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

Request for Applications

RFA: SC-TOPS-WASH-RFA-2018-01

Subject: Comprehensive market development strategy focusing on availability and provision of improved latrines and hand-washing related products in the Maradi and Zinder regions of Niger

Date RFA Issued: April 22, 2020

End of Question Period: May 6, 2020

Due Date for Applications: May 20, 2020

Award Ceiling: \$100,000 USD

Issued by: Save the Children Federation, Inc./ PRO-WASH Activity

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Introduction from the PRO-WASH Award Director

April 22, 2020

Dear Prospective Applicants,

I am pleased to share with you this call for applications for applied research to support the learning and evidence building efforts of the PRO-WASH Award funded by USAID's Office of Food for Peace (FFP). PRO-WASH aims to strengthen the effectiveness and sustainability of WASH practices in FFP-funded development and emergency food security activities.

In many locations around the globe, there are populations that struggle daily with access to clean drinking water and facilities and services that support proper sanitation and hygiene. Poverty, weak government systems and acute or chronic crises – conflicts and natural disasters – both create and exacerbate the WASH challenges vulnerable people face. In many circumstances, the development community and the beneficiaries we work alongside know what is needed, but the solution to the WASH problem remains out of reach due to cost or is unlikely to be sustainable because of social-cultural barriers or other challenges within the broader enabling environment. PRO-WASH is calling on the WASH community – non-governmental organizations, research institutions, private-sector firms—to see where we can bring proven practices together with new research, innovative technologies, creative policies, and other approaches to develop affordable, sustainable solutions to meet the WASH needs of the vulnerable populations assisted by FFP programming.

This RFA is designed to address one of the major challenges facing FFP implementing partners, ensuring long-term sustainability of key sanitation and hygiene products and services as part of multi-sectoral food security programming. Approaches such as Community Led Total Sanitation (CLTS) can improve the level of adoption of sanitation and hygiene practices in the short-term. However, recent research has demonstrated that their effects fade quickly over time, notably due to insufficient demand for services and products, barriers to the supply chain and services and also due to the poor quality of products and services that are available. While CLTS has been incorporated into the national policy in Niger, partners seek complementary modalities to support sustainability. Incorporating a market-based approach could improve access to desirable products and services for local consumers, improve linkages to the private sector, and support a functioning supply chain.

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,

Rebekah Pinto

Rebekah Pinto
PRO-WASH Program Director

A. Authority & Introduction

The purpose of this request for applications (RFA) is to solicit applications for a market development strategy for sanitation and hygiene supplies and services in the RISE II implementation areas of Maradi and Zinder regions of Southern Niger. The market development strategy should provide actionable recommendations for potential business models, context-appropriate product design, financial mechanisms and strategies for strengthening the enabling environment at the village and commune levels. Save the Children will fund one award under this RFA up to \$100,000 USD for a study period of up to six months beginning in June 2020.

In order to be considered for this applied research sub-award, all applicants shall submit a detailed proposal narrative which outlines the applicants' understanding of the context and key challenges of the region and provides a comprehensive overview of the proposed approach to data collection for this WASH market development strategy. The proposal narrative should also provide a timeline for the completion of data collection, analysis, strategy development, peer review and socialization of findings in accordance with the sub-grant duration specified below. Supporting documents, listed in Section I, are also required. Questions for this RFA will be received from potential applicants through **Wednesday, May 6, 2020 via email to prowash@savechildren.org**.

Resourcing for this sub-award is provided through PRO-WASH, a five-year USAID Office of Food for Peace (FFP) funded activity that aims to strengthen the effectiveness and sustainability of WASH practices across all FFP-funded development and emergency food security activities. PRO-WASH works to improve the impact, sustainability, and scalability of FFP'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, and to identify or develop solutions to select technological barriers for moving from unimproved or limited to basic and safely managed service delivery for water and sanitation.

