



## PRACTICES, RESEARCH & OPERATIONS IN WATER, SANITATION & HYGIENE (PRO-WASH)

# REQUEST FOR APPLICATIONS

RFA: SC-PRO-WASH-RFA-2022-01

Subject: Strengthening sanitation and handwashing within the Amhara and Oromia Regions of Ethiopia

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Date RFA Issued:	February 1, 2022
End of Question Period:	February 11, 2022
Due Date for Applications:	March 7, 2022
Award Ceiling:	\$200,000 USD
Issued by:	Save the Children Federation, Inc./PRO-WASH Activity

**Disclaimer:** This request is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of the PRO-WASH Award and do not necessarily reflect the views of USAID or the United States Government.

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## Introduction from the PRO-WASH Team

February 1, 2022

Dear Applicants,

I am pleased to share with you this request for applications (RFA) to support the learning and evidence building efforts of the Practices, Research and Operations in Water, Sanitation, and Hygiene (PRO-WASH) Award funded by USAID's Bureau for Humanitarian Assistance (BHA).

PRO-WASH is an initiative funded by USAID's Bureau for Humanitarian Assistance (BHA) and led by Save the Children. PRO-WASH aims to provide support to implementing partners in order to strengthen the quality of WASH interventions through capacity strengthening, knowledge-sharing and applied WASH research opportunities. PRO-WASH's approach to providing support is driven by a commitment to empower BHA partners to become technical leaders in WASH, particularly for vulnerable and food insecure communities.

This RFA has been designed in collaboration with the USAID BHA funded Strengthen PSNP Institutions and Resilience II (SPIR II), Poverty Reduced Sustainably in an Environment of Resilient and Vibrant Economy (PReSERVE), and Ifaa Resilience Food Security Activities (RFSAs).

The purpose of this RFA is to solicit applications for applied research on sanitation and handwashing in the implementation areas of the RFSAs in the Amhara and Oromia Regions of Ethiopia. Save the Children will fund one award under this RFA for up to \$200,000 USD for an Award period of **up to six months** with an anticipated start date in **April 2022**. This activity must be concluded no later than November 2022.

The focus is on applied research, resulting in evidence based recommendations that can be put to use by RFA partners as they work to improve sanitation and handwashing practices. For details on proposal submission guidelines, timing, subject areas, and review criteria, please see the RFA package included in this document and its attachments.

Sincerely,

Nicole Weber

Director

PRO-WASH Award

## A. Authority & Introduction

The purpose of this request for applications (RFA) is to solicit applications for applied research on sanitation and handwashing in the USAID Bureau for Humanitarian Assistance (BHA) funded Resilience Food Security Activities (RFSAs) implementation areas in the Amhara and Oromia Regions of Ethiopia. Save

the Children will fund one award under this RFA for up to \$200,000 USD for an Award period of **up to six months** with an anticipated start date in **April 2022**<sup>1</sup>. This activity must be concluded no later than November 2022.

To be considered for this applied research sub-award, applicants shall submit a detailed proposal narrative outlining each applicant's understanding of the context and key challenges of the targeted woredas and explaining the proposed approach to data collection for this study. The proposal narrative should also provide a timeline for the completion of data collection, analysis, report development, review and socialization of findings in accordance with the sub-grant duration specified below. Supporting documents, listed in Section I, are also required. Applicants **MUST** have an organizational presence in Ethiopia, and / or partner with an organization in Ethiopia to be eligible to apply. Questions for this RFA will be received from applicants through **February 11, 2022** via email to [prowash@savechildren.org](mailto:prowash@savechildren.org).

Resourcing for this sub-award is provided through the [Practices, Research and Operations in Water, Sanitation and Hygiene \(PRO-WASH\)](#) Award. PRO-WASH is a five-year USAID Bureau for Humanitarian Assistance Funded activity that aims to strengthen BHA-funded development and emergency food security activities. PRO-WASH works to improve the impact, sustainability, and scalability of BHA's programming in WASH through activities focused on knowledge sharing, capacity-strengthening, and capturing best practices in WASH programming. The PRO-WASH Award also provides resourcing for small grants to support implementing partners to identify context-specific WASH solutions that focus on improving service delivery for the ultra-poor. Reports from previous studies funded under the PRO-WASH Award are available on [sanitation and human-centered design in Bangladesh](#) and on [understanding sanitation and handwashing product and service markets in Niger](#). Applied research activities are also currently ongoing in Kenya and in Madagascar, and anticipated in Zimbabwe.

This RFA describes the objectives of this applied research; explains the key technical area of focus for this award; lists the expected activities; lists the qualifications of applying organizations; lists the criteria for evaluating applications; and provides information on funding, application format, and other relevant information.

The authority for these awards is found in the Food for Peace Act of 1954 (as amended) and the Foreign Assistance Act of 1961, as amended, and is re-delegated to Save the Children Federation under its Cooperative Agreement No. 72DFFP18LA00005 with USAID.

## B. Specific Programmatic Guidance

### B1. Background

While Ethiopia has made substantial gains in education, health and food security, it remains very low on the Human Development Index. Ethiopia was ranked 173 of 189 countries in 2020.<sup>2</sup> According to a 2018 UNDP report, over 22 million people are living below the national poverty line, with many concentrated in rural areas. The USAID BHA funds three long-term RFSAs (program implementation period: September

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<sup>1</sup> Unanticipated delays due to approvals, contracting and COVID-19 may affect the start date of this research.

