

Mercy Corps Indonesia

Scope of Work for Consultants

Project/Consultancy Title: Individual Consultant to Facilitate Access to Market of Pre-fabricated Septic Tank Product

Project Location(s): Probolinggo City / Probolinggo District / Parepare City / Sidrap District

Background

Mercy Corps is a leading global organization powered by the belief that a better world is possible. In disaster, in hardship, in more than 40 countries around the world, we partner to put bold solutions into action — helping people triumph over adversity and build stronger communities from within.

Indonesia has made considerable progress in the water supply and sanitation sector over the past twenty years. As part of its “Vision 2045,” Indonesia seeks to enhance water security and achieve SDG targets related to access to safe water and sanitation for all, with the following interim mid-term development targets by 2024: 100 percent access to improved water supply system, including 15 percent access to safely managed drinking water supply services; 10 million new water connections; 90 percent access to improved sanitation services, including 15 percent access to safely managed sanitation; 100 percent open defecation free; 20 percent solid waste reduced at source, and 80 percent solid waste handled.

Given the need for massive investment in WASH infrastructure and broad changes in individual and collective behaviors to achieve the countries targets by 2024, the involvement of communities, households, and the private sector will be pivotal at every stage. Closing the financing gap will require diverse resource investments, reducing costs, increasing tariff, taxes, and transfers, and exploring alternative financing tools. Market-based solutions that can connect unserved and underserved populations to WASH products and services may help close this financing gap.

Purpose / Project Description

The overall goal of USAID IUWASH Pasar is to catalyze and grow local markets for water, sanitation, and hygiene (WASH) products and services in Indonesia's vulnerable urban areas. To achieve the overall goal, the Project will focus on the following three main objectives:

- Improve business environment to foster greater private sector contribution for WASH services and products.
- Enhance viability of WASH businesses and increase availability of affordable, desirable WASH products and services to underserved market segments.
- Improved key WASH behaviors for increased demand with correct and consistent use of WASH products and services.

The market assessment results show that pre-fabricated septic tank products are still very difficult to find. Found in households are only those who obtained it through a grant project scheme provided by the government. There were no pre-fabricated septic tank products found in the supply chain of building materials stores or other retail channels. However, on the other hand, pre-fabricated septic tank products produced by manufacturers generally meet existing industry standards such as SNI or others.

Assignment Objective

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The IUWASH Pasar project will hire individual consultants to carry out marketing efforts for pre-fabricated septic tank products in the project target areas in collaboration with interested potential manufacturers. Efforts to penetrate the market through networks of entrepreneurs and demand activators developed under IUWASH Pasar will be carried out. Monitoring the progress of market uptake will be deepened by conducting surveys with customers as complete input for manufacturers for product development or improving product delivery strategies to the market.

Scope of Work

1. Promote market to potential manufacturers/ distributors/ brand or product owners of pre-fabricated septic tank
 - a. Identify products/ manufacturers/ distributors of pre-fabricated septic tank product
 - b. Develop marketing and supply chain strategy/ mechanism: pre-fabricated septic tank product manufacturers/ distributors with market aggregators/local entrepreneurs and demand activators
2. Conduct manufacturers/ distributors gathering of pre-fabricated septic tank product and initiate follow up meetings with potential producers/distributors to obtain partnership commitments to market pre-fabricated septic tank product
3. Promote partners manufacturers to supply chain in selected market
 - a. Establish partnership between pre-fabricated septic tank product manufacturers with market aggregators/ local entrepreneurs/ demand activators
 - b. Develop product promotion materials of pre-fabricated septic tank products
 - c. Develop training modules and participate as resource persons at cadres - demand activators training to promote and selling pre-fabricated septic tank product
4. Set up monitoring mechanism and customers survey to get market feedback from marketing effort of pre-fabricated septic tank products as input for manufacturers for product development or improving product delivery strategies to the market
5. Ensure coordination and communication with the regional IUWASH market team under the coordination of the IUWASH Pasar Objective Leads-2 and WASH Product Development Advisor

