



**TERMS OF REFERENCE (TOR) FOR THE DEVELOPMENT OF SANITATION  
MARKETING DEMAND CREATION FRAMEWORK**

**UNICEF Ethiopia in collaboration with PMC-E**

**Addis Ababa, Ethiopia**

**June 2024**

# **Terms of Reference (TOR) for the Development of Sanitation Marketing Demand Creation Framework**

## **1. Background:**

The lack of access to improved sanitation facilities remains a significant public health concern in Ethiopia. The government and development partners have been working to address this issue through various initiatives, including sanitation marketing approaches. Sanitation marketing aims to increase demand for sanitation products and services by creating a market-driven approach that stimulates private sector engagement and investment. To support this effort, a sanitation marketing demand creation framework is needed to guide the development of effective sanitation marketing strategies.

## **2. Objective:**

The objective of this consultancy is to assess the best sanitation marketing experiences in Ethiopia and develop a sanitation marketing demand creation framework that outlines the best options for sanitation marketing approaches and frameworks.

## **3. Scope of Work:**

The consultant will be responsible for the following tasks:

### **3.1. Literature Review and Desk Research**

Conduct a comprehensive review of existing literature on sanitation marketing, including global best practices, country-specific experiences, and relevant research studies.

### **3.2. Assessment of Best Sanitation Marketing Experiences in Country**

Identify and assess a maximum of three best sanitation marketing experiences in Ethiopia, including their approaches, strategies, and outcomes.

### **3.3. Development of Sanitation Marketing Demand Creation Framework:**

Based on the assessment of best experiences and literature review, develop a sanitation marketing demand creation framework that outlines the best options for sanitation marketing approaches and frameworks.

### **3.4. Stakeholder Consultations:**

Conduct stakeholder consultations with relevant government agencies, development partners, private sector organizations, and civil society organizations to validate the findings and gather feedback on the proposed framework.

### **3.5. Report Writing and Presentation:**

Prepare a comprehensive report detailing the assessment of best sanitation marketing experiences, the sanitation marketing demand creation framework, and the stakeholder consultation findings. Present the report to the client and relevant stakeholders.

#### **4. Key Areas of Focus:**

##### **4.1. Sanitation Marketing Approaches:**

Assess the effectiveness of different sanitation marketing approaches, including:

- Product-based approaches (e.g., latrine sales, toilet construction)
- Challenges and effectiveness of sato pan installations and utilizations.
- Service-based approaches (e.g., toilet cleaning, waste management)
- Behavior changes communication (BCC) campaigns
- Market-based sanitation (MBS) approaches

##### **4.2. Target Market Segments:**

Identify and analyze the target market segments for sanitation marketing, including:

- Rural and urban populations
- Low-income and middle-income households
- Specific demographic groups (e.g., women, children, people with disabilities)

##### **4.3. Marketing Strategies and Tactics:**

Develop a range of marketing strategies and tactics to promote sanitation products and services, including:

- Pricing and promotion strategies
- Distribution and logistics management
- Advertising and communication campaigns
- Sales and customer service strategies

##### **4.4. Monitoring and Evaluation:**

Develop a monitoring and evaluation framework to track the effectiveness of sanitation marketing interventions, including:

- Key performance indicators (KPIs)
- Data collection and analysis methods
- Reporting and feedback mechanisms

#### **5. Deliverables:**

1. A comprehensive report detailing the assessment of best sanitation marketing experiences in Ethiopia,
2. A sanitation marketing demand creation framework outlining the best options for sanitation marketing approaches and frameworks,
3. A presentation summarizing the report and framework,
4. A stakeholder consultation report detailing the feedback and input from relevant stakeholders,

## **6. Timeline:**

The consultancy is expected to be completed within **7 weeks**.

### **Qualifications and Experience:**

The consultant should have:

1. A minimum of 5 years of experience in sanitation marketing, behavior change communication, or a related field,
2. A strong understanding of sanitation marketing principles and practices,
3. Experience in conducting research and analysis, and developing marketing strategies and frameworks,
4. Excellent writing and presentation skills,
5. Ability to work independently and manage multiple tasks and deadlines,

### **Submission Requirements:**

Interested consultants should submit the following:

1. A technical proposal outlining their approach, methodology, and timeline for the consultancy,
2. A financial proposal detailing their costs and fees,
3. A CV or resume highlighting their relevant experience and qualifications,
4. A sample of their previous work, such as a report or presentation, that demonstrates their writing and analytical skills,

### **Application process**

***The bidder should submit their technical and financial proposals with a sealed envelope (financial proposal in separate sealed envelope) to PMC-E, Addis Ababa located around Bambis Mekane Yesus BDG, 7<sup>th</sup> Floor during working hours within ten working days from the day of this announcement.***