

COUNTYWIDE SANITATION ACTIVITY

REQUEST FOR PROPOSAL

Introduction:

This Request for Proposal (RFP) is a solicitation for applications from a creative firm in or out of Liberia to develop a creative concept for a SBC and market-based campaign. The United States Agency for International Development (USAID) funded Countywide Sanitation Activity (CWSA) is implemented by Population Services International (PSI) as the prime recipient, and Concern Worldwide, Athena Infonomics, and Gusceman as the consortium partners. This activity is intended to permanently end open defecation using the market-based approach in five selected counties: Lofa, Bong, Nimba, Grand Bassa, and Rural Montserrado respectively. CWSA will collaborate primarily with a network of local and international partners and government ministries/agencies including the National WASH Commission (NWASHC), the Ministry of Health (MoH), the National Public Health Institute of Liberia (NPHIL), the Ministry of Internal Affairs, and the Environmental Protection Agency.

The project's goal will be achieved through interventions in four major Result Areas:

- Improved sanitation governance
- Adoption of key sanitation behaviors
- Strengthened sanitation markets
- Increased financing for sanitation

Background:

In Year one, CWSA did not hire a creative agency as anticipated due to existing opportunities to work with the MOH to develop initial SBC materials. In Year two, the Activity intends to hire a creative agency that will develop creative and inspirational SBC and market-based campaign materials that will enhance the materials developed in Year one to promote key behaviour determinants within the SBC strategy. The creative agency is expected to provide a much-needed perspective on the existing SBC interventions, further expanding concepts and offering suggestions for consideration.

Building on this, CWSA is soliciting proposals from a national or international creative agency that will develop a creative concept or an overarching idea that will be used across all campaign messages, calls to action, communication channels, and audiences. The agency will also develop a **theme, slogan, tagline, and logo** that will be used over the life of the campaign. The campaign seeks to increase awareness of quee toilet products leading to an increase in purchase, construction, and consistent use. Make them more visible and recognizable to the target audience, and attract business owners to invest in sanitation businesses.

The key sanitation behaviors for adoption:

1. Toilet construction, upgrade and maintenance
2. Consistent toilet used
3. Safe disposal of child's feces

Target audience:**Toilet construction:**

- Heads of Households (male and female)
- Landlords (male and females)

Toilet Maintenance and upgrade:

- Household Heads
- Landlords (male and female)

Toilet use:

- Household members

Child faeces safe disposal:

- Parent and caregiver

Segment Group 1: HH needs a full subsidy to buy a simple, improved toilet. Segments D, K, and L comprise 25% of HH without access to basic sanitation.

Segment Group 2: HH which may need a soft loan and a partial subsidy to purchase a simple, improved toilet. This includes segments H and I which comprise 18% of HH without access to basic sanitation.

Segment Group 3: HH which may need a soft loan to purchase an improved toilet. This includes segments E and G which comprise 14% of HH without access to basic sanitation.

Segment Group 4: HH which can afford a simple, improved toilet. This includes segments A, B, C, and F, which comprise 43% of HH without access to basic sanitation

The table provided below offers a summary of the audience segments categorized by county, which is intended to facilitate the design and operationalization of the strategy. This summarized information encompasses characteristics specific to each segment, the audiences that influence them, essential factors driving or hindering toilet purchase/building (encompassing barriers and drivers), and potential communication channels to effectively reach these target audiences. Comprehensive profiles for each audience are available in Annex V: Audience Segments.

