

## **ANNEXO 3**

### **TÉRMINOS DE REFERENCIA Y PERFILES DE CONSULTORES PARA LA EJECUCIÓN DE LA HA-T1253**

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## **Haïti**

### **INE /WSA**

#### **DEVELOPMENT OF CREATIVE CONCEPTS, MESSAGES, AND ACTIVITIES TO THE IMPROVEMENT AND USAGE OF SANITATION FACILITIES AND SERVICES BY HOUSEHOLDS IN CAP HAITIEN.**

### **ATRIBUTIONS**

#### **Context**

The IDB is carrying out a project to improve household sanitation in Cap Haitien and the surrounding area. Access to safe household sanitation --- having and using a toilet or latrine --- has tremendous health and economic benefits. A survey by the British Medical Association of global medical and scientific professionals in 2007 rated sanitation as the most significant medical advance in the last 150 years, beating out antibiotics and anaesthesia. While taken for granted in many countries, sanitation is a challenge in several developing countries, including Haiti. Only about 2.5 million Haitians are using safe sanitation facilities, 5.8 million are using poor quality facilities, and 2.2 million defecate in the open because they do not have a toilet or latrine at home (<http://www.wssinfo.org/>).

Households are more likely install and use new sanitation facilities or improve existing ones if they are convinced of benefits such as: improved safety, improved comfort and convince, improved social status and adherence to social norms, compliance with enforced housing codes, and community level recognition and rewards.

The promotion of sanitation needs to be combined with ensuring that appealing and affordable sanitation goods and services (toilet and latrine components, installation, operations, and maintenance) are associated with these benefits and easily available and known to targeted households.

The IDB and partners are currently compiling and carrying a formative research focusing on OD in the Cap Haitien area to assess the household sanitation situation, the specific local benefits that can be associated with promoting sanitation, and categories of associated sanitation goods and services. The research and other inputs will be used to develop creative briefs for promoting sanitation behaviors and goods and services to key population segments in Cap Haitien and the surrounding areas.

#### **Objective**

Based on this background, the primary objective of this assignment is to develop a (i) core sanitation promotion concept, plus (ii) messages, and (iii) activities that will prompt households to improve their sanitation facilities in three population groups:

- urban residents and landlords of low to middle income Cap Haitien (the formally planned central areas of the city);

- slum and peri-urban residents and landlords of low-income greater Cap Haitien (the dense, semi-formal, often low lying residential areas that are mainly to the east of the city center);

## **Main activities**

### **Activity 1. Establishment of contextual and creative parameters**

The creative work is unique in terms of the poor urban and rural populations being targeted in Haiti and the sanitation behaviors being promoted. The assignment will consist of upstream work prior to the delivery of a formal creative briefing. The consultant's creative and lead team members will work with the client to become familiar with population settings, and establish contextual and creative parameters. Doing so is expected to entail the following tasks:

- Participation in field visits and discussions in at least one community or neighborhood in each of the three target areas in central Cap Haitien, Peri-urban Cap Haitien, and rural villages. The will include interacting with and visiting households, sanitation suppliers of hardware components, materials, labor, emptying and other services, and local authorities.
- Participation in an insight workshop organized by the client that will distill sanitation observations, consumer and market research findings.
- Participation in a briefing session by the client to review the creative brief that will be drafted following the insight workshop.
- Development of a presentation that summarizes the creative work to be done based on interpretation of the field work, insight session, and creative brief.

### **Activity 2. Development of Core Creative Concept**

Based on the creative brief, the consultant will:

- Develop 3 options for a core concept or platform that will be used across sanitation messages and promotional activities. The concept will be based on key drivers of sanitation in Haiti and general methods for communicating them (these will be summarized in the creative brief).
- Finalize a single core concept based on audience feedback, and in consultation with the client.

