

Requesting Section: WASH, UNICEF EAPRO

Title: The Business Sector Engagement in Water, Sanitation and Hygiene: A Landscape Analysis for East Asia and the Pacific

1. Introduction

Business sector plays a critical role in the provision of water, sanitation and hygiene services in different ways. Business action in WASH include collaborating to meet the WASH needs of people at work, as well as in their homes and communities, linking the public sector and larger companies in efforts to strengthen the domestic and small-scale businesses; and facilitating forms of engagement at global level that can support country governments to engage their own businesses in support of the SDGs, especially SDG 6.

The majority of water, sanitation and hygiene services in the East Asia & Pacific region¹ rely on the role of the business sector for goods and services. Even though there are many interesting and inspiring examples of businesses from the WASH sector engaged in improving WASH in the workplace, communities and supply chains, there is still a lot of untapped potential.

To achieve SDG Goal 6 on water, sanitation and hygiene at scale, requires the commitment of the private sector – a fact that is recognized at the core of the concept of collaborations under SDG 17. For businesses in the WASH sector, the development case is not only clear, but is accompanied by a business case: contributing to the SDGs makes business sense. Water and sanitation present strategic, operational or market opportunities for business, and WASH-related opportunities generate returns on investment that is demonstrated with increased supply chain resilience, improved community relations, securing a social license to operate and increased staff retention².

UNICEF's WASH Strategy 2016-2030 aims to response to the SDG Goal 6. Its emphasis on the need to empower and engage the private sector in the WASH in order to deliver sustainable services for all, with a focus on the marginalized and unserved populations including those in both urban and rural areas.

During the mid-term review of UNICEF's WASH programme in 2020, it was recognized that business engagement in WASH need to be further strengthened. This was also confirmed during the 2020 WASH Regional evaluation who called for a greater differentiation between different engagement modalities, including partnerships, that WASH has in the region and a clear mapping of the different constituencies working in the sector and beyond it – as a way to capture the diverse range of businesses and business stakeholders that play a role in this area.

This proposed consultancy is meant to assess the landscape of the business sector in and for WASH in the East Asia and Pacific region with the following objectives:

- A. Assessing the business sector** role and contribution to WASH in EAP countries using the programming approaches from the WASH Strategy:
- Business as a provider of WASH goods and services, including in UNICEF supply and logistics;
 - Business as an employer, for both WASH and non-WASH business sector players;

¹ As defined by UNICEF regional groupings, countries include: China, Cambodia, DPR Korea, Lao PDR, Indonesia, Mongolia, Myanmar, Malaysia, Papua New Guinea, Philippines, Thailand, Viet Nam and Pacific Island countries (Cook Islands, Fiji, Kiribati, Marshall Islands, Federated States of Micronesia, Nauru, Niue, Palau, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu and Vanuatu)

² The business case for action on WASH, WaterAid analysis of CDP WASH data (2017).

<https://washmatters.wateraid.org/sites/g/files/jkxooof256/files/The%20business%20case%20for%20action%20on%20WASH.pdf>

- Business with impacts on communities and the environment, with implications for the access safe drinking water and proper sanitation and hygiene;
 - Business as a source of technology, innovation and financing, including to strengthen markets and supply chains that can secure accessible and affordable WASH goods and services;
 - Business with a voice and influence to advocate for children's rights, including the right to safe drinking water and to adequate sanitation.
- B. Provide a typology of private sector working** in and for WASH or are interested working in WASH in selected countries.
- Includes companies directly included in water, sanitation or hygiene and adjacent industries (including finance, consulting firms, ICT, market intelligence, etc.)
 - Includes industry association, chambers of commerce, multi-stakeholder platforms, trade groups and other business aggregator settings
- C. Assess country office readiness** to engage with business in and for WASH and identify options for country offices to work with businesses and business stakeholders
- D. Develop a 'playbook'** of options for Private sectors to engage with Country programme
- E. Develop a guidance for UNICEF Country programme** in engaging with Private sector for different WASH outcomes
- F. Develop an interactive platform** in engaging water, sanitation communities with Business in learning, innovation and creativity.