This RFA describes the objectives of the PRO-WASH applied research; explains the key technical area of focus for this award; 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

BI. Background

In order to assist approximately 1.2 million people in Maradi and Zinder regions, USAID FFP funds three long-term development food security activities (DFSAs) with CARE, Catholic Relief Services (CRS) and Save the Children (program implementation period: October 2018 to June 2023). These activities are aimed at improving food security and resilience of chronically vulnerable households. As integral components of



the USAID Resilience in the Sahel Enhanced (RISE) II initiative, these interventions work across many sectors, including agriculture, health, livelihoods, nutrition, and sanitation. The three DFSAs operating in the Maradi and Zinder regions have completed the initial, first year of “refine and implement,” during which time they have completed staffing and planning processes, as well as, finalizing specific geography, targeting, and formative research.

Implementing partners conducting multi-sectoral food security and resilience activities in Niger receive additional, direct implementation support through TerresEauVie (TEV) and Sahel Collaboration and Communication (SCC) activities. TEV is implemented by Winrock International which leads the USAID Water Security and Resilience (WSR) activity as part of RISE II¹. The Activity is intended to strengthen and improve water security by strengthening policy and governance approaches for sustainable water and land access and use, and improving the capacity and performance of households, commune, and regional governments to develop and manage multiple-use water systems, surface water resources, sanitation services, and sustainable and productive land management. TEV works closely with the DFSAs and other partners in the communes where they are present, providing specialized technical advice, support, and facilitation where needed including (but not limited to) additional support at the systems level to stimulate sluggish market systems to deliver sanitation supplies and services.

Additionally, The SCC activity supports a shared learning agenda among USAID partners under the RISE II and Sahel Development Partnership efforts in Niger and Burkina Faso, taking into account the unique complexities of the region. SCC broadly supports learning and adaptation by consistently and frequently pausing to analyze its context and security risks, community dynamics, and reflect and adapt in order to continuously assess impacts on socially vulnerable groups and participants. SCC shares tools, learning and resources with USAID implementing partners and governments through easy and practical use of technology to access and collect information, knowledge management, efficient collaboration and communication strategies (workshops, decentralized working groups, social messaging and communication platforms), and data use for informed decision-making.

B2. Project Objectives, Deliverables & Audience

The objectives of this RFA are:

To solicit proposals to conduct and design a comprehensive market development strategy focusing on availability and provision of improved latrines and hand-washing related products in RISE II implementation areas of Maradi and Zinder regions of Niger (see Annex A for specific locations). Strong preference will be given to applicants who submit proposals which employ human-centered design (HCD)

¹ RISE II is focused on resilience capacities in two countries: Niger and Burkina Faso, across four sub-national regions and includes over 30 implementing partners, government stakeholders and civil society partners, with an investment of \$730 million over five years. RISE II investments will focus on implementation of complementary activities to DFSAs at community, municipal, regional and national levels.

approaches throughout the process of collecting user insights, identifying needs and supply chains for WASH products and proposing a final strategy.²

The final deliverable should consider the following the primary research questions:

- The availability, scale and cost of sanitation supplies and services at the commune and village levels in Maradi and Zinder. This should not be limited to latrines only, but consider associated markets for super and sub-structure construction materials, including cement, hardware stores and masons³ which are context appropriate for installation in sandy soil
- The availability, scale and cost of local handwashing products including locally-produced or widely, commercially available soap products and handwashing stations at the commune and village levels in Maradi and Zinder

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:

- Household needs, preferences and willingness-to-pay⁴ for sanitation and hygiene products including an understanding of the incentives and barriers that drive household decision-making around the construction and maintenance of improved latrines and hand-washing facilities
- The availability of different toilet technologies for sub-sets of the population served by implementing partners working in Maradi and Zinder, 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, and masons
- Potential existing financing options for households and businesses and their feasibility (e.g. banks, micro-finance institutions, savings and loan groups)
- The potential for private-sector partnerships with existing partners operating in Maradi and Zinder, particularly around sanitation and hand-washing supplies and services

Specific deliverables are listed in section B9 below. In addition to a comprehensive assessment of the current state of the sanitation and hygiene market in Maradi and Zinder regions, the final deliverable for this sub-award should include implementation recommendations for a context-specific, market-based sanitation and hygiene market development strategy which includes:

² Human-Centered Design (HCD) is a research methodology that maximizes the likelihood of adoption, long-term sustainability, and scalability of a market-based solutions. It is used to design and deliver holistic offerings, usually a combination of product(s), service(s), marketing, financing, and distribution. The approach is a branch of participatory action research.

