



**USAID Indonesia Urban Water Sanitation and Hygiene
Penyehatan Lingkungan Untuk Semua**

Request For Proposal (RFP)

No. REQ-JAK-18-0001

Consultant of WASH Microfinance Toolkit Production

Issue Date: January 30, 2018

WARNING: Prospective Offerors who have received this document from a source other than the USAID –IUWASH PLUS Project, IUWASH_Plus_Procurement@dai.com, should immediately contact IUWASH_Plus_Procurement@dai.com and provide their name and mailing address in order that amendments to the RFP or other communications can be sent directly to them. Any prospective Offeror who fails to register their interest assumes complete responsibility in the event that they do not receive communications prior to the closing date. Any amendments to this solicitation will be issued and posted (www.iuwashplus.or.id)

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Synopsis of the RFP

1. RFP No.	REQ-JAK-18-0001
2. Issue Date	January 30, 2018
3. Title	Consultant of WASH Microfinance Toolkit Production
4. Issuing Office & Email/Physical Address for Submission of Proposals	USAID – IUWASH PLUS Jakarta Office Gedung Mayapada Tower 1, 10th Floor, Jl. Jend. Sudirman Kav. 28, Jakarta 12920; Email : IUWASH_Plus_Procurement@dai.com
5. Bidders' Conference	February 7, 2018 on 10.30 am at IUWASH Jakarta Office, Mayapada Building 10th Floor, Jln. Jend. Sudirman Kav. 28, Jakarta 12920. Phone : 021-522 0540 Bidders conference confirmation : February 6, 2018 at the latest 16.00 WIB (04.00 pm)
6. Deadline for Receipt of Questions	February 12, 2018 at the latest 16.00 p.m.
7. Deadline for Receipt of Quotes	February 14, 2018 at the latest 16.00 p.m
8. Contact Person	IUWASH_Plus_Procurement@dai.com
9. Anticipated Award Type	a Firm Fixed Price Purchase Order Issuance of this RFP in no way obligates DAI to award a subcontract or purchase order and Bidders will not be reimbursed for any costs associated with the preparation of their quote.
10. Basis for Award	An award will be made based on the Trade Off Method. The award will be issued to the responsible and reasonable offeror who provides the best value to DAI and its client using a combination of technical and cost/price factors

1. Introduction and Purpose

1.1 Purpose

DAI, the implementer of the “The USAID Indonesia Urban Water, Sanitation and Hygiene 'Penyehatan Lingkungan Untuk Semua' (IUWASH PLUS) program invites qualified offerors to submit proposals to supply and deliver “ **WASH Microfinance Toolkit Production** “

ACTIVITY BACKGROUND

A major focus of IUWASH PLUS relates to the development of market-based approaches to WASH service delivery. While many approaches to the marketing of WASH products and services have been introduced in Indonesia, very few have become truly self-sustaining or led to broad replication. Reasons for the lack of such approaches to achieve scale vary, and may be best understood through the optic of a “WASH Ecosystem” (which provides the basis for the overall approach of IUWASH PLUS). This Ecosystem involves key actors in the sector (LGs, utilities, private sector companies, financial institutions, communities, households, etc.), how they are connected (financially, socially, politically, spatially, etc.) and how they exchange information and resources.

Within the optic of the WASH Ecosystem, and based on substantial experience in the sector, IUWASH PLUS has identified cost as a primary barrier to access to WASH products and services-- most certainly the B40. IUWASH PLUS has further identified microfinance as a primary means of overcoming this barrier, and the program has done much to advocate for increased support of WASH microfinance related initiatives. As a key part of this overall effort of promoting WASH microfinance, this consultancy focuses on the development of a “WASH Microfinance Toolkit”. This toolkit is expected to be used by microfinance institutions (MFIs) as a primary guide and reference manual in the development of their own WASH microfinance initiatives. Importantly, the Toolkit is also expected to serve as a key reference to GOI partners and others in their promotion of WASH microfinance programs and development of related support programs.