<sup>2</sup> UNDP (2020). Human Development Index and its components.  
[http://www.hdr.undp.org/sites/default/files/2020\\_statistical\\_annex\\_table\\_1.pdf](http://www.hdr.undp.org/sites/default/files/2020_statistical_annex_table_1.pdf)



2020 to October 2025). These activities aim to improve food security and resilience of chronically vulnerable households in the Amhara and Oromia Regions. These interventions work across many sectors, including agriculture, health, livelihoods, nutrition, water, and sanitation.

The three RFSAs are currently in their initial, first year of “Refine and Implement” (R&I).<sup>3</sup> R&I is a co-creation approach for RFSAs and includes approximately a one year-refinement period prior to full implementation. During this refinement period, partners carry out activities including formative research, stakeholder engagement, refinement of their theory of change (TOC) based on evidence, investing in staff development, tailoring social and behavior change strategies to the local norms and context, as well as finalizing specific geography and targeting. The applied research under this RFA will take place during the refinement year. Research findings will be used by the three RFSAs to refine key sanitation and handwashing activities and to ensure harmonized and evidence-based sanitation and handwashing interventions.

The three RFSAs are as follows:

- **Strengthen PSNP Institutions and Resilience II (SPIR II)** is implemented by a consortium led by World Vision with CARE, ORDA, and IFPRI. SPIR II builds on the legacy of its predecessor SPIR, a five year Development Food Security Activity (DFSA) that worked to sustainably improve food security and nutrition for vulnerable Ethiopian households in the Amhara and Oromia region (September 2016 – September 2021). SPIR II plans to implement activities in nine woredas in Amhara and eight woredas in Oromia. This includes the Oromia woredas of Daro Lebu, Habro, Boke, Gemachis, Chiro, Doba, Kurfa Chelle, and Girawa and the Amhara woredas of Bugna, Lasta, Wadla, Sekota, Dahena, Gaz Gibla, Gazo, Tsagbji, and Meket.
- **Poverty Reduced Sustainably in an Environment of Resilient and Vibrant Economy (PReSERVE)** Project is led by Food for the Hungry with several partners, including iDE. PReSERVE is an integrated activity to improve food security of vulnerable households in targeted PSNP communities in the Amhara Region. PReSERVE will be implemented in nine contiguous woredas in Wag Himra; South Gondar; and Central Gondar zones in the Amhara Region. PReSERVE will build on its previous work that was undertaken under the Targeted Response for Agriculture, Income and Nutrition (TRAIN) DFSA September 2016 – September 2021).
- **Ifaa** (Afaan Oromo for “light”) is led by Catholic Relief Services (CRS), with the Johns Hopkins University, School of Public Health as the technical lead for research and learning. Ifaa will target nine woredas in Oromia. These woredas include Babile, Deder, Chinaksen, Jarso, Gursum, Melka Belo, Midega, Tola, Fedis, and Meta. Ifaa will build and expand on activities undertaken by the previous CRS led DFSA (September 2016-September 2021).

The SPIR II, PReSERVE, and Ifaa RFSAs work closely with the Government of Ethiopia and within the framework of the Productive Safety Net Programme (PSNP). PSNP is the Government of Ethiopia’s food

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<sup>3</sup> USAID Bureau for Humanitarian Assistance (2020) Refine and Implement Approach: Frequently Asked Questions.

security, public works, and social safety net program for millions of vulnerable households across Ethiopia.<sup>4</sup> PSNP is now in its fifth phase (2021-2026).<sup>5</sup>

## B2. Focus and Subject Areas

In Ethiopia, Community-Led Total Sanitation and Hygiene (CLTSH)<sup>6</sup> is a critical component of sanitation and hygiene promotion. The Federal Ministry of Health adopted CLTSH in 2011 and it has been rolled out across the country through the health extension program.<sup>7</sup> Community Led Total Sanitation (CLTS) was the precursor to CLTSH. This modified version has an added hygiene component but remains with the primary goal of achieving open defecation free (ODF) status, without subsidies.<sup>8</sup> CLTSH is a participatory approach that generates demand for improved sanitation and hygiene products.

While CLTSH has contributed to gains in sanitation, data from the WHO/UNICEF Joint Monitoring Programme indicates that in Ethiopia in 2020, 17% of households practice open defecation and only 6.7% of households accessed safely managed sanitation services.<sup>9</sup> Additionally, 38.1% of households did not have a handwashing facility.<sup>10</sup>

Experiences from previous food security programs in Ethiopia, as well as wider learnings from the WASH sector as a whole, indicate that approaches such as CLTSH alone do not reliably lead to sustained improvements in sanitation and hygiene. The previous DFSAs in Ethiopia reported low uptake of improved WASH practices such as handwashing due to limited household resources and limited willingness to spend money on hygiene and sanitation related products, despite the promotion of open defecation free processes. The 2019 USAID Food for Peace<sup>11</sup> DFSA Joint Structured Monitoring Reviews indicated a need to strengthen sanitation-marketing activities, improve sanitation product availability, improve social and behavior change interventions, and increase demand for sanitation and handwashing products. An important component of the new RFSAs will be reducing barriers to sanitation and handwashing behaviors, which requires a multifaceted approach including the design of aspirational products, improving supply in markets, and making hygiene and behavioral changes less dependent on the limitations of household resources.<sup>12</sup>

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<sup>4</sup> USAID (2021). U.S. and Ethiopia Launch New \$2.2 Billion Phase of the Productive Safety Net Program <https://www.usaid.gov/ethiopia/press-releases/mar-29-2021-us-and-ethiopia-launch-new-22-billion-phase-productive> (accessed 10 December 2021)

<sup>5</sup> See here the Programme Implementation Manual (PIM) for PSNP 5 of the Government of Ethiopia's Productive Safety Net Programme (PSNP). The PIM is the final source of guidance on programme concepts, objectives, principles and procedures. <https://europa.eu/capacity4dev/file/111774/download?token=PsYQDTxr> (accessed 21 December 2021)

<sup>6</sup> CLTS was the precursor to CLTSH, a modified version that has an added hygiene component. As with its predecessor, CLTSH functions without subsidies and has as its primary goal the achievement of open defecation free (ODF) status in all villages of the country.