³ This research area also considers the technical viability of current sanitation supplies and services including any challenges related to installation within the context of Maradi and Zinder regions.

⁴ The assessment of willingness-to-pay should result in the construction of a demand curve for sanitation/hygiene product



- 1.) Knowledge Summary, which provides a detailed overview of existing knowledge and resources relevant to market-based sanitation and the relevant formative research conducted across DFSAs and RISE II partners
- 2.) Target market segments, which identifies market segments for latrines products, fecal sludge management services, financial services, and hygiene products in the targeted areas. Market segments must address customers who live in areas with sandy soils and those with extreme water scarcity. Recommendations should include target market segments separately for each product and service.
- 3.) Viable business models: – Propose sanitation and hygiene business models that are likely to be viable for the target market segments RISE II target communities within Maradi and Zinder. This may include business models that group products and services into marketable packages, create alliances or coordination among enterprises, or cluster market segments applicable to a single product or service. The proposed business models provided under this section should clearly detail a potential path to viability and that proposed mix of businesses are able to serve all critical target markets. Please explore where and when targeted subsidies would be required to serve specific target markets.
- 4) Capacity-Strengthening & Partnership Approach, which outlines an operational approach to engage, support, learn, and adapt market-based sanitation and hygiene support. The primary audiences for this final deliverable are DFSA Technical WASH staff, management, RISE II partners and USAID/FFP⁵. Successful applicants will also consider the importance of strengthening implementing partner capacity to take market-based sanitation programming forward, and should include additional capacity strengthening activities beyond a final report which both sensitizes DFSA staff to the findings of the assessment, as well as, provide them with the tools needed to support internal planning for potential piloting⁶. This deliverable should also include capacity gap analysis and recommendations

Wherever possible, the final deliverable should draw heavily on existing sources of qualitative and quantitative WASH assessments that have already been conducted for Niger and/or the Maradi and Zinder regions. This includes existing studies conducted by the DFSAs 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 DFSA WASH programming overlaps with other similarly-focused, USAID or INGO market-based sanitation programming, subsidy or hardware distribution schemes in the area.

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/FFP programming. This

⁵ An secondary, but critical audience for this document and beyond the life of the sub-award will be the Government of Niger, including the Ministère de l'Hydraulique et de l'Assainissement (Ministry of Water and Sanitation), as well as other government stakeholders engaged in WASH.

⁶ Attachments 2 & 3: Detailed Budget and Budget Narrative templates require the applicant to provide a budget for any capacity-strengthening and/or learning events to be held in Niger. Note that PRO-WASH will cover any costs associated with booking a venue, meals and breaks. Applicants' budgets should cover those costs related to facilitation, supplies, flights/accommodation.

includes identifying solutions to delivering WASH services in challenging contexts, such as those found in the Maradi and Zinder regions of Niger. The award resulting from this RFA should provide a 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 water scarce areas in which FFP implementing partners work.

B3. Focus & Subject Areas

Sustained access to improved WASH and health services remains a consistent challenge in Niger and throughout the Sahel where issues of water scarcity are inextricably linked with limited improvements in household sanitation. High vulnerability to climatic shocks, persistent poverty, high population growth, cultural and social norms and a difficult enabling environment for WASH investment underlie the lack of improvements to expanding access both to available water resources and sanitation goods and services.

At present, access to improved sanitation in Niger remains sorely lagging. According to the World Health Organization – United Nations International Children’s Fund (WHO-UNICEF) Joint Monitoring Program (JMP) in 2017, 69 percent of the population still practiced open defecation, making it one of the top three countries of the continents with the highest prevalence of open defecation. National level averages also mask important inequalities in access across rural and urban areas, as well as, poor and non-poor households (which are less pronounced in rural areas where households have lower access regardless of poverty status). WHO-UNICEF/JMP estimates for 2017 reveal that 79 percent of rural households still regularly practice open defecation. Differences for sanitation are nominal across welfare status. Even among households in the top 60 percent, close to 65 percent rely on open defecation. The relatively stagnant trends in open defecation are particularly concerning given rates are slowly beginning to climb due to increased population growth in recent years. It’s estimated that by 2030, 15 million Nigerien will need to gain access to improved water supply, and over 32 million will need to gain access to improved sanitation.⁷