County	Segment	Characteristics	Influencing Audiences	Barriers	Drivers	Potential channels
Montserrat	A	<ul style="list-style-type: none"> • Live less than 30 minutes from the market, own their homes made of permanent material, and have taken a loan before. • Use unimproved toilets or limited sanitation, likely shared with neighbors. • Have regular (not seasonal) income as traders, shop owners, and skilled/unskilled laborers. • Have high monthly expenditure (>LRD 40K) • Has made home improvements before. • Is a member of a loan group. • Highly educated and literate 	<p>Loan group members</p> <p>Trusted friends/family</p>	<p>Perception: Preferred toilet option is perceived to be too expensive (incorrect perception of cost).</p> <p>Belief: It is taboo to live near a toilet.</p>	<p>Attitude: community cleanliness is important.</p> <p>Attitude: being seen practicing OD is embarrassing.</p> <p>Belief: it is unhygienic to share a toilet.</p> <p>Willing to pay for products that bring prestige.</p> <p>Prior experience with toilets: inconvenient to wait for the toilet when getting ready in the morning.</p>	<p>Interpersonal: Marketing/sales agents</p> <p>Digital: Mobile phone</p> <p>Mass media: TV, urban radio</p>
Montserrat	B	<ul style="list-style-type: none"> • Lives in a rented house made with durable materials. 	<p>Partners and family members</p> <p>Landlord</p>	<p>Belief: It is taboo to live near a toilet</p>	<p>Prior experience with toilets: does not like public or unhygienic toilets</p>	<p>Interpersonal: Marketing/sales agents</p> <p>Community: loan group</p>

		<ul style="list-style-type: none"> ● Uses public toilet with offset pit, ceramic commode, concrete floor, walls plaster with cement, zinc roof, and a lockable wooden door. ● Educated and literate. ● Monthly expenditure of 42,000 Liberian Dollars (LD) ● Owns assets such as television and mobile phones. ● Petty traders ● Loan group member 	<p>Loan clubs Local leaders</p> <p>Community health workers</p>		<p>Attitude: Prefer landlord construct a toilet</p> <p>Attitude: Willing to spend up to 80,000 to 100,000 LD for a toilet</p> <p>Belief: community cleanliness is important.</p> <p>Belief: it is embarrassing to be seen practicing OD</p>	<p>Digital: Mobile phone, social media</p> <p>Mass media: TV, Radio</p>
Montserrat	C	<ul style="list-style-type: none"> ● Petty traders ● Skilled laborer ● Completed senior high-level education. ● Own mobile phone ● Spend up to 40,000 for monthly expenditures. ● Walk distance (30 minutes or more) to market. ● Assets up to 120,000 LD. 	<p>Sibling, trusted family</p> <p>Peers (business colleagues)</p> <p>Religious and community leaders</p> <p>Neighbors</p>	<p>Belief: It is taboo to live near a toilet</p> <p>Belief: The toilet is expensive</p>	<p>Attitude: Willing to pay for a product that brings prestige</p> <p>Belief: Community cleanliness is important</p> <p>Belief: It is embarrassing to be seen practicing OD</p>	<p>Interpersonal: Marketing/sales agents, Peers (business colleagues)</p> <p>Community: Loan clubs, Religious & community leaders</p> <p>Digital mobile SMS and GSM</p> <p>Mass media: Radio, TV</p>

		<ul style="list-style-type: none"> • Loan group member. • Mobile money users. 	Community Health Workers			
Montserrat	D	<ul style="list-style-type: none"> • No formal education. • Unskilled laborer • Live in mud bricks and mud floor house • Regular and seasonal nature of income • Owns mobile phone. • Use nearby river water for bathing and cleaning. • Median income of 20,000-40,000 LD monthly expenditure. • Loan group member. • Mobile money users. 	Peers, work colleagues Partner Trusted family members	Belief: It is taboo to live near a toilet	Attitude: Willing to pay for products that bring prestige Belief: Community cleanliness is important Belief: It is embarrassing to be seen practicing OD	Interpersonal: Community Health Workers Digital: mobile phone
Montserrat, Grand Bassa, Bong and Nimba	J	<ul style="list-style-type: none"> • Farmer • Petty trader • Regular nature of income • Medium monthly expenditure of 20,000-40,000 LD • Limited sanitation services • Senior high education 	Peers, work colleagues Partner Trusted family members Community leaders	Belief: it is taboo to live near a toilet	Attitude: 43% willing to pay for products that bring prestige Belief: Community cleanliness is important Belief: It is embarrassing to	Interpersonal: Community health workers Digital: mobile phone marketing/sales agents, artisans, health workers/CHA Community: community meetings