<sup>7</sup> <https://www.unicef.org/ethiopia/media/176/file/WASH-fieldnote-2017.pdf>

<sup>8</sup> Federal Democratic Republic of Ethiopia Ministry of Health (2011). Community-Led Total Sanitation and Hygiene (CLTSH) Training Manual. [https://www.cmpethiopia.org/content/download/476/2759/file/cltsh\\_training\\_manual.pdf](https://www.cmpethiopia.org/content/download/476/2759/file/cltsh_training_manual.pdf)

<sup>9</sup> <https://washdata.org/data/household#!/table?geo0=country&geo1=ETH>

<sup>10</sup> idem

<sup>11</sup> Food for Peace has since merged into the USAID Bureau for Humanitarian Assistance

<sup>12</sup> USAID (2020) Request for Applications for Development Food Security Activities in Ethiopia [https://www.usaid.gov/sites/default/files/documents/1866/Ethiopia\\_FY20\\_DFSAs\\_RFA\\_FINAL\\_July\\_5\\_508-compliant.pdf](https://www.usaid.gov/sites/default/files/documents/1866/Ethiopia_FY20_DFSAs_RFA_FINAL_July_5_508-compliant.pdf)



As indicated in the USAID Technical Brief on Rural Sanitation, “CLTS does not work everywhere all the time and is simply not enough to reach everyone. Further, CLTS is designed to end open defecation, but additional approaches are needed to reach a higher level of sanitation service.”<sup>13</sup>

These issues are not unique to Ethiopia and have been identified across a number of BHA funded RFSAs.<sup>14</sup> A recent review of 16 Midterm Evaluations/Reviews of Development Food Assistance Programs/Development Food Security Activities (DFAPs/DFSAs) indicated a need to improve WASH social and behavior change interventions and address issues around sanitation including the cost and quality of construction and ongoing maintenance.<sup>15</sup>

This applied research will build upon existing studies on handwashing, CLTSH/CLTS and other approaches to sanitation (e.g. market-based sanitation) in Ethiopia to address these challenges and to establish steps to improve the use and maintenance of improved latrines and sustainable open defecation free status and routine handwashing. This includes leveraging lessons learned/ research on handwashing and sanitation, available under other USAID investments (e.g. [USAID Transform WASH](#) and [USAID Growth through Nutrition](#)) and through other initiatives (e.g. UNICEF programming).

### **B3. Project Objectives, Deliverables & Audience**

The purpose of this RFA is to solicit proposals to conduct and design a comprehensive sanitation and handwashing strategy focusing on availability and provision of improved latrines and hand-washing related products in the SPIR II, PReSERVE, and Ifaa implementation areas.

This research should provide actionable recommendations for sanitation and handwashing, including recommendations for context-appropriate product design(s), environmental or behavioral nudges (if appropriate), financial mechanisms and strategies for strengthening the enabling environment at the village, kebele (wards), and woreda (district) levels. Strong preference will be given to applicants who submit proposals which employ human-centered design (HCD) approaches throughout the process of collecting user insights, identifying needs and supply chains for WASH products and proposing a final strategy. The researchers must take into account that the report and recommendations generated must be applicable to the three RFSAs and their distinct implementation areas.

The final deliverable should consider the following the research questions:

- **What evidence-based combination of sanitation and hygiene promotion methodologies, market interventions, social and behavior change, government engagement and supply chain improvements have been proven successful in achieving sustainable behavior change in sanitation and handwashing in Ethiopia?**
  - What lessons (challenges and successes) are there from recent DFSAs and other USAID investments in Ethiopia (e.g. Transform WASH, Growth through Nutrition) and other Sub-Saharan African countries on market-based sanitation, CLTS/CLTSH, social and behavior

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<sup>13</sup> USAID (2020). Rural Sanitation: USAID Water and Development Technical Brief 2. Accessed from: <https://www.fsnnetwork.org/usaaid-rural-sanitation-technical-brief> (10 December 2021)

<sup>14</sup> Formerly referred to as DFSAs and DFAPs

<sup>15</sup> IMPEL. (2020). Learning from Evaluations: A Review of 16 Mid-Term Evaluations of USAID-funded Food Security Development Programs from 2015-2020. Washington, DC: The Implementer-Led Evaluation & Learning Associate Award IMPEL (2020) <https://www.fsnnetwork.org/resource/learning-evaluations-review-16-mters-dfapsdfsas-2015-2020>

change, and on the uptake and sustaining of sanitation and handwashing behaviors that can be applied to the design of the sanitation and handwashing interventions in the RFSAs?