In USAID’s RISE mid-term assessment, beneficiaries consistently cited improving access to water as their top priority, noting that lack of safe and reliable water impedes hygiene and sanitation, contributes to malnutrition and disease, poses a large constraint to agricultural and livestock production. Beneficiaries also noted that affordable, reliable, and easily accessible services— including water and sanitation services —were important for increasing their economic opportunities and health.⁸ This is especially critical for women and children, whose health and economic well-being is particularly undermined by lack of hygiene and sanitation. Women and girls face very real threats to their safety and dignity because of lack of sanitation and isolated access points.

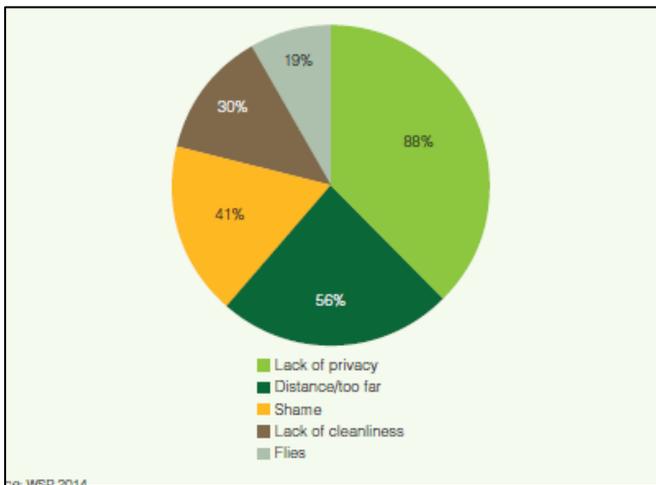
The reasons for persistently high rates of open defecation are complex and multi-faceted, comprising supply-side issues (including lack of access to latrines and affordable building materials) and demand-side

⁷ Ibid, World Bank 2019.

⁸ USAID (2018) *Notice of Funding Opportunity: RISE II Water Security and Resilience*. Sahel Regional Office.



challenges, such as cultural and religious beliefs, relative convenience and affordability.⁹ In Niger, sanitation provision is often seen as a private issue and household responsibility rather than a service that government provides. The health consequences of inadequate sanitation may also not be visible or well-understood by households. Formative research conducted by the Water and Sanitation Program (WSP) in 2014, found that persistently high rates of open defecation in Niger were driven by lack of access and not by preference. The majority of those interviewed (73 percent) indicated not be satisfied with the available place of defecation, and 86 percent of respondents claimed they would stop if they had a latrine. Dislike for open defecation was also driven by concerns for privacy and safely and not health (see Box 1). Formative research also revealed a lack of information and misconceptions about the construction of latrines as well as a certain resignation that the status quo (open defecation) is the only option. What is also clear is that the cost of building a latrine is not the only impediment to adoption of improved facilities, as households have low access to even the most basic form of unimproved sanitation.¹⁰



Box 1: Concern for Privacy, Not Health and Sanitation Drives Dislike for Open Defecation in Niger (Source WSP, 2014)

Community-Led Total Sanitation (CLTS) remains the main vehicle for reducing open defecation in Niger and is recognized as such by the government through PROSEHA and the Operational Strategy for the Promotion of Hygiene and Basic Sanitation (SOPHAB)¹¹, which promotes a no-subsidies approach in order to prevent market distortions by conflicting donor-driven programming. However, the impacts of CLTS have been muted by weak post-certification monitoring and support, and lack of supply chains for sanitation supplies and services. There is also a question of whether the CLTS approach alone will be enough to overcome the lack of available resources in rural

households and the low priority currently afforded to upgrading sanitation and hygiene facilities at the commune level.

Still, the public benefits of improved sanitation, the question is not “if” the sanitation value chain should be subsidized, but “how” to do so in a way that supports the nascent sanitation market in Niger. ¹²At present very little is known about consumer preferences or the market for sanitation and hygiene goods and services, particularly in the context of Maradi and Zinder. Previous USAID and World Bank-funded

⁹ O’Connell K. (2014) *What Influences Open Defecation and Latrine Ownership in Rural Households? Findings from a Global Review*. World Bank, Washington DC.