		<ul style="list-style-type: none"> ● Medium asset value of 75,000-120,000 ● Collect water from surface water. ● Not within walking distance to the rest market area ● Loan group member 	Community Health Workers		be seen practicing OD	Digital: mobile phone—text, IVR Mass media: community and national radio
Montserrat, Grand Bassa, Bong, Nimba	K	<ul style="list-style-type: none"> ● Farmer ● No toilet ● No education ● Regular income ● Low monthly expenditure of less than 20,000 LD ● Asset value less than 35,000 LD ● Agricultural land ● Not within walking distance of the nearest market ● Drinks from surface water ● Has a mobile phone ● Mobile money user ● Loan group member 	Peers, work colleagues Partner Trusted family members Community leaders Community Health Workers	Belief: It is taboo to live near a toilet	Belief: community cleanliness is important Belief: it is embarrassing to be seen practicing OD. Willing to pay for products that bring prestige	Interpersonal: Community health workers Digital: mobile phone Radio

Grand Bassa, Lofa, Bong and Nimba	E	<ul style="list-style-type: none"> ● Farmer ● Unskilled laborer ● Senior high education ● Regular nature of income ● Low expenditure below 20,000 ● Total asset value is low, below 35,000 LD. ● Not within walking distance of market ● Has a mobile phone and agricultural land. ● Source of water is a hand pump. ● Loan group member ● Mobile money users 	Partners, family members Children Peers/local farmers	Belief: It is taboo to live near a toilet	Belief: community cleanliness is important Belief: it is embarrassing to see someone practicing OD Willing to pay for products that bring prestige	Interpersonal: marketing agent, market day Community: community meetings Digital: Mobile, SMS Mass media: local/community radio
Grand Bassa and Bong	F	<ul style="list-style-type: none"> ● Petty trader ● Agriculture ● Unskilled laborer ● Own no toilet. ● Senior high education ● Monthly expenditure is medium, between 20,000-40,000 ● Owns mobile phone and chairs. ● Mobile money users 	Partner Trusted friends Children Loan club members	Belief: it is taboo to live near a toilet	Belief: community cleanliness is important Belief: it is embarrassing to be seen practicing OD Willing to pay for products that bring prestige	Interpersonal: marketing agent, market day Community: community meetings Digital: Mobile, SMS Mass media: local/community radio

		<ul style="list-style-type: none"> • Total asset value of above 120,000 • Loan group user 				
Nimba and Lofa	G	<ul style="list-style-type: none"> • Farmer. • Petty traders. • Unskilled laborer. • Senior high education. • No toilet. • Low monthly expenditure, less than 20,000. • Not within walking distance of the market. • Consume surface water. • Has a mobile phone. • Mobile money users. • Agricultural land. • Total asset value of above 35,000 LD. • Loan group users. 	<p>Family members</p> <p>Neighbors</p> <p>Community leaders: town chief, farmer chairperson, SUSU chairperson</p>	<p>Belief: It is taboo to live near the toilet</p>	<p>Belief: Community cleanliness is important</p> <p>Belief: It is embarrassing to be seen practicing OD</p> <p>Willing to pay for products that bring prestige</p>	<p>Interpersonal: marketing agent, market day</p> <p>Community: community leaders, farming group, loan group</p>
Bong, Nimba, and Grand Bassa	H	<ul style="list-style-type: none"> • Farmer. • Unskilled laborer. • No education. • Regular nature of income. • Own agricultural land. 	<p>Elders</p> <p>Peers/other farmers</p> <p>Community leaders: town</p>	<p>Belief: It is taboo to live near the toilet</p>	<p>Belief: Community cleanliness is important</p> <p>Belief: embarrassing to</p>	<p>Interpersonal: sales agents</p> <p>Community: community meetings, loan club</p>

