

## TERMS OF REFERENCE

### GENERAL INFORMATION

<b>Services/Work Description</b>	<b>National Firm Level Consultancy to execute a behavioral insight study survey for household solid waste segregation</b>
<b>Project/Program Title</b>	Accelerator Lab
<b>Duty Station:</b>	Addis Ababa, Ethiopia
<b>Type of the Contract:</b>	Local or National Consultancy Firm
<b>Duration:</b>	20 working days
<b>Expected Start Date:</b>	Immediately after concluding the contract agreement

### 1. BACKGROUND AND RATIONALE

The UNDP accelerator lab's purpose is mainly to catalyze innovative solutions to some of the complex development challenges of the community that it serves. It focusses on breakthrough ideas originate from the local community, individuals, and grassroots institutions to take them to rapid iteration and experimentation before scaleups. The UNDP accelerator lab is situated within the UNDP to support the country office programs with capturing and developing the untapped potentials of social innovations to contribute to the SDGs. There has been a growing interest to cultivate the existing indigenous innovations pursued by the local community in a course of solving their own problems. Therefore, starting with the grass root innovations, which is a bottom up approach that puts the community to lead the development agenda as opposed to the top down structure of infusing innovations designed by external developers.

In its one of the prioritized learning challenges, the accelerator lab in Ethiopia is interested in learning the solid waste management practice in different cities. The SDG 11 (Sustainable cities and communities) is one of the key development agenda set by the united nations. This goal intends to make cities inclusive despite socioeconomic differences and keeping cities resilient and sustainable. To this endeavor, the lab team has already explored Adama and Bishoftu municipalities solid waste management and has covered a range of issues across the solid waste management value chain.

A piece of observation from household solid waste sorting, which practice is varied across different socioeconomic classes caused us to an in depth understanding of differences. The household solid waste sorting is a critical as the major proportion of the municipalities solid waste originates from the households. Therefore, actual practices of sorting at household level could make a difference in the entire management system.

Solid waste management, and segregation practices could vary across different socio-economic classes that intern attributed to level of exposure, awareness on environmental sanitations, which member of the household is taking part in the government based solid waste management initiatives. Households may have good awareness on the environmental benefits of solid waste segregations, but practices could be limited du to nonexistent or failed waste segregation enforcements.

Thus, due to such reasons an in-depth investigation of household solid waste sorting through a behavioral insight approach gives a way to reveal the attitudinal, socioeconomic, physical and institutional factors that impedes a successful sorting practice. Moreover, this might support the identification of positive deviances for best sorting practices, locally made sorting products, waste sorting local initiatives. Therefore, the accelerator lab is interested to hire a surveying firm to execute the BI study across different socioeconomic classes of neighborhoods of Addis Ababa.

## **2. OBJECTIVES OF THE SERVICE / WORK**

The behavioral insight survey aims to understand the household waste segregation practices and usage of locally made/available products and their variability across different socioeconomic classes. Moreover, it generates insights on positive deviances on best practices of solid waste segregation, which are going to be inputs for building solutions portfolio for further testing.

## **3. SCOPE OF WORK**

The main aims of the behavioral insight study are to assess the socioeconomic factors influencing household waste sorting behavior, identifying the locally available good sorting practices, and provide recommendations that address waste sorting behavior gaps. The study is sought to be conducted in a systematically represented different socioeconomic classes that could be segregated based on different criteria and socioeconomic class proxy indicators. Housing types could be one of the differentiating factors between different socioeconomic neighborhoods. Therefore, based on the use of aerial photographs or satellite imageries, using the existing municipality housing typology classification of Addis Ababa's administrative map, different neighborhoods that represent an assorted socioeconomic class will be identified.

Further, households that do participate with in each identified neighborhood will be randomly selected. The total number of survey participants is supposed to be nearly 1500 to be completed in 20 days. For data consistency and error avoidance, the behavioral study data collection shall be based on smart technologies such as mobile/tablets-based data collection.

The consultant is expected to critically understand the concept note (to be provided upon offer of the contract) and the TOR, therefore, to comply with the key purposes of the survey. The consultant is supposed to keep the online survey materials and data repository accessible to the accelerator lab of UNDP during the data collection and get it transferred to UNDP up on completion of the survey. The consultant should make sure that the enumerators are experienced enough to deal with behavioral aspects of the survey, and completely through before leaving the interviewee premises. It is the sole responsibility of the consultant to recruit surveyors/enumerators as per the competency criteria preset in this TOR and also to cover any survey related expenses (service payments, availing of survey devices, arranging the logistics, dealing with tax related matters, etc.)

