

REQUEST FOR PROPOSAL (RFP)

on

Communication Strategy for Rainwater Harvesting



WaterAid Bangladesh

Country Office

House 97/B, Road 25, Block A

Banani, Dhaka 1213

Tel: +88 02 58815757, Fax: +88 02 9882577

TABLE OF CONTENTS

Section 1.	Information to Organisations	3
Section 2.	Terms of Reference	6
Section 3.	Technical Proposal Submission Format	11
Section 4.	Financial Proposal Submission Format	14

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 'Communication Strategy for Rainwater' 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 **5 September 2020** 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

- Experience in similar assignment with the private sector and development sector: 30
- Experience in strategy development, dissemination and messaging : 20
- Work plan: 20
- Comments on ToR: 10

- 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. The lowest Financial Proposal will be given highest score.

**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 is expected to commence the assignment within 1 week 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.

SECTION – 2 (TERMS OF REFERENCE)

COMMUNICATIONS STRATEGY FOR RAINWATER HARVESTING UPTAKE BY INDUSTRIES AND BUSINESSES

OVERVIEW OF THE PROJECT

Bangladesh faces complex water challenges due to variations in hydrogeology, the impact of climate change, and socioeconomic pressures. The country is the sixth largest extractor of groundwater globally, and rampant groundwater abstraction at little or no monetary cost is a common phenomenon. The impending crisis of depleting groundwater is tantamount to a slow-onset disaster. This is compounded by the difficulties of demonstrating replicable and sustainable water management solutions that work across the country's varying contexts.

Given this situation, groundwater recharge with rainwater harvesting (RWH) is a relatively unexplored area of work, with tremendous potential for meaningful impact. Rainwater harvesting is a way of accumulating and preserving the superfluous water during rainy seasons and making it available for use during dry times. Currently rainwater harvesting is practiced on a small scale in the water-scarce coastal zone, but further momentum needs to be created for wider take up through effective demonstration, capacity building and influencing – especially at a time when the policy and guidelines on rainwater harvesting has been enhanced and approved in urban areas by the government.

Promoting Rainwater Justice through Rainwater Harvesting is a 4 years project which started in January 2018 with aims to increase awareness and uptake of rainwater as an alternative source of water for industries, communities and urban areas. The project is implemented through four complementary components that work together to influence scaled uptake of RWH in both rural and urban areas, leading to improved use of water as a natural resource. The key components are as follows:

1. National capacity building with special focus on strengthening Rain Forum – a professional hub on RWH.
2. Industry level demonstration of RWH with use for sanitation, fire safety purpose and groundwater recharge.
3. Community level demonstration on use of rainwater harvesting, safe storage and use for drinking in water-stressed areas in the coast.
4. Influencing uptake of RWH through horizontal learning and promotional campaigns with trade associations, government and media.

**Over the last 2 years, this project has successfully modeled rainwater installations as evidence in climate prone areas, school, health complexes, businesses like factories.

Objective of the assignment

During the review process of the project, evaluating ground experiences and after dialogue with various stakeholders, the need for a Communications Strategy surrounding the project has surfaced. The project has a diverse target audience with focus on businesses and industries, and to reach out to this audience, a Communications Strategy needs to be in place to help address and identify key bottlenecks in shifting people's awareness from rainwater to action towards rainwater

harvesting in urban areas with the help of businesses and highly intensive water industries. Overall, the objectives of the Communications Strategy is:

1. To identify target audience interests and key agendas to influence them towards RWH
2. Develop key messages and appropriate channels in order to turn awareness into action
3. Curate a brief analysis of project aim and communications needs and activities to make change happen
4. Develop small strategic communications goals as milestones which will overall help picture the overall Communications Strategy
5. Incorporate key recommendations along with the overall strategy to contribute to WaterAid's bigger advocacy and influencing agenda, including dissemination of project knowledge products/evidence to be more effective in driving results

Stakeholders the project aims to influence

Government	Academia networks	Private sector	Development sector	Communities	Media professionals
RAJUK, LGD, DPHE	BUFT, BUET	BGMEA, BKMEA, Trade bodies	WASH sector	Climate areas and areas with acute water needs	Journalists
PMO	Rain Forum	Financial institutions	Donors	Urban household owners	Practitioners
Local Upz, Dist. Admin	Private Universities	Real Estates	Global actors in Rainwater		

Scope of the assignment

1. The assignment requires going through literature on rainwater harvesting promotions, various content and activities and stocktaking on what worked and what did not in engaging businesses and industries.
2. Interviews both locally and nationally from key stakeholders who have worked and contributed in establishing practical evidence driven strategy to support project goals and rainwater uptake nationally.
3. The assignment requires consultation with WaterAid staff, Rain Forum, WASH sector actors and rain champions along with project influencers.