		<ul style="list-style-type: none"> ● Drink from surface water. ● Low monthly expenditure. ● Not within walking distance to the nearest market. ● Total asset low, about 35,000. ● Mobile user. ● Loan group member. 	chief, farmer leaders		<p>be seen practicing OD</p> <p>Willing to pay for products that bring prestige</p>	Digital: interactive voice response (non-text-based digital)
Grand Bassa, Lofa and Nimba	I	<ul style="list-style-type: none"> ● Farmer ● Unskilled laborers ● Regular nature of income ● Homeowner with wife and children ● No education ● Does not own a toilet. ● Agriculture landowner ● Owns mobile phone. ● Mobile money user ● Loan group member ● Low monthly expenditure of less than 20,000 LD ● Total asset value less than 35,000 LD 	<p>Family members</p> <p>Community leaders</p> <p>Neighbors and friends</p>	Belief: It is taboo to live near a toilet	<p>Belief: community cleanliness is important</p> <p>Belief: embarrassing to be seen practicing OD</p> <p>Willing to pay for products that bring prestige</p>	<p>Interpersonal: CHAs, health workers, sales agents</p> <p>Community: community meetings, farmer associations,</p> <p>Digital: mobile phone</p> <p>Mass media: community radio</p>

		<ul style="list-style-type: none"> ● Not within walking distance to market ● Drinks from surface water 				
Lofa	L	<ul style="list-style-type: none"> ● Wife and children ● Regular income ● No education ● Farmer and unskilled laborers ● No toilet ● Family size of eight ● Low monthly expenditure of 20,000 LD ● Asset value very low, less than 35,000 ● Agriculture landowner ● Not within walking distance of the nearest market ● Drink from surface water 	<p>Trusted family</p> <p>Town chiefs</p> <p>Peers, friends, workmates</p> <p>NGO workers</p>	<p>Belief: it is taboo to live near a toilet</p>	<p>Belief: community cleanliness is important</p> <p>Belief: embarrassing to see practicing OD</p> <p>Aspiration: willing to pay for products that bring prestige</p>	<p>Community: community meetings</p> <p>Digital: phone</p> <p>Mass media: radio</p>

The Objective of the Request for Proposal:

The objective of this RFP is to solicit applications from a local or international creative agency that will develop cutting-edge solutions that will increase the buying, building, and consistent use of toilets.

Technical Approach:

Responses to the RFP should describe in a creative concept the technical approach the applicant will use to achieve the above objective, delivering the following:

- **Develop brand and Visual Elements:** To support this activity, applicants should describe how they will work to create the campaign brand, theme, slogan, tagline, and other visual elements that align with our SBC and market-based campaign approach to be used over the life of the campaign. Additionally, the applicant should state how they will ensure that the campaign brand is consistent across all SBC and marketing materials.
- **Develop Messaging:** the project intends to develop creative, inspirational, and compelling brand messaging that will communicate clearly and effectively the key behaviors for adoption (buy, build, consistently use the toilet, and safe disposal of child's feces). Applicants should describe how they will work to develop this, including methodology
- **Presentation:** Applicants should prepare and present their work to the CWSA team.
- **Collaboration:** Applicant should develop content or package for contributing to a design workshop and how they will work with the Ministry of Health and other line ministries and agencies to accomplish their work
- Integrate Gender and Social Inclusion into SBC and marketing materials
- **Sustainability:** demonstrates clear sustainability factors necessary for ensuring gains from the activity process and outcomes.
- **Capacity building:** the applicant should outline clearly in the proposal their capacity-building plan and approach

Scope of Work:

The firm is expected to support CWSA SBC and a market-based campaign with creative opportunities that will help people take action to end open defecation.

- Develop brand and visual materials
- Develop SBC and marketing messages
- Support design workshop in collaboration with key stakeholders
- Develop and present a creative package in line with the technical approach
- Build capacity of CWSA and stakeholders

Key deliverables:

- The creative agency is expected to deliver a full suite of tools and resources to support the developed SBCC and GESI strategy (as a minimum this is expected to include resources for community-level interventions, radio content, visual resources, social media content, and point-of-sale materials). Agencies are encouraged to propose an innovative

range of communication methods but must ensure that the package has the potential to reach every member of the targeted population