2. Background

The East Asia and Pacific Regional WASH Evaluation, completed in 2020, provides key information; findings and recommendation for Global WASH support (Theory of action), regional and Country needs in strengthening the WASH programming in East Asia Pacific. The evaluation called for working more closely with the business sector in delivery WASH services. Business engagement in WASH is critical in many ways including filling the SDGs investment gap.

The most recent WHO Global Analysis and Assessment of Sanitation and Drinking-Water (GLAAS) report shows that financing for WASH sector is still a significant barrier in increasing access to water and sanitation. This includes scope for greater financing through business engagement. This is because WASH has often gone overlooked as a priority for development efforts by governments and is also side-lined as a natural and attractive market for private investment.

Under the SDG Goal 6 on clean water and sanitation, there is a mandate for countries to mobilize domestic, improve their monitoring system and support national roadmap for 2030's agenda. The UN-Water SDG 6 Global Acceleration Framework points out the need to address (1) governance, (2) capacity building (3) innovation, (4) data information and (5) financing. These WASH accelerators are typical areas where the private sector has been instrumental for many years.

These elements are well aligned with UNICEF's new Strategic Plan 2022-2025 on WASH component with a greater focus on business engagement, in line with the UNICEF WASH Strategy 2016 - 2030 described above.

3. Objectives, Purpose & Expected results

Work with the business sector must be grounded in high-quality analysis of its impacts and of the opportunities present in the context of programme outcomes for children. This means that business

engagement is not an intervention; it is a strategy that is integrated into programming efforts – if and when relevant. The benefits for business and their potential interest in working programmatically with UNICEF will ultimately depend on the value shared, the engagement modality, goals to be achieved, business capacity and interest in embracing and/or influencing change for children.

Business activity takes place in an ecosystem of institutions, multi-stakeholder platforms, standards, policies, public opinion, legal arrangements, trade deals, investors and other financiers, regulators, shareholders, workers, associations and other stakeholders, not all sharing the same interests, but all linked in relationships of differing power and influence. In order to mobilize business for children at the country and regional levels, business stakeholders need to be mapped and their relationships better understood.

This proposed consultancy is meant to assess the landscape of the business sector in and for WASH in the East Asia and Pacific region with the following objectives: the aim of this consultancy is to:

- A. Assessing the private sector** contribution to WASH in East Asia & Pacific countries using the programming approaches from the WASH Strategy
- B. Provide a typology of private** sector working in WASH or are interested working in WASH in selected countries
- C. Assess country readiness in diverse** role in engaging private sector in WASH and Identify options for country offices to work with businesses
- D. Develop a ‘playbook’ of options** for Private sectors to engage with country programme
- E. Develop guidance for Country programme** in engaging with Private sector
- F. Develop an interactive platform** in engaging water, sanitation communities with Business in learning, innovation and creativity.

4. Description of the assignment

- The contractor will be regularly engaged with WASH team in the regional office for orientation and direction of the assessment
- **The contractor is expected to consult with a variety of actors in multiple countries**, including representatives of various types of businesses currently engaged in WASH as well as those which may be considering engagement, UNICEF country offices, Chamber of commerce of selected countries. The contractor can also use the existing available preliminary list of organizations and people available during the previous studies.
- **A desk review** of relevant documents should be conducted and interviews with key stakeholders carried out.
- **As part of the preparation of this consultation**, diverse consultations could be held, bringing together sets of stakeholders in small-group settings via diverse means. These consultations could be held to bring together certain typologies of stakeholder, or around particular topics.
- The contractor undertaking this work will propose the formulation and location of the consultations **in the inception report**.
- **A brief inception report** (10 pages) is to be prepared two weeks after the beginning of the assignment outlining the methodology, with proposed interview protocols, list of interviewees, list of documents to be reviewed, the report draft format and advise on options of the consultations within this scope of work. Any consultations which are held would result in a brief report summarizing the main conclusions.
- **The final product** should be approximately 30 pages in length, plus relevant annexes and include a brief (one page) executive summary, Countries profiles and country readiness analysis based on identified role. Annexes should include at least: a) list of interviewees and b) a compiled list of resources with weblinks c) Country profiles and private sector typologies.
- **Two ‘playbooks’ of options will be developed: (1) Private sector to engage with WASH and (2) for UNICEF WASH officers to engage with private sector**