¹⁰ World Bank Group (2014) *Formative Research on WASH in Niger*. World Bank, Washington DC.

¹¹ SOPHAB ended as of 2018

¹² Ibid, USAID 2018.

projects have conducted formative research on sanitation in Niger but the results have not been consolidated into compelling marketing strategies or effectively linked with financing options.

B4. Duration of Applied WASH Sub-Award

The duration of the award provided under this RFA for a duration of six months from the start date of the award with the possibility of extension at the discretion of the PRO-WASH Director. PRO-WASH, Save the Children Federation, Inc. and/or USAID/FFP reserve the right to cancel this RFA at any time for cause.

B5. Sub-Award Management

The sub-award will be jointly managed by PRO-WASH and TEV. It is expected that the successful applicant will work closely with both teams, as well as, DFSA WASH Technical Leads working in Maradi and Zinder including CRS, Save the Children CARE, and their partners. The purpose of this collaboration will be to ensure that the design is responsive to the needs of all beneficiaries in implementation areas and that recommendations are developed in alignment with all three organizations' WASH program approach. Collaboration may include coordinating site visits during the assessment/design stage as appropriate, working with TEV and implementing partner staff to contact Government of Niger stakeholders and sanitation actors, and communicating revisions to the final deliverable in a timely manner to support the procurement of supplies or the establishment of other necessary systems to begin pilot testing of the design following the conclusion of this award.

In collaboration with TEV and PROWASH, SCC will work with grantees to collect feedback and reflection during the award and the grantees activities. This will include work plan sharing and pause and reflect sessions, which will inform overall needs, progress and gaps. SCC will support the work under this opportunity with grantees, implementing partners, USAID/FFP, TEV and PROWASH to ensure relevant government agencies and stakeholders at the regional, national and community level, as well as working groups/communities of practice are engaged as much as possible. This includes linking relevant stakeholders, grantees and other interested parties together for learning and collaboration. SCC will play a central role in working with PRO-WASH and TEV to identify and coordinate capacity-building and learning events with government and project stakeholders are represented in working groups or communities of practice.

The successful applicant will also collaborate with PRO-WASH, SCC and TEV staff for support as needed during the life of the award, and provide bi-weekly updates to both teams on the progress of the final deliverable. Following the submission of the final deliverable, the successful applicant will be available to collaborate with PRO-WASH by answering any questions on the final market assessment and strategy, and potentially holding a webinar to share the final results with the larger audience of USAID/FFP stakeholders.

B6. Funding Availability

Final funding levels for each award will depend on content and needs of the proposed activity, with a ceiling of \$100,000 USD. The award will be a Fixed Amount Award (FAA), which is a type of award that



provides a pre-defined level of funding based on a schedule of pre-determined deliverables and results rather than reimbursement based on actual costs.¹³

B7. Type and Number of Awards

PRO-WASH plans to award one award under this RFA. 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 PRO-WASH to pay for the costs incurred in the submission of an application. Save the Children Federation, Inc. and PRO-WASH reserve 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. and the PRO-WASH donor, USAID.

B8. Authorized Geographic Code

The authorized geographic code for procurement of goods and services under this RFA is 937. However, local procurement is authorized within the parameters specified in 22 CFR 228.40, “Local Procurement.”

B9. Post-Award Reporting Schedule

Fixed payments will be scheduled in the award as Milestone Payments. The payment and schedule of the Milestone Payments will depend on the selected applicant’s negotiated budget amount, the agreed upon amount for each Milestone, and successful completion of the deliverable(s) associated with each Milestone.