- **Develop brand and Visual elements:** Create a campaign brand, themes, slogan, tagline, and other visual elements that align with our SBC and market-based campaign approach to be used over the life of the campaign. Ensure that our brand's identity is consistent across all SBC and marketing materials, from local materials to website to social media profiles (PSI, Concern Worldwide, Athena Infonomics, and GUSCEMAN Inc.)
- **Develop Messaging:** Craft compelling brand messaging, including audio, and visual that communicates clearly and effectively the key behaviors for adoption (buy, build, and consistently use the toilet, and safe disposal of child's feces), including:
 - ✓ Creative design for communication outputs, including jingles, video, and still content to be disseminated via social media; billboards; banners; point-of-sales materials; community job aides, and print materials for distribution via door-to-door campaigns and road shows.
 - ✓ Behavioral cues to guide toilet construction and use, home, maintenance, and upgrading of toilets, cleaning of toilets, and safe child's feces disposal
 - ✓ Submit design materials to CWSA for pre-testing and feedback for refinement
 - ✓ Develop a social media strategy in tandem with CWSA communications strategy and link CWSA to influencers, hosts, or producers for implementation
 - ✓ Timely production and submission of final campaign materials to CWSA for county multimedia campaign launch and implementation
- **Capacity building:** build capacity of CWSA staff, key GOL stakeholders, partners, and CSOs

Geographic Focus: The geographic focus for this activity is Monrovia. Extended visits may be conducted in Nimba, Lofa, Bong, and Grand Bassa counties.

Duration and Activity Amount: The activity is for one month, from 1st May 2024 to 31st May 2024

Budget ceiling: Based on firm technical knowledge, develop a comprehensive budget for the proposal

Application Format:

An electronic copy of the application duly signed by the applicant or person, or persons duly authorized to bind the applicant to the Agreement. All pages of the application shall be signed with the initials of the person or persons so authorized. The application shall contain no interlineations, erasures, or overwriting except as necessary to correct errors made by the applicant, each such correction shall be initiated by the person or person signing the application.

Questions:

If you have **questions**, please submit those questions to April 10th, 2024/ 5:00 PM. Concern Worldwide intends to publish responses to all questions through the same channels as this request for applications by March 12, 2024/5:00 PM. Concern Worldwide will also send responses to all partners who sent questions about the call. To ensure that this request for proposal process is fair, questions asked outside this formal Q&A process will not be answered.

Electronic Submission

The applicants should send the applications via e-mail only.

The application should be submitted with separate documents/sets of documents in compressed files as per the details provided below. Documents should include those establishing the applicant's eligibility and qualification as well as any other documents in support of the application.

The maximum size of attachments in an email should not exceed 20 MB. In case of size more than 20 MB, the attachment files should be split into parts and should be sent through multiple emails.

The overall page limit for the application is nine and a half (9 ½) pages excluding annexes, font style Times New Roman, and font size eleven (11). Including

Annexes

- Technical Approach
- Scope of Work
- Applicant Format

Templates

- Cover Page
- Narrative Proposal
- Budget
- Budget Narrative
- Implementation Plan

The applications should be submitted only by email: procurement.liberia@concern.net by April 15th, 2024/5:00 PM.

Please write "RFP for Concern Worldwide-Creative Agency Proposal" in the email's subject line.

All emails received successfully will be acknowledged through an automatic response confirming the receipt of the email. Applications sent through fax or by courier or sent to any email ID of CWSA staff (except for procurement.liberia@concern.net) will be rejected.

Requests for clarification

To assist in the examination, evaluation, and comparison of applications, Concern Worldwide may at its sole discretion ask the applicant for clarifications on the application. The request

for clarification and the response shall be in writing and no change in the context or substance of the application shall be sought, offered, or permitted.

Late applications

Applications received after the specified deadline for submission of an application will be automatically rejected by the system and will not be accepted and entertained.

Selection and Evaluation Criteria

A review panel will be organized within two (2) working days of the deadline for submitting applications. Throughout the evaluation process, Concern Worldwide shall take steps to ensure that members of the review panel do not have any conflicts of interest or the appearance of such regarding the organizations whose applications are under review.