OBJECTIVE

The main objectives of this support program are to promote WASH microfinance through the development of a “WASH Microfinance Toolkit” that will :

1. Serve as a primary guide and reference manual to Microfinance Institutes (MFIs) in the development of their own WASH microfinance initiatives; and
2. Serve as a key reference to GOI partners and others in their promotion of WASH microfinance programs and development of related support programs.

MAIN TASKS

Under the supervision of Component 3 Team Lead, the tasks and responsibilities of the Service Provider will include, but not be limited to, the following:

1. Conducting a desk review of relevant reference materials, including those from IUWASH, IUWASH PLUS, other WASH based organizations and any others that may be relevant.
2. Visiting project stakeholders and sites to better understand current WASH microfinance efforts and challenges. Institutional stakeholders may include: Bappenas, OJK, LPDB, Ministry of Cooperatives, Microfinance Institutions, etc. Other stakeholders may include: IUWASH PLUS staff, MFI agents and loan recipients, local construction companies, etc.
3. Developing an annotated outline for the Toolkit based on the draft included in Attachment A to this SOW.
4. With the assistance of the Service Provider’s supervisors, developing a workplan and timeline for Toolkit production. This will involve:

- The designation of IUWASH PLUS staff at the national level who can serve as technical resources for each section or subsection. Staff are expected to include National Coordinators and Specialists working in the areas of microfinance, WASH product marketing, household sanitation systems, and water supply programs.
 - Conducting a brief workshop with staff to establishing a timeline for production.
5. Oversee Toolkit production, including the coordination of input from various program specialists, as well as the identification (as needed) of additional resources that may be required. This is expected to involve periodic meetings with those involved in Toolkit production.
 6. Produce an initial draft for review that will be shared with IUWASH PLUS partners at the national level for feedback. This will also involve conducting a one-day workshop with a small group of MFIs to pre-test the Toolkit and solicit feedback.
 7. Oversee and ensure the graphic and layout work, including artwork, of the toolkit
 8. Based on the above, produce a revised, final version for publication.

DELIVERABLES

1. Annotated Toolkit outline; and Workplan for Toolkit production
2. Periodic status updates
3. Draft Toolkit for review/pre-testing
4. Final Toolkit

PAYMENT SCHEDULE

No.	Deliverables/Outputs	Due Date	Payment
1	Inception report	2 weeks after agreement signed	10%
2	Progress report 1, which include result of desk review and meetings with microfinance stakeholders	End of March 2018	15%
3	Progress report 2, which include final annotated toolkit outline and work plan for toolkit production	End of April 2018	15%
4	Draft toolkit for review/pre-testing based on input from various program specialists	Mid of June 2018	25%
5	Progress report 3, which include: Results and feedback from one-day workshop with group of MFIs • Results from the toolkit pilot	End of July 2018	15%
6	Final toolkit	End of August 2018	20%

POSTING & REPORTING RELATIONSHIPS

The Service Provider will work out of the IUWASH PLUS office in Jakarta with some limited travel to selected field locations. All costs for official travel (tickets, local transport, accommodation, per diems) will be financed directly by IUWASH PLUS and in accordance with project-level practice and regulations. They will further report directly to the Component 3 Team Lead who will serve as primary supervisor and the Component 4 Team Lead who will serve as secondary supervisor. Other staff expected to be closely involved include: other senior managers and the National Coord. for Microfinance are also expected to be closely involved. The service provider is also expected to coordinate and gather input from various program specialists.

CONDITIONS / SPECIFIC CRITERIA

Timing/Assignment Duration

The PO/Individual will have to complete the deliverables within 7 months.

Estimated Budget

The budget estimate for this activity is around IDR. 175,000,000. The budget will cover all costs for labors, local transportation in Jakarta and West Java within IUWASH PLUS regional office, communication and reporting. USAID IUWASH PLUS will cover cost for travels to project locations based on actual expenses and required meetings and workshops.