- What sanitation and handwashing products and services are available in the RFSAs implementation areas? What are their costs/affordability?
- **What features and designs will increase willingness to build and consistently use toilets/latrines and handwashing facilities at the household level?**
  - What are users' preferences (including all genders and persons living with disabilities) when it comes to toilet/latrine and handwashing station designs?
  - What are the barriers to household investment in sanitation and handwashing products in the targeted RFSAs woredas? How readily available and affordable are the required materials?
- **How can the private sector be engaged to improve coverage?**
  - What are the barriers to efficient sanitation and handwashing supply chains up to the last mile user<sup>16</sup>, in these implementation areas, and how can they be overcome?
  - What are the potential business models and entrepreneurs that could be identified for this work? Business models should consider what is feasible to reach women and youth and should be assessed in a way that they lead RFSAs to reach last mile/hard to reach village users.
  - How can the multi-sectoral nature of RFSAs such as gender and youth - benefit from livelihood/business opportunities created from WASH?
  - What financing mechanisms are most appropriate for PSNP households to pay for products and services related to handwashing and sanitation?
  - What support mechanism/incentives are available for the private sectors from Government of Ethiopia offices, especially from concerned woreda WASH sectors and enterprises' development offices?
- **How can social and behavior change principles be effectively leveraged to increase and sustain latrine/toilet use and handwashing with soap?**
  - What are the barriers and facilitators (e.g. knowledge, attitudes, access, cost) to handwashing with soap?
  - What are potential environmental or behavioral nudges for handwashing and sanitation that can increase use?

Research conducted under this sub-award should also take into account more specific areas of inquiry for implementing partners focusing on the supply and demand for sanitation and hygiene goods and services. These include:

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<sup>16</sup> Accesses are usually considered up to the center of a kebele which is not a realistic access unless it reaches a remote village user.



- Household needs, capabilities, opportunities, preferences, drivers for motivational change, and willingness-to-pay for sanitation and hygiene products including an understanding of the incentives, barriers, and gaps that drive household decision-making around the construction and maintenance of improved latrines and hand-washing facilities.
- Barriers to sustaining latrine use, the factors leading to ODF recidivism, and evidence of successful strategies to avoiding recidivism/sustaining latrine use.
- Gender-based barriers and gaps: (e.g.) gender-based barriers experienced by women, girls, men or boys that may prevent them from fully accessing, participating in and benefiting from our sanitation and hygiene interventions
- The availability of different toilet technologies for sub-sets of the population served by implementing partners working in Amhara and Oromia, including variations needed to adapt to local context, geographic locations, gender, ethnicities and disability. An assessment of available technologies should take into account available materials, local capacities, environmental issues and safely managed sanitation requirements.
- The current presence, motivation, and capacities of local entrepreneurs either those currently engaged in selling and installation of WASH-related products, including adjacent products and services such as cement, hardware stores, agricultural products<sup>17</sup>, and masons
- Potential existing financing options for households and businesses and their feasibility (e.g. banks, micro-finance institutions, Rural saving and Credit Cooperatives (RuSACCOS), village savings and loan groups).
- The potential for private-sector partnerships with existing partners operating in Amhara and Oromia, particularly around sanitation and hand-washing supplies and services

PRO-WASH recognizes that gender and social norms deeply impact and influence sanitation and handwashing behaviors. Gender and social inclusion are cross cutting issues to be integrated into every step of this research, including the composition of the research team. Proposals should clearly how the research will be carried out to ensure that there are considerations of girls, boys, women and men, rather than only/mostly referring to adults, children, adolescents, families or communities. The research proposal should also include how through the desk review and/or other methods, a deep understanding of the relevant and unique gender inequalities experienced by girls, boys, women and men in the project context as it relates to sanitation and handwashing will be explored.

Wherever possible, this research should draw heavily on existing sources of qualitative and quantitative WASH assessments that have already been conducted for Ethiopia and Sub-Saharan Africa, including in the Amhara and Oromia regions. This includes existing studies conducted by the RFSAs focusing on WASH knowledge, attitudes and practices, as well as formative research and market assessments conducted by other organizations implementing context-specific sanitation and hygiene programming. The final deliverable should also consider the degree to which RFSAs WASH programming will overlap with other similarly-focused, USAID or INGO market-based sanitation programming, subsidy or hardware distribution schemes in the area.

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<sup>17</sup> CRS had engaged Agro-dealers for WASH products supply during previous DFSA



A crucial strategic objective of PRO-WASH is to generate reliable and high-quality information that will improve the delivery of WASH interventions for the beneficiaries across all USAID/BHA programming. This includes identifying solutions to delivering WASH services in challenging contexts, such as those found in the Amhara and Oromia regions of Ethiopia. The award resulting from this RFA should provide sustainable, affordable recommendations for connecting customer households with available sanitation and hygiene goods and services, while also providing a concept that can be tailored and used in other areas in which BHA implementing partners work.

Specific activities/outputs under this sub-award are listed in section B9 below.

The exact **research methodology** will depend on the selected applicant, but is expected to include the following:

1. Desk review taking into account published material, as well as unpublished reports or other documents where available. This should focus primarily on Ethiopia, including from other USAID investments in Ethiopia and available documentation on sanitation and handwashing from the now closed DFSAs in Ethiopia<sup>18</sup> while also drawing from the broader evidence from Sub-Saharan African countries. The desk review should include cross cutting issues that can also affect sanitation and handwashing behaviors such as mental health, discriminatory social norms, and gender related barriers.
2. Qualitative research methods (including a strong preference for human-centered design approaches);
3. Other data collection as necessary.
4. All proposed data collection and analysis will be disaggregated by sex and age.

