

Mercy Corps Indonesia

Scope of Work for Consultants

Project/Consultancy Title: Individual Senior Consultant for Demand Activation Approaches Development for WASH Products and Services
Project Location(s): Jakarta
Finance Department Code: 6219-714-20118-01

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. sanitation: 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 tariffs, 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.

Consultant Objectives:

The main purpose of the consultancy is to develop the demand activation strategy for USAID IUWASH Pasar program. The consultant will develop the strategy on the basis of the body of work that has already been done under the guidance of SBC lead. The Demand activation strategy aims at improving sales of WASH products and services in the community through the ‘demand activators’. Demand activation refers to the stimulation or initiation of consumer interest and desire for a product or service. It involves marketing strategies and tactics aimed at creating awareness,

generating interest, and encouraging consumers to purchase a particular product or service. Demand activation activities often include advertising, promotions, discounts, events, and other marketing efforts designed to attract and engage potential customers. WASH products/services in the USAID IUWASH Pasar currently consists of household piped water connection, household level drinking water filter, toilet with standard septic tank, and the de-sludging services. The goal to develop this strategy is to prompt consumers to act, such as making a purchase, signing up for a service, or participating in a promotional offer. Demand activation is crucial for businesses seeking to drive sales and increase market share. The consultant will develop a comprehensive demand activation strategy, optimize multi-channels marketing strategies to reach consumers through various touchpoints and create high quality and relevant key messages to encourage the purchase of WASH products and services.

In designing and developing the demand activation strategy, will be developed in the supervision of SBC lead and close coordination with the other project team members.

Main duties and responsibilities:

The Consultant will have the following scope of work:

Review and analyze Existing Document

- Desk review and collate the demand activation models in the other countries.
- Present the various models/strategies to the team,
- Review the existing ground situation and the programs related to WASH BCC by the government.
- Design a suitable strategy/ model(s) for the local context considering the existing on-ground WASH programs and the resources. The demand activation could be different for different locations based on various variables.
- Draft the demand activation strategy and its implementation plan for each city.
- Present the draft strategy and plan the team for feedback.
- Incorporate the suggestions from the team.
- Submit the final document.

Consultant Deliverables and Timeline:

The consultant will be responsible for the following deliverables with timeframe as following details:

No	Task	Deliverables	Timeline	Deliverable submission Deadline	Working days
1	Review, analyze and present the existing demand activation models globally.	Relevant findings applicable for demand activation strategy development	1-15 July 2024	15 July 2024	Max 5 working days
2	Review the Indonesian SBC program and develop implementable DA strategy for the project area	Inputs to the draft of demand activation strategy	16 July – 15 August 2024	15 August 2024	Max 10 working days

3	Present the DA strategy and implementation plan to the team	Demand activation strategy document submitted and approved	16 August – 22 September 2024	22 September 2024	Max 10 working days
4	Submitting final report with demand activation document	Final consultancy completion report	23-29 September 2024	29 September 2024	Max 5 working days

The Consultant Project Location

The consultant should be based in Jakarta.

The Consultant Working Period:

The consultancy will be of 30 days spread over a period of 3 months.

The Consultant Fee and Payment Mechanism

Interested consultants are expected to submit fee offers for 30 working days over a 3-month period (July to September 2024). The payment will be made after the consultant submits the approved deliverables/reports mentioned above along with the invoice.

The Consultant will report to:

The Consultants will report to the SBC lead of USAID IUWASH Pasar program.

The Consultant will work closely with:

The Consultants will work very closely with the SBC Lead, Knowledge Management and Communication Manager, and GESI specialist with guidance from the Deputy Chief of Party.

Required Experience & Skills:

- An advanced university degree (master's or above) in preferably in communication.
- Minimum 10 years' experience in designing, developing, and implementing behavior change promotion and campaign, preferably with demand activation knowledge and skills in market-based WASH sectors.
- Demonstrated experience working with urban communities, including experience with community leaders, health cadres, and institutional WASH companies (WUSAN, WASH private sectors etc.).
- **Proven ability to write a comprehensive SBC and demand activation strategy document in English,**
- **Should have adequate knowledge of government programs specifically related to WASH.**
- Familiarity with the principles and/or practice of inclusivity issues (such as gender and disability/ GESI) and how this applies to demand activation approaches,
- Ability to work in a multidisciplinary team and take initiative to meet deadlines independently,
- Excellent communication, presentation, organizational and interpersonal skills including Problem-solving abilities, being proactive and taking initiative.
- Fluency in written and spoken English is preferable.

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 & 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 & 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.