

ATTACHMENT 1

PRO-WASH SAHEL MARKET ASSESSMENT RFA NARRATIVE TEMPLATE

The Proposal should not exceed twelve (12) pages in length in total (not including the detailed budget and budget narrative). Longer proposals will not be reviewed. Basic formatting requirements are:

1. The Proposal must be in English.
2. It must be typed in a Microsoft Word compatible program, single spaced with a 12 point Times New Roman font.
3. It must have one inch (or 2.5 centimeter) margins on all sides of the paper and printed on A4 or 8 ½ x 11 inch paper.
4. Page numbers and the name of the applicant organization must appear on each and every page.
5. It must be sent by electronic submission only, in a single-sided format.

The Proposal must present the following information in the order presented:

A. GENERAL INFORMATION

1. Name of Organization:
2. Name of Main Contact:
3. Main Contact Title:
4. Complete Address:
5. Telephone:
6. Fax:
7. Email:
8. Name and Title of Authorizing Signatory:
9. Start Date:
10. End Date:
11. Total Funds requested (in local currency and US\$):

B. UNDERSTANDING OF THE CONTEXT/CHALLENGE (10 points)

To receive a full score of 10 points, the applicant will have demonstrated:

1. Demonstrate understanding of the various challenges of executing market-based sanitation work in the context of the Sahel
2. Demonstrate understanding of the environmental, market and social contexts within the target geographies of Maradi and Zinder
3. Demonstrate an in depth understanding of the target population WASH needs (social, economic, health, convenience)

C. PROPOSED APPROACH TO DATA COLLECTION AND VALIDATION FOR MARKET ASSESSMENT & STRATEGY (35 points)

To receive a full score of 35 points, the applicant will have:

1. Describe the overall approach how it suited to the Maradi and Zinder regions of Niger
2. Demonstrate how information on target population needs (social, economic, health, convenience) will be collected and integrated into the final market strategy (including behavior change messages, business model, financing options and implementation recommendations)
3. Describe any additional considerations that will be taken to collect information on needs from women, disabled or other vulnerable populations
4. Describe the ways in which the final recommendations will be validated with implementing partners and government stakeholders, and integrated into planned market-based sanitation activities

D. PROPOSED CAPACITY BUILDING APPROACH AND SENSITIZATION TO FINDINGS WITH DFSAs (20 points)

To receive a full score of 20 points, the applicant will have described:

1. Describe the strategy for working with DFSAs, TEV and relevant government stakeholders throughout the sub-award to sensitize the proposed approach, findings and market strategy recommendations
2. Identify opportunities for how the capacity of the DFSAs to take the final recommendations will be strengthened throughout the course of the sub-award

E. COST-EFFECTIVENESS OF PROPOSED DESIGN (10 points)

To receive a full score of 10 points, the applicant will have described:

1. Describe how the approach to conducting the market assessment will account for affordability of the final products, including available financing and savings options

F. PRE-EXISTING EXPERIENCE WORKING IN COUNTRY CONTEXT AND SECTOR (15 points)

To receive a full score of 15 points, the applicant will have described:

2. Describe any previous experience working within the region, country or specific context conducting sanitation market research
3. Demonstrated experience in WASH programming in Bangladesh or in a similar context
4. Describe the applicant's ability to undertake this work in French

5. Describe any previous experience collecting WASH-focused research using human or user-centered design techniques
6. Identify any foreseeable challenges to an immediate start of this sub-award

G. DETAILED BUDGET AND BUDGET NARRATIVE (Attachments 2 and 3; 10 points)

To receive a full score of 10, the applicant must ensure costs in budget are detailed, realistic, reasonable, allowable and allocable.

1. Detailed Budget (Attachment 2)

Please use the Detailed Budget Template to develop a detailed budget reflecting all proposed costs for the project.

2. Budget Narrative (Attachment 3)

The budget narrative should include:

- (a) A description of the costs and why each of the items is necessary to carry out project activities
- (b) Indicate how the unit cost was determined (estimate, purchasing history, quote, etc.)

Unallowable Costs

The following costs are considered unallowable under this PRO-WASH Sahel Market Assessment RFA:

- Salaries of personnel, supplies, facilities rental, financial administration and other costs **that are not directly related** to implementing the project activities
- Purchase of motor vehicles, office equipment or furniture
- Construction or physical improvement of offices/facilities
- Purchase of alcoholic beverages
- International travel **that is not directly related** to implementing the project activities
- Regional travel **that is not directly related** to implementing the project activities
- Capital equipment
- Government personnel (either full or partial salaries)