Applicants will need to take into consideration the following:

1. Logistical implications of carrying out this research in Ethiopia (e.g. travel, security considerations), including adequate resources needed to ensure data collection to generate findings and recommendations applicable to three distinct RFSAs;
2. Government and other requirements that may apply to research organizations in Ethiopia (e.g. work permits, visas, travel insurance);
3. Applicants should also consider the impacts travel-related restrictions related to COVID-19 and the current security situation in Ethiopia and propose potential mitigation strategies for carrying out this work within the given timeline;
4. Given the shorter time frame for this work (maximum six months), applicants should propose adequate staffing and resources to carry out multiple activities at the same time.
5. Due to the ongoing work commitments of the SPIR II, Ifaa, and PReSERVE RFSAs, staff will not always be available to assist with the research or provide advice, although they will support the process where they can (see indicative list below). The selected research organization is expected to liaise closely with the RFSAs and design activities (e.g. data collection, validation workshop)

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<sup>18</sup> These activities include the Food for the Hungry Led Targeted Response for Agriculture, Income and Nutrition. (TRAIN) activity, the World Vision led Strengthen PSNP4 Institutions and Resilience (SPIR) activity, and Catholic Relief Services' Development Food Security Activity. More information is available on the [Development Experience Clearinghouse \(DEC\)](#).



accordingly. The research firm will be responsible for reasonable costs incurred as a direct result such as accommodation, meals, transport, etc., and no extra financial burden should be placed on RFSAs.

- 6. The outputs of this applied research award include both research outputs and communication outputs. The team should be staffed accordingly to ensure that both research and communication outputs are of high quality.
- 7. The research proposal should consistently identify and take into account the different and unique needs,abilities, and opportunities of girls, boys, women and men by including gender equality considerations in the proposed assessments and activities.

SPIR II, Ifaa, and PReSERVE RFSa team members will collaborate with the appointed research organization as follows:

- Make experienced team members available for interviews;
- Assist with practical advice (e.g. study locations, study participants);
- Share data and information with the research team (e.g. studies, databases, and reports);
- Provide limited practical support (e.g. allowing the research team to accompany WASH teams on field visits, facilitating introductions to community members and government counterparts, recommending accommodation and logistical arrangements).

**B4. Type and Duration of Applied WASH Sub-Award**

PRO-WASH plans to award one award under this RFA. The duration of the sub-award provided under this RFA is anticipated to be **six months** from the date of the award. Save the Children Federation, Inc. (which leads PRO-WASH) reserves the right to fund any or none of the applications submitted. Issuance of this RFA does not constitute an award commitment on the part of Save the Children Federation, Inc. or PRO-WASH nor does it commit Save the Children Federation, Inc. or USAID to pay for the costs incurred in the submission of an application. Save the Children Federation, Inc. reserves the right to reject any or all submissions received and to negotiate separately with an applicant, if such action is considered to be in the best interest of Save the Children Federation, Inc., PRO-WASH or USAID.

An indicative timeline for this research is as follows:

<b>Weeks 0-6</b>	<b>Weeks 6-20</b>	<b>Week 20-24</b>	<b>Ongoing Months 1-6</b>
Kick-off meetings Roles & Responsibilities document. Inception report Desk review Development of the research protocol and	Data collection and analysis Draft Report Validation workshop	Final report and executive summary A final debrief with USAID (online) Final results webinar Learning brief and video tutorial	Regular, short progress reports

<p>tools and submission to IRB (if necessary)</p> <p>A skillbuilder workshop for RFSAs on using HCD for sanitation and handwashing behaviors.</p>			
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## B5. Sub-Award Management

The sub-award will be managed by PRO-WASH. PRO-WASH will work closely with the Ethiopia RFSAs project leadership and WASH focal points to provide technical inputs into this research. This coordination will help to ensure that the final study design is responsive to the needs of the project and that the recommendations are developed in alignment with the Theory of Change of each RFSAs.

The successful applicant is expected to work with PRO-WASH, USAID/BHA, and the Ethiopian RFSAs to answer any questions on the final study findings and hold a webinar to share the final results with the larger audience of USAID/BHA stakeholders, and to collaborate in disseminating results.

All products, materials and data produced under this award are subject to the approved PRO-WASH branding strategy which allows Save the Children, along with Ethiopia RFSAs as the award co-managers, to reproduce, translate and publish any results not first produced or prepared by "the Provider" in the performance of this Agreement. As per 2CFR 200.315, USAID also reserves a royalty-free, nonexclusive and irrevocable right to reproduce, publish, or otherwise use the work for Federal purposes, and to authorize others to do so. Any resulting data collected using funding provided through this sub-award will be considered open-source and made publicly available via the Development Data Library (DDL) and Development Evaluation Clearinghouse (DEC).

RFSAs staff in Ethiopia are key partners in ensuring the successful implementation of this sub-award. As such, applicants are asked to acknowledge the intellectual and administrative contributions of these RFSAs, including any key staff members, as part of outputs resulting from this sub-award. Further, PRO-WASH, SPIR II, PReSERVE, and Ifaa request that the final grantee include their logos in any presentation, publication or materials derived from research conducted as part of this sub-award, as well as informing the team of any future products resulting from this sub-award.

## B6. Funding Availability

Final funding levels for each award will depend on content and needs of the proposed activity, with a ceiling of \$200,000 USD.