An individual shall be considered to have the appearance of a conflict of interest if that person, or that person’s spouse, partner, child, close friend, or relative works for or is negotiating to work for or has a financial interest (including being an unpaid member of a Board of Directors) in any organization that applies currently under the panel’s review. Members of the panel shall neither solicit nor accept gratuities, favors, or anything of monetary value from parties to the awards.

All applications that meet the application requirements will be reviewed by the review panel. Verification of the application submission requirements will be conducted by the Concern Worldwide Sub award team. If a suitable application is received, an award will be made within two months of the review panel meeting provided that the applicant provides Concern Worldwide with all the required documentation as itemized in this RFP, and contingent upon **USAID approval.**

The applications will be evaluated according to the evaluation criteria set forth below. The award will be given to a responsible applicant whose application offers the best value. The awards will be made based on the ranking of applications by the review panel according to the evaluation criteria and scoring system identified below:

Description	100 Points
<p>Project Approach</p> <ul style="list-style-type: none"> • Develop a creative concept that will give a big idea with solutions to end open defecation • Develop a brand and Visual Elements • Develop inspirational and compelling SBC and market-based messages • Develop a brand Consistency • <u>Integrate Gender and Social Inclusion into SBC and marketing materials</u> • <u>Sustainability</u>: demonstrates clear sustainability factors necessary for ensuring gains from the activity process and outcomes. • <u>Collaboration</u>: The project demonstrates strong collaboration and coordination with other relevant actors. 	<p>50pts</p>

<ul style="list-style-type: none"> • A clear Presentation • capacity building plan 	
Technical and institutional implementation capabilities: <ul style="list-style-type: none"> • Demonstrated technical and operational capability to deliver project objectives (past experience delivering similar projects in targeted sectors) 	25pts
Cost-effectiveness of budgets and value for money <ul style="list-style-type: none"> • The intervention demonstrates effective use of resources to achieve the intended objectives and the expected results justify the costs • The proposed intervention follows the principles of economy, efficiency, and effectiveness 	15pts
Local and international experience and presence <ul style="list-style-type: none"> • Experience in coordination and collaboration with local leaders, authorities, and other WASH sector actors across the counties or other countries to achieve development goals • Experience working with different Ministries, agencies, and Commissions of the GoL or other governments of the world • Experience working in collaboration with CSO networks, coalitions, and consortiums 	10pts
Concern Worldwide and USAID reserve the right to fund any or none of the applications received.	

Eligible Applicants:

Only organizations that meet all the criteria outlined below are eligible to apply:

- Must be legally registered with GOL or your relevant government (Provide Letter of Accreditation and Existing Tax Identification Number).
- Must have a legal Bank Account in Operation (Provide correct Bank Account details).
- Must be compliant with Govt. Law; Tax Remittance, payment of Staff Social Security (Provide a copy of current tax compliance certificate).
- The partner should demonstrate their understanding and experience in developing compelling SBC and market-based messages, visual materials, brand, etc
- Unique Entity Identifier (UEI) number in SAM.gov.
- Must be eligible to receive US Government funding and has no record of mismanaging US Government funding before (Eligibility check to be performed by Concern Worldwide).
- Must not be listed as an excluded party in the System for Awards Management (<http://www.sam.gov>), does not appear on the Office of Foreign Assets Control (OFAC) list found at <http://www.treas.gov/offices/enforcement/ofac/sdn> and is not listed in the United Nations Security Council’s list of individuals, groups, undertakings and other entities associated with Al-Qaida, found at http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml.
- Must have more than two years of experience in social behavior change or marketing work.

- Filled out Partner Past performance references from sanitation, community engagement, or social change projects.
- Must have demonstrated a record of ensuring accountability and transparency with donors, beneficiaries, and other stakeholders (Provide a copy of most recent audited accounts).

NB: Applications from organizations that have not provided documentary evidence for the eligibility criteria i.e., copy of registration certificate, Bank Account details, copy of tax clearance certificate, filled partner past performance reference form, copy of recent audited accounts will be deemed ineligible hence disqualified automatically.

No Payment and reporting of misconduct:

No payment is required to apply in response to this request for proposal. Any known or suspected misconduct can be reported through the following channels (all of which are separate from the PSI office issuing this request for proposal):