Therefore, the survey firm shall be entrusted to;

- Prepare a brief inception report on how the behavioral insight study survey will be conducted according to this TOR
- that comprises of background of the study pertaining to households' behavior on solid waste sorting, objectives of the study, and materials and methods to be applied for the BI study survey for Addis Ababa
- identify and recruit qualified enumerators or study surveyors that do have relevant experiences on behavioral study

surveys

- Train the enumerators on the survey materials
- Arrange its own logistics (commuting and survey devices such as smart phones or tablets) and financial payments to the enumerators
- Deploy and monitor the enumerators to the selected neighborhoods and identified survey points/household
- Track the activities of the enumerators on daily basis and provide feedbacks, if any
- Compiles a brief field survey report that is supported with high quality visual evidences (field challenges, opportunities, exceptional observations, innovative practices on household waste segregation/management practices)
- Identify and document unique households waste management/segregation practices. These could be traditional, but useful methods and products that are applied for waste segregation, waste to useful material (energy, compost, household utensils, wears and shoes, etc.) transformation practices. Therefore, the consultant should note that, the consultancy service sought is only survey execution, with brief field report, along with covering all the expenses to be reflected on their financial offers.

#### 4. EXPECTED OUTPUTS AND DELIVERABLES

Outputs	Activities	Duration
Inception report preparation	<ul style="list-style-type: none"> <li>• Prepare a brief inception report on the behavioral insight study that comprises of background of the study pertaining to households' behavior on solid waste sorting, objectives of the study, and survey methodology for the BI study in Addis Ababa</li> </ul>	5
Survey execution	<ul style="list-style-type: none"> <li>• The consultant hires and train 15 enumerators on the survey content, and execution methodologies</li> <li>• The consultant will avail android smart phones/tablets to carry out the survey</li> <li>• The consultant covers the enumerators fees and all survey related costs</li> <li>• Deploy and monitor the enumerators to the selected neighborhoods and identified survey points/household</li> <li>• Track the activities of the enumerators on daily basis and provide feedbacks, if any</li> <li>• The consultant will ensure that at least 15 surveyors are deployed and an enumerator surveys at least 10 households per day. Therefore, the survey to be completed in not longer than 10 days</li> <li>• number of surveyors could also be determined based on the survey days (maximum 10 days) to cover 1500 georeferenced interviews</li> <li>• Keep the ongoing survey, raw data accessible to the UNDP accelerator lab</li> <li>• Provides tablets/androids phones programing ready for surveys, quick troubleshooting, and coordinate with the relevant government entities for smooth facilitation of the survey</li> </ul>	12
survey report	<ul style="list-style-type: none"> <li>• Compiles field survey report that is supported with high quality audio-visual evidences (field challenges, opportunities, exceptional observations, innovative practices on household waste segregation/management practices)-A brief (maximum 15 pager)</li> </ul>	3





	<p>template to be provided.</p> <ul style="list-style-type: none"> <li>Filter the locally pursued household waste grassroots innovative products, methods and practices that could be taken into a scale, generate insights for policy and regulatory inputs (This is singling out positive deviances that could have a potential to be applied for piloting and scaleup)</li> </ul>	
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## 5. METHODOLOGY / APPROACH OF THE SERVICE (WORK)

- The surveying firm understands the scope of the work, therefore, writes an inception report to depict the level of understanding on the scope of the work and objectives and expected methods for execution.
- In collaboration with the accelerator lab, identifies survey sample locations in Addis Ababa
- Surveying company to convert survey questionnaire into ODK formats and available on android phones for the surveyors to conduct field work
- Identify, recruit, and train qualified surveyors to carry out the household survey as per the enlisted criteria in the minimum organizational and expert's requirement section
- Gives due attention to identify positive deviances in household solid waste segregation practices, products at household or neighborhood levels. (These has to be captured with photos/videos)
- Develop a brief field survey report

## 6. LOCATION, DURATION AND TIMEFRAME OF THE WORK /DELIVERABLES/OUTPUT

- The survey is supposed to be conducted in different neighborhoods of Addis Ababa
- The survey is planned to be completed in 20 working days (refer the work schedule below)
- Frequency of reporting coincides with installation of payment schedules

		2021																																		
		Apr																																		
Activity	Week of	28.			04.						11.							18.							25.											
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28							
Inception report																																				
Enumerators recruitment and training																																				
Reconnaissance Survey, amendment and execution																																				
Survey report																																				

## 7. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

The consultant will be contracted by UNDP Ethiopia. The principal responsibility for managing the contract resides with UNDP Engagement and Partnerships. The service provider will be required to report to UNDP Inclusive economic transformation Unit/ Accelerator lab. For the chosen entity, following the evaluation the contract will be awarded for a cumulative amount which is the total of the quoted financial proposal and the amount. The accelerator lab will work closely with the consultant on a day-to-day basis to ensure deliverables are achieved in accordance with the TOR. The expected duration of the assignment is 20 working days from the time of entering into the contract. Please note that it is critical to adhere to the timeline as this is a critical priority for the partners in accordance with project timelines.