5. Deliverables

Objectives	Task Details	Deliverables	Deadline
1. Assessing the private sector contribution to WASH in EAP countries using the programming approaches from the WASH Strategy	<ul style="list-style-type: none"> • Desk review of key documents, including private sector engagement strategies of similar organizations to UNICEF and in similar sectors (WASH, environment, public health) • Private sector consultation with List of Private sectors • Classification of private sector by Typologies 	Classification of PS in the WASH strategy approached framework	30 June 2021
2. Provide a typology of private sector working in WASH or are interested Working in WASH in selected countries	<ul style="list-style-type: none"> • Review each private company and role in engaging in WASH 	List of private sector and typology of interest working in WASH	30 June 2021
3. Assess country readiness in diverse role in engaging private sector in WASH and Identify options for country offices to work with businesses	<ul style="list-style-type: none"> • Review key role of country engagement with WASH • Define criteria of assessment • Develop a matrix for assessment 	Color code readiness matrix with proposed option for support	30 July 2021
4. Developing (1) 'playbook' of options for Private sectors to engage with Country programme and	<ul style="list-style-type: none"> • Review existing partners paly book engaging with development sector • Review UNICEF guidelines in Working With private sector • Develop a playbook for PS engaging and WASH engaging 	1 playbook developed	1 September 2021
5. Develop a guidance of Country programme in engaging with Private sector	<ul style="list-style-type: none"> • Develop 1 playbook for PS engaging and WASH engaging 	1 playbook developed	1 September 2021
6. Develop an interactive platform in engaging water, sanitation communities with Business in learning, innovation and creativity.	<ul style="list-style-type: none"> • Develop a user-friendly interactive platform for users and private sector friendly usage 	Online and offline platform	1 September 2021

6. Work Schedule

Tasks	Number of days	Submission Timeline
<ul style="list-style-type: none"> Private sector consultation with list of private sectors Classification of private sector by Typologies 	20	30 June 2021
<ul style="list-style-type: none"> Review each Private company and role in engaging in WASH 	20	20 June 2021
<ul style="list-style-type: none"> Review key role of Country engagement with WASH Define criteria of assessment Develop a matrix for assessment 	20	30 June 2021
<ul style="list-style-type: none"> Review existing partners play book engaging with development sector Review UNICEF guidelines in Working With private sector Develop 2 playbook for PS engaging and WASH engaging with PS in both ways 	20	1 September 2021
<ul style="list-style-type: none"> User-friendly online and offline platform 	20	1 September 2021
<ul style="list-style-type: none"> All products cleared and validate 	10	31 October 2021

7. Reporting requirements

All necessary details on specific tasks, expected deliverables and the timeframe for completion of deliverables during the contract period are provided in Section 5 & 6 above. Anticipate 90 days working days over 1 May to 31 October 2021.

Deliverables	Deadline
Classification of PS in the WASH strategy approached framework	30 June 2021
List of Private sector and Typology of interest working in WASH	20 June 2021
Color code readiness matrix with proposed option for support	30 June 2021
2 Play Books developed and shared as draft for feedback	1 Sept 2021
User-friendly online and offline platform	1 Sept 2021
All products finalized, incorporating comments, and approved by UNICEF	31 Oct 2021

8. Location and Duration

- Starting period: **1 May 2021**
- Foreseen finishing period: **31 October 2021**
- Indicative schedule of the assignment: idem as per the deliverables table above
- Timeframes are negotiable subject to discussion and agreement with the contract supervisor
- The contractor will complete the assignment in their own premises, and will work closely with UNICEF team in the following countries if required: Cambodia, Indonesia, Philippines, Thailand, and Vietnam
- No international travel is expected under this assignment.