## B7. Authorized Geographic Code

The authorized geographic code for procurement of goods and services under this RFA is 937. Restricted goods per 22CFR228 are not eligible for reimbursement under this award. Restricted goods are defined as agricultural commodities, motor vehicles, pharmaceuticals, pesticides, used equipment, U.S. Government-owned excess property, and fertilizer.



## **B8. Reporting Requirements**

1. Financial Reports
  - a. The awardee is expected to submit monthly financial reports in a format that will be provided by PRO-WASH in the award agreement
  - b. The awardee will submit a final financial report upon the completion of the activity
2. Programmatic Reports
  - a. Roles and responsibilities document;
  - b. Bi-weekly reports include a description of progress and plans for the next two weeks. Justification must be provided for any deviations from the original research plan;
  - c. Inception report detailing the proposed strategy, updated work plan, and literature review;
  - d. Final research tools, study protocols that incorporate in stakeholder input from PRO-WASH, USAID, and SPIR II, PReSERVE, and Ifaa RFSAs, and submissions (if relevant) for Institutional Review Board (IRB) approval;
  - e. Draft comprehensive report and executive summary, with excel data sets.
  - f. Final comprehensive report and executive summary that incorporates feedback from stakeholders including PRO-WASH, BHA, SPIR II, PReSERVE, and Ifaa RFSAs, and partners.
  - g. A learning brief and video tutorial that provides practical recommendations and guidance for implementing partners on sanitation and handwashing, drawn from research findings. Learning brief should include high resolution photos (at least 1 MB) and be available in English and Amharic. Video tutorial should be professionally developed with high resolution images and video footage and available in English and Amharic voiceovers and captions);
  - h. A final results USAID debrief meeting (online)
  - i. A final external online webinar for USAID partners and other WASH actors
  - j. A short learning brief that shares out key results and challenges from the study, aimed at USAID RFSAs partners;
  - k. A skillbuilder workshop for RFSAs staff on using HCD for sanitation and handwashing behaviors.
  - l. Any photos in high resolution (at least 1 MB) in JPEG format, and video footage, as applicable

## **B9. Payment**

Payment shall be issued for properly invoiced amounts within 30 days of approval of monthly financial reports and progress updates by PRO-WASH. Payment will be made in United States dollars (USD).

## **C. Applicant Eligibility**

PRO-WASH will not accept applications from individuals. All applicants must be legally recognized organizational entities under applicable law. Applicants must comply with all applicable DUNS and Bradstreet Universal Numbering System (DUNS) Number and System for Award Management (SAM) requirements. Applicants are not required to have a DUNS number at the time of application but must

have a DUNS number at the time of the award. Hence, applicants should be in the process of receiving a DUNS number to avoid any delays in the award process. Applicants must have completed all required steps (if any) with the host government to legally operate their program.

**Applicants MUST have an organizational presence in Ethiopia and / or partner with an organization in Ethiopia.** Applicants with previous experience of human-centered design techniques and other qualitative research methods are particularly encouraged to apply.

Organizations are welcome to propose collaborative efforts, but each proposal must identify one organization that will be the lead/prime recipient of funding and be responsible for program requirements. The lead/prime organization also will be responsible for coordinating efforts with other partners. All collaborative efforts must be clearly identified and described in the proposal.

The following are **not** eligible to apply for grants under this RFA:

- Individuals
- Government entities, including ministries
- Multilateral organizations
- Firms operating as commercial companies or other organizations (including nonprofit and nongovernmental organizations) that are wholly or partially owned by foreign governments or agencies

Eligible entities include NGOs, universities, nonprofits and for-profit entities not owned in-full or in-part by foreign governments<sup>19</sup>. In their cost application, organizations should indicate whether they have a negotiated indirect cost rate agreement (NICRA) with USAID. Organizations or institutions that do not have a NICRA are eligible for grants under this RFA either by using a de-minimus indirect cost rate (if requirements of 2 CFR 200.414(f) are met) or by direct charging all costs using a documented cost allocation methodology.

## D. Selection Process & Schedule

### D1. Selection Process

Applications will be evaluated in accordance with the criteria set forth in **Section F**, below. After evaluation of the applications, either award(s) will be made or, if deemed necessary or desirable by PRO-WASH, written discussions/negotiations will be conducted with applicants who submit the most-highly rated applications. PRO-WASH reserves the right to conduct subsequent rounds of discussions/negotiations and/or request a revised application. PRO-WASH also may limit the number of applicants with whom such subsequent discussions/negotiations would be conducted or from whom revised applications are requested.

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<sup>19</sup> As per USAID ADS Guidance 2 CFR 200.400 the non-Federal entity may not earn or keep any profit resulting from Federal financial assistance, unless explicitly authorized by the terms and conditions of the Federal award



## D2. Schedule

This Strengthening sanitation and handwashing within the Amhara and Oromia Regions of Ethiopia REQUEST FOR APPLICATIONS is open from the date of issue. **Submissions are due by March 7, 2022.** PRO-WASH, in close coordination with the Ethiopia RSFAs, reserve the right to amend this RFA at any time.

## D3. Questions

The point of contact concerning this RFA is Nicole Weber, PRO-WASH Director, [nweber@savechildren.org](mailto:nweber@savechildren.org). Questions on this RFA may be submitted in writing before **February 11, 2022** with 'Ethiopia RFA' in the subject line and should be emailed to [prowash@savechildren.org](mailto:prowash@savechildren.org). Answers to submitted questions will be posted to the FSN Network website ([www.fsnnetwork.org](http://www.fsnnetwork.org)) after the Q&A period has closed.