## 8. PAYMENT MILESTONES AND AUTHORITY

Prospective Service Provider will indicate the cost of services for each deliverable in US dollars when applying for this consultancy. The proposer will be paid based on the effective UN exchange rate (in case of other currency denomination), and only after approving authority confirms the successful completion of each deliverable as stipulated hereunder. In accordance with UNDP rules, the lump sum contract amount to be offered should consider the professional fee inclusive of travel, living allowances, communications, taxes, out of pocket expenses, and other ancillary costs.

The company shall then be paid the lump sum contract amount upon certification of the completed tasks satisfactorily, as per the following payment schedule:

<b>Instalment of Payment/ Period</b>	<b>Deliverables or Documents to be Delivered</b>	<b>Approval should be obtained from:</b>	<b>Percentage of Payment</b>
1 <sup>st</sup> Instalment	Submission of the inception report comprises of both operational and financial plans and appraised by the contractor	Team leader IET	20 %
2 <sup>nd</sup> Instalment	Completion of 1500 households field surveys and submission of primary survey data. Field survey report also submitted as per the expected outputs and deliverables above	Team leader IET	50 %
3 <sup>rd</sup> Instalment	Final field survey report draft incorporating comments inclusion to be submitted. Also, the consultant is supposed to present and participate in the study validation workshop to be arranged by the UNDP accelerator lab	Team leader IET	30 %

## 9. MINIMUM ORGANIZATION AND CONSULTANCY TASK FORCE REQUIREMENTS

The service provider is supposed to have a considerable experience on behavioural and social studies within the perspective of grassroots development. The minimum criteria expected to be fulfilled by the prospect service provider are indicated below;

- A good working relationship with UNDP as well as with the relevant government agencies including Addis Ababa solid waste management agency.
- The service provider must have at least 3 years' experience in conducting behavioural, grassroots innovation or social development survey.
- Big enough to deploy at least 15 surveyors with equivalent financial capacity
- Strong surveyors controlling mechanism
- The service provider shall have a field survey management experience and specifically under urban community context is an added value
- Experience in undertaking similar tasks (experience in similar projects in Ethiopia will be a significant advantage).
- Have a broad network in government, and private sector in Ethiopia (preferably in solid waste management)
- Have references /links on similar areas of field research could be included to this application
- Good experience in recruitment, training and deployment of enumerators/surveyors

## **Task Manager / Lead consultant**

### **General qualification**

#### **Academic Qualification:**

- Master's degree in Psychology/behavioural studies, social sciences, environmental economics, urban planning, development studies or related fields

#### **Experience:**

- 5 years professional experience in working on field research/behavioural studies
- International experience: international experiences in countries of similar socioeconomic context is a value added
- Enumerators/surveyors training delivery experience before field deployment
- Survey execution experiences are required
- Knowledge of the study or survey area

#### **Competencies:**

- Ability to provide general leadership and direction to the study/research and report writing
- Very good experience on hiring, training, and deployment of surveyors for household survey enough experience and the study related qualifications
- Survey monitoring, tracking, quality assurance of survey data and troubleshooting skills
- Excellent Skills in analytical thinking
- Strong communication skills
- The consultant owns, the necessary IT skills to program android tablets, survey related kits and logistics facility to carryout field surveys
- The consultant shall also indicate the qualifications and experiences of proposed surveyors in their proposal
- Proficiency in Amharic and English and others if any

### **Household surveyors**

- BSc in social sciences, communication, psychology, development studies, and related fields
- Has experiences/trained on android devices-based household surveys under urban settings
- Proficient in smart phone or tablets usages for online and georeferenced surveys
- Proficiency in Amharic and English and others local, if any
- Supposed to have a knowledge about the study area (Addis Ababa and its neighbourhood)

## **10. CRITERIA FOR SELECTING THE BEST OFFER**

Upon the advertisement of the Procurement Notice, qualified Consultancy Firm is expected to submit both the Technical and Financial Proposals. Accordingly; the firm will be evaluated based on Cumulative Analysis as per the following conditions:

- Responsive/compliant/acceptable as per the Instruction to Bidders (ITB) of the Standard Bid Document (SBD), and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals are:
  - a. Technical Criteria weight is 70%
  - b. Financial Criteria weight is 30%

## 11. LOGISTICAL SUPPORT

There will not be any logistical support to be provided by the UNDP, therefore, logistical costs must be comprised within the financial proposal of the consultancy work. The UNDP will issue a support letter to the winning consultant to receive support from government administrations and smoothly run their survey. It will be the sole responsibility of the consultant to execute the survey according to the defined scope of the work and outputs and deliverables.

