



GOVERNMENT OF GHANA



**MINISTRY OF SANITATION AND WATER RESOURCES**

**REQUEST FOR EXPRESSIONS OF INTEREST**

**(CONSULTING SERVICES-FIRM SELECTION)**

**GREATER ACCRA SUSTAINABLE SANITATION AND LIVELIHOODS IMPROVEMENT  
PROJECT (GASSLIP)**

**CONSULTANCY SERVICE FOR SANITATION MARKETING AND ADVOCACY - GASSLIP/S/002**

**Project Number: GASSLIP/S/002**

The Government of the Republic of Ghana has received financing from the African Development Bank in the amount UA 40.9 million (US\$ 55.6m) towards the cost of the Greater Accra Sustainable Sanitation and Livelihoods Improvement Project (GAS-SLIP), and it intends to apply part of the agreed amount for this loan to payments under the contract for the **Consultancy Service for Sanitation Marketing and Advocacy**.

The Project aims to increase access to safe and sustainable sanitation to the residents of the Greater Accra Metropolitan Area (GAMA), targeting the urban and peri-urban poor residents. The Project will provide domestic and municipal level sanitation infrastructure, support skills development and livelihood improvements, and enhance the capacity of sanitation service providers and the participating local government authorities to better deliver and manage climate resilient sanitation services within GAMA.

The overall objective of the Project is to improve the socio-economic well-being and health standards of the urban poor within the Greater Accra Metropolitan Area. The specific objectives are (a) to increase access to improved and sustainable climate resilient sanitation and hygiene with improved livelihoods for the urban poor, and (b) to strengthen public and private sector capacity to better deliver and manage sanitation infrastructure and services.

**Scope of work**

The Ministry is procuring the services of a Firm to carry out Sanitation Marketing and Advocacy within GAMA area in order to identify existing knowledge, gaps and practices regarding personal and environmental hygiene. The Consultant will be required to;

- Identify and specify indicators for the different aspects of sustaining sanitation and hygiene services delivery.
- Use the existing baseline findings to set realistic targets to be achieved as a result of sanitation marketing and promotion of hygiene under this assignment.
- Mobilize communities, market sanitation and promote hygiene to them.
- Design and implement consumer and market research on sanitation, including a method for establishing what people are prepared to pay (effective demand) for sanitation services, including safe disposal of wastes

- Design and implement market research on suppliers of sanitation services - both public and private sector
- Design and implement a segment of the sanitation marketing and hygiene promotion campaigns targeted at poor households.
- Develop a national segmented sanitation awareness raising and marketing campaign – based on very specific messages and relevant sanitation solutions
- Develop segmented funding proposals for implementing the sanitation awareness raising marketing campaign
- Conduct institutional strengthening and capacity building where needed.
- Implement participatory monitoring and evaluation to determine the impact of the Sanitation Marketing and Hygiene Campaign on both the uptake and utilization of sanitation and hygiene facilities and status of health of the target communities.
- Develop impact monitoring indicators and a monitoring program
- Identify existing/recommend sanitation and hygiene education and awareness materials for various media as appropriate for use within the Accra Metropolis.
- How to enable market-driven approaches to cater for basic Sanitation needs of communities
- Develop a Community-Based Advocacy Policy by considering the relevant contents covering: an in-depth understanding about concept of community-based public advocacy, identification of community issues, developing community action plan, lobbying & campaigning, steps in a dynamic advocacy process, methods, tools, strategy, strategic communication technique, developing advocacy message
- Undertaking promotional and awareness campaigns in order to contribute to community behavioral change in Hygiene and Sanitation practices.

### **Expertise Required**

The expertise required for this assignment will include but not limited to a Team Leader/Sanitation Expert, a Communication/Advertising Expert, Social Marketing Expert and a WASH Specialist.

The Ministry of Sanitation and Water Resources now invites eligible consulting firms (Consultants) to indicate their interest in providing these services. Interested consultants must provide information indicating that they are qualified to perform the services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Consultants may constitute joint-ventures to enhance their chances of qualification.

Eligibility criteria, establishment of the short-list and the selection procedure shall be in accordance with the African Development Bank's ***“Rules and Procedures for the use of Consultants”*** dated May 2008 and revised in June 2012, which is available on the Bank's website at <http://www.afdb.org>

Interested consultants may obtain further information at the address below during office hours from 9.00am to 4pm Monday through Friday (excluding public holidays) at the address below.

Expression of Interest in English (One Original, Three (3) copies and 1 Soft Copy), must be delivered to the address below in written form clearly marked **GASSLIP- Expression of Interest for Sanitation Marketing and Advocacy** by 4.00 pm on the **9th April 2019**.

Attn: The Project Coordinator  
Greater Accra Sustainable Sanitation and Livelihoods improvement Project (GASSLIP)  
Box MB 201, Accra, Ghana

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GASSLIP Offices Kwame Nkrumah Circle  
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