the following in email address, nurullahawal@wateraid.org. A pre-bid meeting can be organized on 22 January 2020