



Ministry of Water and Sanitation



Blantyre Water Board



Blantyre City Council

**REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES – FIRMS SELECTION)**

Country:	Malawi
Name of Project:	Malawi Water and Sanitation Project-1 (MWSP-1)
Grant No:	IDA E159-MW
Assignment Title:	Consultancy Services for the Sanitation Marketing Strategy Development in Blantyre City
Reference No.:	MW-BWB-333134-CS-QCBS

The Government of Malawi (GoM), through Blantyre Water Board (BWB) and Blantyre City Council (BCC) has applied for financial support from the International Development Agency (IDA) of the World Bank (WB) towards the cost of the Malawi Water and Sanitation Project-1 (MWSP-1) and intends to apply part of the proceeds for consulting services.

The project development objective (PDO) of the MWSP-1 is to increase access to improved water and sanitation services in Blantyre metropolitan area and to enhance the operational and financial efficiency of Blantyre Water Board. The project has four (4) components. Under component two (2), the project has planned to implement a sanitation marketing strategy and emergency cholera response citizen engagement plan in Blantyre City and the Blantyre metropolitan area. Blantyre Water Board (BWB) would like to therefore engage a consultant to develop and implement a sanitation marketing strategy and emergency cholera response citizen engagement.

The consulting services (“the Services”) include carrying out situation analysis; formative research; development of sanitation marketing strategy in the Blantyre metropolitan area.

The assignment shall be completed within a period of thirty (30) calendar months. Phase 1 of the consultancy assignment is expected to be conducted over a period of ten (12) months. Phase 2 shall be conducted over a period of 18 months after completion of phase 1, subject to satisfactory performance. The assignment is expected to start in August 2023.

The detailed Terms of Reference (TOR) for the assignment can be found on Blantyre Water Board and Blantyre City Council websites: www.bwb.mw and www.bccmw.com

The Blantyre Water Board (BWB) now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are as follows:

- (i) Core business area in sanitation marketing consulting.

(ii) Relevant similar experience in:

- (a) Carrying out public health and behaviour change assessments and implementation.
- (b) Developing evidence-based and impactful marketing and communication strategies and campaign material including branded, category level promotion and behavioral change.
- (c) Behavioral change communication and creative concept development done to trigger a change in behavior and experience in reaching Peri-urban and urban populations.
- (d) Communication strategy development as well as product promotion approaches.

(iii) Technical and managerial capability of the firm (Provide only the structure of the organization, general qualifications, and number of key staff. Do not provide CV of the staff). Key Experts will not be evaluated at the shortlisting stage.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" dated November 2020 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the Quality and Cost Based Selection method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours *i.e.* 08:00 to 16:30 hours.

Expressions of interest clearly marked: "*Terms of reference for the consultancy services for the development and implementation of a sanitation marketing strategy and emergency cholera response citizen engagement plan*" must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **10th May 2023**.

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