Required Qualifications

The Service Provider should have at least S-I bachelors' degree in Environmental Engineering or urban planner or related field with minimum 10 years experience; experience in developing 'how to guide' such as toolkit, guideline or manual; have good relationship with Bappenas, Ministry of PUPR and Ministry of Health, and other relevant WASH sector institutions. Must have experience in the WASH sector, preferably on mobilizing financing, enhancing enabling environment such as development of policy framework. Able to work independently in limited supervision/facility in his/her designated areas.

Selection of Local Implementer and Evaluation Criteria

The Service Provider will be selected based on full & open competition. The Service Provider(s) have to provide proposal which consist of Technical Proposal (background of the program, tasks to be conducted, methodology, schedule), cost proposal and CV.

The proposal will be evaluated based on:

- Qualification 40%
- Experience 30%
- Methodology 30%

Withholding Tax Payment

All payment submitted to Iuwash Plus will be deducted according to the prevailing tariffs. Iuwash Plus will send the Withholding Tax Receipt after the following month.

SOW Attachment A: Draft Outline for a WASH Microfinance Toolkit

BAGIAN	JUDUL	KETERANGAN
<u>Apa itu Toolkit untuk Pembiayaan Mikro Air Minum dan Sanitasi ?</u>	Pendahuluan	Penjelasan mengenai latar belakang dan alasan kenapa toolkit microfinance dikembangkan (jika redundant dengan Latar Belakang di Bagian I bisa dihilangkan)
	Tujuan Toolkit WASH Microfinance	Tujuan pengembangan toolkit microfinance
	Siapa Saja yang Dapat Menggunakan Toolkit Microfinance	Siapa saja yang dapat menggunakan toolkit microfinance, apakah hanya lembaga keuangan mikro (LKM) atau bias juga perbankan dan lembaga keuangan lainnya
	Bagian-Bagian dalam Toolkit Microfinance	Penjelasan singkat tentang setiap bagian dari toolkit microfinance, bagian I s.d bagian 4
<u>Bagian I: Produk Pembiayaan Air Minum dan Sanitasi</u>	Latar Belakang	<i>Rasional kebutuhan kredit mikro (tantangan dalam peningkatan akses air dan sanitasi)</i>
	Fitur Kredit	<i>Definisi, prinsip kredit mikro, kelompok sasaran kreditur, besaran kredit mikro, tenor, bunga kredit, agunan</i>
	Skema Kredit	<i>Skema penyaluran & pemanfaatan kredit mikro</i>
	Peluang Pasar	<i>Tingkat & target akses air minum dan sanitasi di kawasan perkotaan</i>
	Pihak Terlibat	<i>Lembaga kredit mikro (LKM), pengusaha sanitasi, pemilik rumah (kreditur), penyedia dana</i>
	Regulasi	<i>Ketentuan-ketentuan terkait kredit mikro dan prasyarat institusi penyalur kredit mikro</i>
	Resiko & Tantangan	<i>Resiko yang ditanggung LKM pelaksanaan kredit mikro</i>
	Praktik Berjalan	<i>Contoh-contoh LKM & implementasi kredit mikro-nya</i>
<u>Bagian 2: Produk Terkait Air Minum dan Sanitasi</u>	Sumur Air	<i>Manfaat, prasyarat penggunaan, spesifikasi, kebutuhan bahan & alat, biaya konstruksi, prinsip operasi & pemeliharaan.</i>
	Sambungan Air Minum	<i>- Sama dengan di atas -</i>
	Filter Air Bersih	<i>- Sama dengan di atas -</i>
	Sumur Resapan	<i>- Sama dengan di atas -</i>
	Kamar Mandi	<i>- Sama dengan di atas -</i>
	Tangki Septik	<i>- Sama dengan di atas -</i>
	Sambungan Air Limbah	<i>- Sama dengan di atas -</i>
<u>Bagian 3: Pengembangan</u>	Menilai Potensi Pasar	<i>Prosedur untuk menilai kesiapan pasar, karakteristik masyarakat (calon kreditur), jenis & jumlah produk yang mungkin dibutuhkan masyarakat, kompetitor</i>