Deliverables under this sub-award will include:

- Roles and Responsibilities document outlining timelines for the delivery of each approved milestone deliverable and responsibilities across the grantee, DFSAs and PRO-WASH/TEV. This document should also include clear communication protocols across implementing partners, RISE II, USAID and Government of Niger stakeholders
- Kick-off meetings (in-person and/or remote) for all relevant stakeholders to review timeline, deliverables and the sub-award budget
- Inception Report detailing the data collection methodology and tools, key resources, stakeholder interviews for assessment stage of market research in Zinder/Maradi
- A summary of existing knowledge and resources relevant to market-based sanitation in Niger, and which is inclusive of available existing resources from DFSAs, RISE II partners, USAID and Government of Niger documentation
- Final market development strategy document which includes both defined market segments for each sanitation and hygiene products and a range of viable business models for RISE II areas in Maradi and Zinder including financing recommendations
- Validation workshop with Government of Niger, DFSA and RISE II partners to present prototypes, gather feedback and finalize overall market development strategy. This workshop should including

¹³ Please see 22 CFR 200.45 “Fixed amount awards” for more information

opportunities for capacity strengthening and sensitization workshop with DFSA and RISE II stakeholders (*see footnote 6 for information on workshop budgeting*)

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 Dun 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.

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 governments¹⁴. 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

DI. 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,

¹⁴ 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



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.

D2. Schedule

This Maradi/Zinder WASH Market Assessment & Strategy RFA is open from the date of issue. Submissions are due by 5PM EST on **Wednesday, May 20, 2020**. PRO-WASH, in close coordination with TEV, reserves the right to amend this RFA at any time.

D3. Questions

The point of contact concerning this RFA is Ms. Rebekah Pinto, Director, PRO-WASH, rpinto@savechildren.org. Questions on this RFA may be submitted in writing before **Wednesday, May 6th** with 'Maradi/Zinder WASH Market Assessment & Strategy RFA' in the subject line and should be copied to prowash@savechildren.org. Answers to submitted questions will be posted to the FSN Network website (www.fsnnetwork.org) by **Thursday, May 7, 2020**.

E. General Guidance

E1. Content of Applications

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

E2. Maradi/Zinder WASH Market Assessment & Strategy 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.

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 requirements of the Save the Children Federation, Inc./PRO-WASH Maradi/Zinder WASH Market Assessment & Strategy. 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).

FI. Evaluation Criteria (Maximum 100 points)

- 1.) Understanding of the context/challenge (10 points)
 - Demonstrate understanding of the various challenges of executing market-based sanitation work in the context of the Sahel
 - Demonstrate understanding of the environmental, market and social contexts within the target geographies of Maradi and Zinder
 - Demonstrate an in depth understanding of the target population WASH needs (social, economic, health, convenience)
- 2.) Proposed Approach to Data Collection and Validation for Market Development Strategy (35 points)
 - Describe the overall approach how it suited to the Maradi and Zinder regions of Niger
 - 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)
 - Describe any additional considerations that will be taken to collect information on needs from women, disabled or other vulnerable populations
 - 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
- 3.) Proposed Approach Capacity Building and Sensitization of Findings with DFSAs (20 points)
 - 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
 - Identify opportunities for how the capacity of the DFSAs to take the final recommendations will be strengthened throughout the course of the sub-award
- 4.) Cost-effectiveness of proposed design (Maximum 10 Points)
 - Describe how the approach to conducting the market assessment will account for affordability of the final products, including available financing and savings options
- 5.) Pre-Existing Experience Working in Country Context & Sector (15 points)
 - Describe any previous experience working within the region, country or specific context conducting sanitation market research
 - Demonstrated experience conducting market assessments, developing market segmentation, and business strategies in Niger or in a similar context
 - Describe the applicant's ability to undertake this work in French
 - Describe any previous experience collecting WASH-focused research using human or user-centered design techniques
 - Identify any foreseeable challenges to an immediate start of this sub-award



6.) Cost Proposal (10 points)

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.

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."¹⁵ 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 USAID Standard Provisions.

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

¹⁵ 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."

- Attachment 2: Budget Template
- Attachment 3: Budget Narrative Template
- Attachment 4: Applicable USAID Regulations



Annex A: RISE II implementation areas in Maradi & Zinder Regions

Regions	Department	Communes
Zinder	MAGARIA	Magaria
		Bande
		Dan Tchiao
		Wacha
		Sassoumbouroum
		Kwaya
		Yekoua
	DOUNGAS	Gouchi
		Malawa
		Dungass
		Dogo Dogo
	DAMAGARAM TAKAYA	Damagaran Takaya
		Mazamni
		Guidimouni
	GOURE	Guididguir
	Maradi	GUIDAN ROUMDJI
Guidan Roumdji		
Chadakori		