Deliverables

1. A Communications Strategy with detailed action plan and way of work, supported by stakeholder analysis.
2. A Dissemination Plan as the implementation strategy which will be easy to understand and will be widely shared with key sector actors working on RWH.

Duration

Two months starting **15 September 2020** till **30 November 2020**.

Timeline

ToR Circulation	20 August 2020
Queries	31 August 2020
Proposal Submission	10 September 2020
First Draft Report	30 October 2020
Final Report	15 November 2020

Only individuals confident of being able to meet the requirements of our assignment as per the mentioned dates are expected to apply.

1. Cost method

The financial proposal in section 4 should provide a per day charges including VAT and TAX with detailed breakdown of each activity in line to this Terms of Reference along with any additional proposed activities (if any). The proposal should also indicate any additional payment for any increased number of any line items mentioned in major activities.

2. Contact person

Please contact FaysalAbbas@wateraid.org for any questions/concerns by **5.00pm on 31 August 2020.**

Faysal Abbas, WaterAid will be available to answer any queries or clarifications you might have regarding this RFP. Please contact him at FaysalAbbas@wateraid.org; WaterAid will be available to entertain your questions only till close of business 31 August 2020.

3. STANDARD WATERAID BANGLADESH CONTRACT TERMS AND CONDITIONS

WaterAid Bangladesh practices the following terms and conditions stated below applicable to signing any contract with external agencies/consultants:

- All documents/products/materials produced under the Agreement remains the intellectual property of WaterAid. The organisation might be allowed to use these products only for non-commercial purposes, subject to written approval from WaterAid Bangladesh.
- All project records and copies of records, data sets, electronic data and photocopies, etc., which the organisation remains for the successful execution of the assignment, shall remain the exclusive properties of WaterAid Bangladesh.
- During the period of the Agreement or afterwards, the organisation shall not issue any written material or express public or personal opinions concerning the services under the Agreement to parties outside except with the prior written approval of WaterAid Bangladesh.
- The organisation assumes all responsibility for complying with local legal codes as they apply to an Agreement and work performed there under. In addition, the organisation shall be liable to pay all applicable taxes and fees as required by the laws of Bangladesh. WaterAid Bangladesh will deduct Income Tax and VAT at source as per Govt. rules.
- The organisation shall not without first obtaining the consent in writing of WaterAid, permit any of its duties or obligations made under the Agreement to be performed or carried out by any other person, or reassign his/her interest in the Agreement.
- In the event that the organisation requires additional time to complete the Agreement, over and above that previously agreed to, without WaterAid changing the scope of the Agreement, WaterAid's prior written concurrence to the same is necessary in order to charge WaterAid for Agreement expenses incurred during an Agreement extension.
- However, WaterAid may, by written order, make general changes within the scope of the Agreement affecting the services to be performed or the time of performance. If any such changes cause an increase or decrease in the cost of, or time required for performance of, any part of the work under the Agreement, WaterAid shall make an equitable

adjustment in the Agreement price, the delivery schedule, or both, and shall modify the Agreement in writing accordingly.

- The organisation may communicate with parties external to WaterAid through and with prior intimation to WaterAid, while performing services under the Agreement.
- Notwithstanding anything contained in the Agreement or in these conditions WaterAid may at any time by notice in writing terminate the Agreement in whole or in part by requiring the organisation to stop performing the work or any part thereof, in which event the organisation shall have no claim against WaterAid by reason of such termination other than payment of expenses actually incurred by the organisation plus a fair and reasonable fee to be in proportion to the work performed under the Agreement, less any sum previously paid on account thereof. However, if the Agreement is cancelled by WaterAid due to negligence on the part of the organisation, termination expenses shall be borne by him. In this later case, WaterAid's independent determination of negligence on the part of the organisation shall be considered to be final and non-negotiable.
- The organisation shall not hold WaterAid liable for any accident or misadventure befalling them whilst on duty or pursuing activities to fulfil the Agreement.
- WaterAid Bangladesh reserves right to accept and reject any proposal without assigning any verbal and or written rationale whatsoever;
- WaterAid Bangladesh reserves the right to monitor the quality and progress of the work during assignment.
- Further items/tasks might be incorporated by WaterAid Bangladesh and in such case budget will be revised accordingly.
- Payments will be made by account payee cheque or bank transfer in the name of the organisation or individual as per the contract.

11. Mode of Payment

The individual will submit an invoice along with the assignment completion report. The full fees will be paid in two parts or as per agreed mutually.

For further information on WaterAid and the kind of work we do, please visit:

www.wateraid.org

SECTION - 3 (TECHNICAL PROPOSAL SUBMISSION FORM)

- 3A. Forwarding letter format
- 3B. Organisation 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
- 3F. Proposed one-year calendar plan for retainership

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 'Communications Strategy on Rainwater Harvesting'.

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 'Communications Strategy on Rainwater Harvesting'.

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. **Maximum 15 working days.**
- 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.