<u>Paket Pembiayaan</u>	Mengemas Paket Kredit	<i>Penyusunan kerangka kredit mikro, formulasi konsep dan fitur kredit, analisa resiko, pengembangan prototype, pilot testing, identitas paket kredit</i>
	Menyusun Rencana Bisnis	<i>Strategi operasi, kemitraan strategis, rencana pemasaran, proyeksi keuangan</i>
	Mengembangkan Kapasitas Organisasi	<i>Formulasi alur kerja & pertukaran informasi, penyesuaian struktur organisasi, pelatihan staf, penyiapan perangkat kerja</i>
	Menyusun Prosedur Operasi	<i>Prosedur aplikasi kredit mikro Prosedur penilaian kelayakan calon kreditur Prosedur penilaian rencana konstruksi Prosedur perhitungan kredit mikro Prosedur pembuatan akad kredit Prosedur penyaluran kredit Prosedur pemantauan konstruksi Prosedur audit kinerja</i>
<u>Bagian 4: Promosi, Pemasaran dan Edukasi</u>	Mematangkan Identitas Produk	<i>Nama produk, logo, dekripsi, tagline</i>
	Menyusun Rencana Pemasaran	<i>Kelompok target, pesan promosi, pelaku pemasaran,</i>
	Menyiapkan Agen Pemasaran	<i>Identifikasi pihak-pihak yang dilibatkan dalam pemasaran kredit mikro, penyiapan agen pemasaran</i>
	Merancang Event Pemasaran	<i>Jenis dan kelebihan tiap event pemasaran, hal yang harus disiapkan</i>
	Membuat Perangkat Pemasaran	<i>Jenis & penggunaan tiap perangkat pemasaran (audio-visual, cetak, media sosial, press release), muatan dalam perangkat pemasaran</i>
	Contoh Perangkat Promosi	<i>Materi presentasi, iklan cetak, poster, brosur, iklan situs internet dan lainnya</i>

2. Inspection & Acceptance

The designated DAI Project Manager will inspect from time to time the services being performed to determine whether the activities are being performed in a satisfactory manner, and that all equipment or supplies are of acceptable quality and standards. The subcontractor shall be responsible for any countermeasures or corrective action, within the scope of this RFP, which may be required by the DAI Chief of Party as a result of such inspection.

3. Compliance with Terms and Conditions

3.1 *General Terms and Conditions*

Offerors agree to comply with the general terms and conditions for an award resulting from this RFP. The selected Offeror shall comply with all Representations and Certifications of Compliance listed in Attachment G.

3.2 *Source and Nationality*

DAI must verify the source and nationality of goods and services and ensure (to the fullest extent possible) that DAI does not procure any goods or services from prohibited countries listed by the Office of Foreign Assets Control (OFAC) as sanctioned countries. OFAC sanctioned countries may be searched within the System for Award Management (SAM) at www.SAM.gov. The current list of countries under comprehensive sanctions include: Cuba, Iran, North Korea, Sudan, and Syria. Goods may not transit through or be assembled in comprehensive sanctioned origin or nationality countries nor can the vendor be owned or controlled by a prohibited country. DAI is prohibited from facilitating any transaction by a third party if that transaction would be prohibited if performed by DAI.

By submitting a proposal in response to this RFP, Offerors confirm that they are not violating the Source and Nationality requirements of the goods or services being offered and that the goods and services comply with the Geographic Code and the exclusions for prohibited countries outlined above.