9. Qualification requirements or Specialized skills/Experience Required:

- Team lead should have an advanced university degree in Statistic, Modeling, Water Engineering, Environmental Sciences, Public Health, Social Sciences or related disciplines.
- Team lead should have background in business management and financing.
- Team lead should have at least 20 years of experience in the sector at a senior level working in the areas of financing and fundraising, programme management, strategic planning and policy and strategy development.
- Proficiency in English and excellent writing skills in English are required.
- Team members must be very familiar with current developments, research, best practices and global policy direction in the sector, especially in financing and engaging the private sector.

10. Evaluation process and methods

The evaluation panel will first review each response for compliance with the mandatory requirements of this RFPS. Failure to comply with any of the terms and conditions contained in this RFPS, including provision of all required information, may result in a response or proposal being disqualified from further consideration. Kindly also refer to the detailed instructions in the main LRPS document.

Each valid proposal will be assessed by an evaluation panel first on its technical merits and subsequently on its price. For this RFPS, the weight allocated to the technical proposal is 70 % (i.e. 70 out of 100 points). To be further considered for the financial evaluation a minimum score of 49 points is required. Only proposals with a score of 49 or more points in the technical evaluation will be financially evaluated (i.e. the financial proposal will be opened). For further details and the distribution of points kindly refer to **table 1** below.

The weight allocated to the financial proposal is 30 % as per the following: the maximum number of 30 points will be allotted to the lowest technically compliant proposal. All other price proposals will receive points in inverse proportion to the lowest price. Commercial proposals should be submitted on an all-inclusive basis for providing the contracted deliverables as described in the TOR. The proposal(s) obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers best value for money and will be recommended for award of the contract.

Table 1: Evaluation Criteria and distribution of points

CATEGORY	Max. points
1. Overall response <ul style="list-style-type: none">• The proposal includes a well-developed plan that demonstrates a firm understanding and experience as indicated in the TOR (10)	10
2. Proposed team and Key Personnel <ul style="list-style-type: none">• Team members – relevant experience, skills and competencies (10)• Professional expertise, knowledge and experience with similar projects, contracts, clients and consulting assignments (15)	25
3. Proposed Methodology and Approach <ul style="list-style-type: none">• Proposed work plan and approach of implementation of the tasks as per the TOR (10)• Implementation strategies, monitoring and evaluation, quality control mechanism (10)• Technologies used - compatibility with UNICEF (10)• Innovative approach (5)	35
TOTAL POINTS FOR TECHNICAL PROPOSAL (min. passing score = 49 points)	70

4. FINANCIAL PROPOSAL – as per Annex C	30
<ul style="list-style-type: none"> Full marks are allocated to the lowest priced proposal. The financial scores of the other proposals will be in inverse proportion to the lowest price. 	
TOTAL POINTS	100

11. Administrative issues

- Bidders are requested to provide a detailed technical proposal in **Annex C** – Technical proposal response form.
- Bidders are requested to provide a detailed cost proposal in **Annex D** – Financial proposal response form.
- The bidder is requested to provide an all-inclusive cost in the financial proposal. The bidder is reminded to factor in all cost implications for the required service/assignment.

12. Payment Schedule

Deliverables	Payments	Deadline
Classification of PS in the WASH strategy approached framework	20%	30 June 2021
List of Private sector and Typology of interest working in WASH	20%	20 June 2021
Color code readiness matrix with proposed option for support	20%	30 June 2021
2 Play Books developed	30%	1 Sep 2021
User-friendly online and offline platform	10%	1 Sep 2021

- The payment schedule must be based on completed deliverables.
- If the bidder wishes to propose an alternative payment schedule, it must be included in the financial proposal. The final payment schedule is to be reviewed and agreed with UNICEF.
- Payment terms 30 days net upon receipt of approved invoice.