Consultant Deliverables

The consultant will be responsible for the following Tasks with deliverables & outputs:

1. Promote market to potential manufacturers/ distributors/ brand or product owners of pre-fabricated septic tank
 - List of products/ manufacturers/ distributors of pre-fabricated septic tank product
 - Marketing and supply chain strategy/ mechanism report
2. Conduct manufacturers/ distributors gathering and follow up meetings
 - Gathering and follow up meetings conducted – report submitted
 - Marketing plan of interested pre-fabricated manufacturer
3. Promote partners manufacturers to supply chain in selected market
 - MoU between pre-fabricated septic tank product manufacturers with market aggregators/ local entrepreneurs
 - Product promotion materials of pre-fabricated septic tank products
 - Training modules to demand activators training
 - Participation as resource persons at demand activators training
4. Set up monitoring mechanism and conduct customers survey to get market feedback

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- Monitoring mechanism guideline and forms
- Survey questionnaire
- Survey protocol
- Survey report

The Consultant Working Period

The timeframe of this consultancy will effectively start from June to September, 2024 with a maximum of 40 (forty) working days. These 40 working days will be allocated for activities in achieving the above listed deliverables.

The Consultant Fee and Payment Mechanism

Interested consultants are expected to submit fee offers for the 40 working day period from June 10 to September 30 2024. Payment will be delivered twice made based on the achievement of each deliverable as evidenced by the acceptance of outputs requested (see deliverables above) with the following arrangement:

- Payment-1: deliverables for Task #1, 2
- Payment-2: deliverables for Task #3, 4 and 5

Travel Allocation

The consultant will be based in Jakarta. The consultant must be willing to travel for a minimum of 15 days to project target location in Probolinggo City/ Probolinggo District/ Parepare City/ Sidrap District. Travel costs will be provided allocated separately by IUWASH Pasar.

Reporting and Work Arrangement

The consultant will report to the PIC assigned for this consultancy, WASH Product Development Advisor. The Consultants will work very closely with Objective-2 Lead and Objective-3 Lead, and regional team of IUWASH Pasar East Java.

Required Experience and Skills

- Master degree holder in business management or marketing management or any relevant degree
- A minimum of 5 (five) years of experience in managing marketing of product or brand as marketing/brand/product manager preferably in sanitation or sanitary or building construction materials industry
- Have a significant experience in WASH market development sector
- Familiar with the concept of business process/supply chain/ market delivery mechanism of sanitation product
- Having good communication, presentation, organizational and interpersonal skills including problem-solving skills, being proactive and taking initiative.
- Proficiency in using MS word, Excel, PowerPoint as needed.

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How to Apply

Prospective candidates shall email their proposal including price offered and Curriculum Vitae to procurement@id.mercycorps.org before **12 June 2024**. Only shortlisted candidates will be contacted.

Diversity, Equity and Inclusion

Achieving our mission begins with how we build our team and work together. Through our commitment to enriching our organization with people of different origins, beliefs, backgrounds, and ways of thinking, we are better able to leverage the collective power of our teams and solve the world's most complex challenges. We strive for a culture of trust and respect, where everyone contributes their perspectives and authentic selves, reaches their potential as individuals and teams, and collaborates to do the best work of their lives.

We recognize that diversity and inclusion is a journey, and we are committed to learning, listening and evolving to become more diverse, equitable and inclusive than we are today.

Equal Employment Opportunity

We are committed to providing an environment of respect and psychological safety where equal employment opportunities are available to all. We do not engage in or tolerate discrimination on the basis of race, color, gender identity, gender expression, religion, age, sexual orientation, national or ethnic origin, disability (including HIV/AIDS status), marital status, military veteran status or any other protected group in the locations where we work.

Safeguarding and Ethics

Mercy Corps team members are expected to support all efforts toward accountability, specifically to our stakeholders and to international standards guiding international relief and development work, while actively engaging communities as equal partners in the design, monitoring and evaluation of our field projects. Team members are expected to conduct themselves in a professional manner and respect local laws, customs and MC's policies, procedures, and values at all times and in all in-country venues.