### **Activity 3. Development of Messages and Activities**

This core concept will be applied in greater detail to develop messages and activities to reach and convince the three target groups to improve their sanitation facilities and access to services. Tasks will likely entail:

- Developing messages that captures an offer of solutions for each of the three targeted population segments. The brief for each group of messages will be specified following the insight workshop. Examples of the objectives of messages *might* include:
  - For central Cap Haitien – prompt property owners to connect to new sewer system (condominial and semicolective alternatives)

- For peri-urban areas – prompt households and property owners to upgrade sanitation facilities and access septic or pit emptying services.
- Developing activities and channels to convey and reinforce messages for each population segment. Example of channels and activities *might* include:
  - For central Cap Haitien – design of neighborhood meetings, events, and contests in collaboration with local associations to drive household connections to new sewer systems, messages and point of sale promotions with building, sanitation, and plumbing suppliers, door to door promotion protocols and informational and promotion materials, radio message and spot design.
  - For per-urban Cap Haitien – community event and contest designs in association with local authorities, joint-promotion activities and branding materials with sanitation suppliers and septic and pit empties, door to door promotion protocols, radio message and spot design.

#### Activity 4. Development of Promotion Guide

Based on the previous activities and tasks, the consultant, in collaboration with the client, will develop a promotion guide outlining:

- Overview of the core concept. The purpose of each messages and activity (including target audience), how messages and activities are to be used and by whom.
- Production and planning requirements for materials and messages.
- Key performance Indictors on the usage of messages, materials and activities.

#### Deliverables

The table below summarizes the deliverables and schedule for this contract.

Project Activity	Deliverable	Target Due Date (beyond NTP: Notice-to-Proceed)
General	<u>Work Plan</u>	<u>NTP + 1 month</u>
Activity 1: Establishment of contextual and creative parameters	<u>Product 1</u> : Presentation summarizing the creative work to be done based on interpretation of the field work, insight session, and creative brief.	<u>NTP + 3 months</u>

Activity 2: Development of Core Creative Concept	<p><u>Product 2A:</u> 3 options for a core concept or platform.</p> <p><u>Product 2B:</u> Finalized single core concept based on audience feedback and consultation with the client.</p>	<u>NTP + 5 months</u>
Activity 3: Development of Messages and Activities	<p><u>Product 3A:</u> Messages for each of the three targeted population segments.</p> <p><u>Product 3B:</u> Design of activities and channels to convey and reinforce messages for each of the three population segments.</p>	<u>NTP + 7 months</u>
Activity 4: Development of a Promotion Guide	<u>Product 4:</u> Promotion Guide	<u>NTP + 8 months</u>

### Compensation

The compensation for this consultancy contract described shall be a lump sum amount as approved during negotiations between the IDB and the contractor. Payments will be made corresponding to progress towards the following deliverables and contract allocation.

Product ID	Percentage Budget Allocation
<u>Work Plan</u>	10
<u>Product 1:</u> Presentation summarizing the creative work to be done based on interpretation of the field work, insight session, and creative brief.	15
<u>Product 2A:</u> 3 options for a core concept or platform.	20

<u>Product 2B:</u> Finalized single core concept based on audience feedback and consultation with the client.	10
<u>Product 3A:</u> Messages for each of the three targeted population segments	15
<u>Product 3B:</u> Design of activities and channels to convey and reinforce messages for each of the three population segments.	15
<u>Product 4:</u> Promotion Guide	15

**Payment and conditions:** Compensation shall be determined in accordance with the Bank's policies and procedures. In addition, candidates must be citizens of one of the IDB's member countries.

**Consanguinity:** In accordance with applicable Bank policy, candidates with relatives (including fourth degree consanguinity and second degree affinity, including spouse) who work for the Bank as an officer or contractual complementary contractual force shall not be eligible to provide services to the Bank.

**Diversity:** The Bank is committed to diversity and inclusion and equal opportunity for all candidates. We welcome diversity based on gender, age, education, national origin, ethnicity, race, disability, sexual orientation, religion and HIV/AIDS status. We encourage women, people of African descent and people of indigenous origin to apply.