## 12. RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL

The consultancy firm is expected to include the firm's organizational profile, the lead's consultant CV in its technical proposal, also including the profile of proposed household surveyors. The lead's consultant CV should at least include, a brief motivation statement, academic qualifications and trainings, quantified professional experiences, supplementary skills, and three relevant references pertaining to the assignment.

Proposals whose contents are uniformly presented will facilitate their comparative review. Hence, your Technical Proposal document must have at least the preferred content as outlined in the respective RFP Proposal Submission Form. The proposal financial details must be indicated as a lumpsum with high level of work breakdowns corresponding to the proposed outputs of the work.

The technical proposal must cover at least the following contents.

- Consultant's Organization and Experience
- Reflections/ Suggestions on the Terms of Reference
- Description of Approach and Methodology
- Field survey execution, deployment, and control
- Team Composition and Task Assignments
- Work Plan

## 13. CONFIDENTIALITY AND PROPRIETARY INTERESTS

The consultants shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy or the Government without prior written consent. Proprietary interests on all materials and documents (primary survey data, field reports, and media files) prepared by the consultants under the assignment shall become and remain properties of UNDP. This assignment will be administrated by the United Nations Development Programme (UNDP), and all relevant UNDP rules, policies and procedures will apply.

## PROPOSED STANDARD TECHNICAL PROPOSAL EVALUATION CRITERIA

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1	Expertise of Firm / Organization	30%	300
2	Proposed Methodology, Approach and Implementation Plan	40%	400
3	Management Structure and Key Personnel	30%	300
<b>TOTAL</b>		<b>100%</b>	<b>1000</b>

Technical Proposal Evaluation (FORM I)		
Expertise of the Firm / Organization		Points Obtainable
<b>1.1</b>	Reputation of Organization and Staff / Credibility / Reliability / Industry Standing	<b>50</b>
<b>1.2</b>	General Organizational Capability which is likely to affect implementation <ul style="list-style-type: none"> <li>- Financial Stability</li> <li>- Loose consortium, Holding company or One firm</li> <li>- Age/size of the firm</li> <li>- Strength of the Project Management Support</li> <li>- Project Financing Capacity</li> <li>- Project Management Control</li> </ul>	<b>90</b>
<b>1.3</b>	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialized skills.)	<b>15</b>
<b>1.4</b>	Quality assurance procedure, warranty	<b>25</b>
<b>1.5</b>	Relevance of: <ul style="list-style-type: none"> <li>- Specialized Knowledge</li> <li>- Experience on Similar Programme / Projects</li> <li>- Work for UNDP/ major multilateral/ or bilateral programmes</li> </ul>	<b>120</b>
<b>SUB TOTAL</b>		<b>300</b>
Technical Proposal Evaluation (FORM II)		
Proposed Methodology, Approach and Implementation Plan		
<b>2.1</b>	To what degree does the Proposer understand the task?	<b>30</b>
<b>2.2</b>	Have the important aspects of the task been addressed in sufficient detail?	<b>25</b>
<b>2.3</b>	Are the different components of the project adequately weighted relative to one another?	<b>20</b>
<b>2.4</b>	Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal?	<b>55</b>
<b>2.5</b>	Is the conceptual framework adopted appropriate for the task?	<b>65</b>
<b>2.6</b>	Is the scope of task well defined and does it correspond to the TOR?	<b>120</b>
<b>2.7</b>	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	<b>85</b>
<b>SUB TOTAL</b>		<b>400</b>
Technical Proposal Evaluation (FORM III)		
Management Structure and Key Personnel		
<b>3.1</b>	<b>Task/Project Manager / Team Leader /</b> General Qualification Suitability for the Project	
	- Training experience	<b>45</b>
	- Professional experience in the area of specialization	<b>65</b>
	- Knowledge of region	<b>50</b>
	- Language qualification	<b>40</b>
<b>SUB TOTAL</b>		<b>200</b>
<b>3.2</b>	<b>Project Staff/ Household Surveyors</b> General Qualification Suitability for the project	
	- Training experience	<b>20</b>
	- Professional experience in the area of specialization	<b>30</b>
	- Knowledge of the region	<b>25</b>
	- Language qualification	<b>25</b>
<b>SUB TOTAL</b>		<b>100</b>
<b>Aggregate</b>		<b>1000</b>