## E. General Guidance

### E1. Content of Applications

Applicants must submit applications in compliance with the guidelines under **Sections E2** and **E3** of this RFAD. Applications that do not adhere to those guidelines will not be considered for funding. Applications must be in English.

### E2. Proposal Format

Applications shall be submitted in accordance with the Proposal Submission Package of this RFA, included as **Attachments 1–4**.

### E3. Application Submission

Applications (to include proposal and detailed budget) must be submitted **electronically** to: [prowash@savechildren.org](mailto:prowash@savechildren.org).

### E4. Program Branding and Marketing Guidelines

As a condition of receipt of the PRO-WASH applied research sub-award, adherence to the PRO-WASH Associate Award Branding and Marking Guidelines is required. The guidelines will be sent to applicants whose proposals are selected for further review or at the time of the award.

## F. Evaluation Criteria

Applications will be evaluated in accordance with the evaluation process set forth below. Awards will be made to the responsible applicant whose application best meets the aforementioned requirements of the Save the Children Federation, Inc./PRO-WASH RFA. The PRO-WASH RFA Evaluation Committee (REC) will evaluate and rank all applications independently and uniformly in writing, based on the selection criteria of this RFA.

PRO-WASH reserves the right to determine the resulting level of funding for the award(s).

**Applicants must demonstrate operational presence and/or established partnerships in Ethiopia or the proposal will not be evaluated. If working with a partner organization a letter of commitment is required.**

### **F1. Evaluation Criteria (Maximum 100 points)**

#### 1.) Understanding of the context/challenge (15 points)

- Demonstrate understanding of the various challenges of sanitation and handwashing interventions in Ethiopia;
- Demonstrate an in-depth of the specific social and cultural factors underlying certain WASH behaviors in Ethiopia
- Demonstrate an understanding of the nature/history of public and/or private sector involvement in sanitation and hygiene in Ethiopia
- Demonstrate an in depth understanding of the target population in Ethiopia's WASH and health needs (social, economic, health, convenience)
- Demonstrate the ability to deliver products on-time.

#### 2.) Proposed Approach to Data Collection and Analysis (35 points)

- Describe the overall approach to data collection and how it is suited to the project areas in Ethiopia and the time and resources that are available;
- Describe a study design that is feasible to complete within required timeline;
- Describe how the approach to data collection and analysis can be adapted to security conditions and the COVID-19 related travel restrictions and safety precautions for the study team, RFSAs, and study participants;
- Demonstrate capacity to conduct research in similar contexts including the applicants ability to conduct fieldwork (and if necessary recruit enumerators) in rural contexts within the required timeline;
- Demonstrate qualitative research expertise including in data collection, analysis and reporting
- Detailed methods for analyzing and validating the final recommendations with implementing partners and government stakeholders, aligned where possible with planned WASH activities;
- Identifies and takes into account the different and unique needs,abilities, and opportunities of girls, boys, women and men by including gender equality considerations in the proposed research activities

#### 3.) Proposed Approach to Sensitization of Findings (25 points)

- Describe the strategy for working efficiently with RFSAs, PRO-WASH, USAID Mission and relevant government stakeholders throughout the sub-award to sensitize the research design, findings and final recommendations;
- Demonstrate a clear plan for how the final analysis can be used to provide actionable, context specific guidance for the SPIR II, PReSERVE, and Ifaa projects;
- Demonstrate a clean plan for developing a learning brief and video tutorial providing practical recommendations and guidance for implementing partners on sanitation and handwashing best practices and sustainability, drawn from research findings;
- Demonstrated experience and staffing in developing high quality communication products based on research.



- 4.) Pre-Existing Experience Working in Country Context & Sector (15 points)
- Describe any previous experience working within the region, country or specific context conducting similarly-focused research;
  - Demonstrate capacity in producing reports, materials and information products for a range of audiences that are accepted within the sector;
  - Identify and articulate strategies for dealing with any foreseeable challenges to quick start and successful completion of this sub-award;
- 5.) Cost Proposal (10 points)
- Costs described are realistic, reasonable, allocable, and correspond to the technical narrative

See **Attachment 2: Budget Template** and **Attachment 3: Budget Narrative Template**. For the purposes of this RFA, technical considerations are more important than cost. Proposed costs will be analyzed for cost realism, reasonableness, completeness, effectiveness, and allocability. Applications will be assessed to determine if the overall costs proposed are realistic for the work to be performed, if the costs reflect the applicant's understanding of the requirements, and if the costs are consistent with the technical application. Applications that do not meet these criteria may risk not being considered for award. Applications that have more efficient operational systems that reduce operation costs will be more favorably considered. As technical scores converge, applications that maximize direct activity costs and that minimize administrative costs will be more favorably considered. It is important to note that where applications are found to be technically equal, cost will become the determining factor for award. Applications will be assessed to determine if the overall costs proposed are realistic for the work to be performed, if the costs reflect the applicant's understanding of the requirements, and if the costs are consistent with the technical application.

Note, that additional costs related to journal publication or conference fees are not allowable as part of resourcing provided under this sub-award.

## G. Intellectual Property

Any materials developed under this award relating to intangible property such as intellectual property or patents are subject to applicable rules under 2 CFR 200.315, "Intangible Property."<sup>20</sup> If applicants have intangible property developed previously under non-federal awards and are planning to use the intangible property in this award, clearly identify the intangible property and its anticipated use in the application. Applicants must also specify if the proposals include any proprietary information and must also mark as proprietary, if applicable.