## PERFILES DE LOS CONSULTORES INDIVIDUALES

# Perfil		Objetivo de la consultoría	Experiencia	Formación académica	Número de días de consultoría
1	Coordinador de la Cooperación Técnica	Coordinación del equipo de consultores. Apoyo a la aplicación de la políticas ambientales y sociales del BID	Al menos 5 años de experiencia en la gestión de proyectos de agua. Recomendable experiencia en Haití o en países similares por más de 3 años. Recomendable experiencia en la coordinación de proyectos con financiamiento BID. Experiencia en la aplicación de políticas ambientales y sociales del BID o de instituciones similares	Ingeniero hidráulico o similar con máster	
2	Ingeniero Hidráulico	Elaboración del componente de ingeniería del pliego de licitación correspondiente al contrato por resultados para la mejora de la gestión del agua en Gonaïves.	Al menos 8 años de experiencia el diseño y supervisión de proyectos de agua potable. Al menos 3 años de experiencia en Haití o países similares. Experiencia en la modelización de redes de agua potable con flujo intermitente	Al menos máster en ingeniería hidráulica o en otras áreas vinculadas a la gestión del agua	55
3	Experto en pliegos de licitación	Elaboración del pliego de licitación correspondiente al contrato por resultados para la mejora de la gestión del agua en Gonaïves. Realización de capacitaciones al personal de la DINEPA y de la OREPA Centro.	Al menos 8 años de experiencia en el seguimiento, preparación o evaluación de contratos por resultados o de tipo DBO. Al menos 3 años de experiencia en Haití o en países similares	Al menos un máster en administración de empresas o en gestión de empresas de agua	43

		Elaboración del pliego de licitación correspondiente a la instalación de material electromecánico y a la operación de los pozos de Balan (según modelos tipo DBO). Realización de capacitaciones al personal de la DINEPA y de la OREPA Norte. Participación el taller sobre pliegos de licitación en contratos por resultados			
4	Ingeniero electromecánico	Elaboración del componente de ingeniería del pliego de licitación correspondiente a la instalación de material electromecánico y a la operación de los pozos de Balan (según modelos tipo DBO) y diagnóstico de elementos electromecánicos Gonaïves	Más de 8 años de experiencia en el diseño, supervisión e instalación de equipos electromecánicos en proyectos de agua potable o de saneamiento. Al menos 3 años de experiencia en Haití o países similares.	Ingeniero electromecánico con master	35
5	Consultor para el análisis financiero de soluciones de saneamiento individual	Realización del análisis financiero de la aplicabilidad de soluciones tipo CBS (Contained based sanitation) en la ciudad de Cabo Haitiano. Análisis de la alternativa de incorporar el CBS en el plan de negocios de la empresa de agua de Cabo Haitiano.	Más de 8 años de experiencia en el análisis de proyectos del sector de agua y saneamiento. Más de 3 años de experiencia en el análisis de empresas de agua. Mas de 3 años de experiencia en Haití o países similares.	Financiero o economista con máster en áreas vinculadas con la gestión ambiental o el saneamiento urbano	42



6	Consultor individual ingeniero hidrogeólogo	Preparar el proyecto para la perforación de cuatro nuevos pozos en Cabo Haitiano. Incluye la preparación de planos, especificaciones técnicas y presupuesto detallado.	Más de 8 años de experiencia en el diseño y supervisión de perforación de pozos para aprovisionamiento de agua. Al menos 3 años de experiencia en Haití o países similares.	Ingeniero de minas o ingeniero estructural con master en hidrogeología;	38
7	Consultor individual experto en la gestión de lodos procedentes de soluciones individuales	Desarrollar propuestas de PPPs para mejorar la gestión de los lodos procedentes de soluciones individuales. Desarrollar una propuesta para la operación de la planta de tratamiento de lodos procedentes de soluciones individuales mediante vaciado mecánico de Limonade (financiada por la AECID). Análisis de las alternativas de gestión para el compostaje de los residuos procedentes del vaciado manual de letrinas. Análisis del compostaje de los materiales procedentes de las soluciones tipo CBS.	Más de 8 años de experiencia en la preparación y gestión de proyectos de saneamiento urbano con al menos 2 años de experiencia en el apoyo a la mejora de la gestión de lodos procedentes de soluciones individuales en áreas urbanas.	Ingeniero o economista con máster en áreas vinculadas con la gestión ambiental o el saneamiento urbano	47