## H. Other Applicable USAID Regulations

Awards will be administered in accordance with USAID policies and procedures. Awards to U.S. organizations will be administered in accordance with 2 CFR Part 200, the applicable OMB Circulars, and

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<sup>20</sup> In 2 CFR 200.315, "The applicant may copyright any work subject to a copyright that was developed under a Federal award. The federal government has the right to: (1) obtain, reproduce, publish, or otherwise use the data under a Federal award; and (2) Authorize other to receive, reproduce, publish, or otherwise use such data for Federal purposes." For more details, see 2 CFR 200.315 and e-CFR 401 "Patents, Trademarks, and Copyrights."



USAID Standard Provisions. Pursuant to standard provision “Submission of Datasets to the Development Data Library,” the awardee must submit all datasets and intellectual work generated in the course of the research. The awardee is responsible for removing any Personally Identifiable Information (PII) from the data before submission.

Awards to non-U.S. organizations will be administered in accordance with the cost principles contained in 2 CFR 200, Subpart E and USAID Standard Provisions for Non-U.S. Non-governmental Organizations. Please refer to **Attachment 4** for applicable USAID regulations.

## I. Attachments

Applications shall be submitted as per the following proposal submission package:

- Attachment 1: Program Narrative Template
- Attachment 2: Budget Template
- Attachment 3: Budget Narrative Template
- Attachment 4: Applicable USAID Regulations (US NGOs)
- Attachment 5: Applicable USAID Regulations (Non US NGOs)



## Annex A: Description of the USAID BHA funded RFSAs’ anticipated sanitation and hygiene interventions

### PReSERVE

PReSERVE intends to design and implement market based sanitation approaches partnering with iDE to improve the quality and coverage of improved sanitation products in project implementation areas. This builds on lessons learned from the TRAIN DFSA and recommendations from the JSMRs to increase sanitation marketing activities, improve access to improved sanitation products, and to support sustainable coverage and gains made by CLTSH. Under TRAIN, CLTSH activities improved awareness and knowledge around sanitation practices, but there were challenges with communities sustaining open defecation free (ODF) status. Due to quality and stability issues, many household latrines built after CLTSH triggering lasted only one to two years before collapsing. In response, FH conducted a MBS feasibility study to identify barriers and to evaluate the feasibility of implementing MBS interventions. Key findings indicated that a large majority of households had a desire for improved latrines and latrine options but most households were unwilling to spend money on them due to poverty, previous and ongoing subsidies, competing priorities, and limited access to credit for WASH-related improvements. To address these issues, PReSERVE’s partner, iDE, will conduct market research during the refine year to design and implement a feasible and locally appropriate MBS pilot to complement CLTSH efforts by strengthening demand, building supply-side capacity, and providing sanitation product solutions to consumers.

### SPIR II

While Community-Led Total Sanitation and Hygiene (CLTSH) represents an important demand-side methodology for sanitation and hygiene promotion, SPIR experience, accompanied by broader sector-wide learning, demonstrates that CLTSH alone does not reliably lead to sustainable progress up the sanitation ladder. Thus, SPIR II will integrate a market-based approach that reinforces demand-side gains under targeted CLTSH activities, while helping to address persistent supply-side gaps through the introduction of WASH Business Centers (WBCs) in targeted woredas.

<b>Table : SPIR II WASH Business Center Products and Services</b>	
<b>Products</b>	<b>Services</b>

<ul style="list-style-type: none"> <li>• Slabs, vent pipes, pit covers, concrete rings, and other sanitation facilities</li> <li>• Soap and other detergents</li> <li>• Hand washing facilities</li> <li>• Sanitary pads (locally produced or other sources)</li> <li>• Water scheme spare parts and pumps</li> <li>• Water treatment chemicals and filters</li> <li>• Water storage containers such as Jeri cans, pots, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Operation and maintenance of water systems linked with WASHCOs, water federations/associations established for water governance, governmental institutions, and other private institutions</li> <li>• Latrine construction for households, public facilities, and institutions</li> <li>• Other services in line with customer demand surveys and mapping</li> </ul>
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**Ifaa**

In its Theory of Change, Ifaa has put an intermediate outcome whereby the results are - increased access to improved hygiene and sanitation products and Households have correct knowledge and skill on application of optimal sanitation and hygiene behaviors. To achieve these results Ifaa will apply different approaches which are promoted by the government, recognized as effective by other organizations and building on the learning gained from its previous DFSA different interventions. Ifaa will focus on bringing behavior change with bigger demand creation for sanitation and hand washing products and services.

While enhancing the demand through CLTSH and sanitation and hygiene messaging using tools such as speaking book and educational posters, also will ensure sustainable and scalable supply for the demand created. CRS DFSA has implemented the CLTSH and introduced a new toilet technology – Microflush through market-based approach. By layering with CLTSH, this market driven sanitation approach will also continue in Ifaa serving also as an additional off-farm livelihood diversification together with our sanitation tech lead consortium member Worcester Polytechnic Institute (WPI). Among some of the lessons that DFSA gave us were CLTSH alone do not let us achieve total and sustainable sanitation and hygiene, strong mixed approach of demand creation for the toilet businesses parallel to market development motivate businesses.

Before starting actual implementation in year two and beyond, Ifaa will do preparatory works to address existing knowledge gap on combination of toilet triggering Mechanisms and hygiene promotion methodology including effective use of messaging; Update the business model and marketing strategy for Microflush businesses and understanding WASH input supply chain bottlenecks and innovative solution.