3.3 *Data Universal Numbering System (DUNS)*

There is a **mandatory** requirement for your organization to provide a DUNS number to DAI. The Data Universal Numbering System is a system developed and regulated by Dun & Bradstreet (D&B) that assigns a unique numeric identifier, referred to as a "DUNS number" to a single business entity. Without a DUNS number, DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a successful offeror/applicant resulting from this RFP/RFQ/RFA is contingent upon the winner providing a DUNS number to DAI. Offerors who fail to provide a DUNS number will not receive an award and DAI will select an alternate Offeror.

All U.S. and foreign organizations which receive first-tier subcontracts/ purchase orders with a value of \$25,000 and above **are required** to obtain a DUNS number prior to signing of the agreement. Organizations are exempt from this requirement if the gross income received from all sources in the previous tax year was under \$300,000. DAI requires that Offerors sign the self-certification statement if the Offeror claims exemption for this reason.

For those required to obtain a DUNS number, see Attachment D - Instructions for Obtaining a DUNS Number - DAI'S Vendors, Subcontractors

For those not required to obtain a DUNS number, see Attachment E: Self Certification for Exemption from DUNS Requirement

4. Procurement Ethics

Neither payment nor preference shall be made by either the Offeror, or by any DAI staff, in an attempt to affect the results of the award. DAI treats all reports of possible fraud/abuse very seriously. Acts of fraud or corruption will not be tolerated, and DAI employees and/or subcontractors/grantees/vendors who engage in such activities will face serious consequences. Any such practice constitutes an unethical, illegal, and corrupt practice and either the Offeror or the DAI staff may report violations to the Toll-Free Ethics and Compliance Anonymous Hotline at +1 855-603-6987, via the DAI website, or via email to FPI_hotline@dai.com. DAI ensures anonymity and an unbiased, serious review and treatment of the information provided. Such practice may result in the cancellation of the procurement and disqualification of the Offeror's participation in this, and future, procurements. Violators will be reported to USAID, and as a result, may be reported to the U.S. Department of Justice to be included in a Restricted Parties list, preventing them from participating in future U.S. Government business.

Offerors must provide full, accurate and complete information in response to this solicitation. The penalty for materially false responses is prescribed in Section 1001 of Title 18 of the United States Code.

In addition, DAI takes the payment of USAID funds to pay Terrorists, or groups supporting Terrorists, or other parties in exchange for protection very seriously. Should the Terrorist, groups or other parties attempt to extort/demand payment from your organization you are asked to immediately report the incident to DAI's Ethics and Compliance Anonymous Hotline at the contacts described in this clause.

By submitting an offeror, offerors certify that they have not/will not attempt to bribe or make any payments to DAI employees in return for preference, nor have any payments with Terrorists, or groups supporting Terrorists, been attempted.

5. Attachments

5.1 *Attachment A: Instructions for Obtaining a DUNS Number - DAI'S Vendors, Subcontractors*

5.2 *Attachment B: Proposal Cover Letter*

[]

<Insert date>

TO: [Click here to enter text.](#)

Development Alternatives, Inc.

I, the undersigned, provide the attached proposal in accordance with **RFP No : REQ-JAK-18-0001 “ Consultant of WASH Microfinance Toolkit Production”**, issued on January 30, 2018. Our attached proposal is for the total price of <Sum in Words (\$0.00 Sum in Figures) >.

I certify a validity period of [Click here to enter text.](#) days for the prices provided in the attached Price Schedule/Bill of Quantities. Our proposal shall be binding upon us subject to the modifications resulting from any discussions.

Offeror shall verify here the items specified in this RFP document.

We understand that DAI is not bound to accept any proposal it receives.

Yours sincerely,

Authorized Signature:

Name: [Click here to enter text.](#)

Address: [Click here to enter text.](#)

Telephone: [Click here to enter text.](#)

Email: [Click here to enter text.](#)

5.3 Attachment C: Price Schedule

Activity	Deliverables	Due Date	Payment Amount
Deliverable I	Inception report		10%
Deliverable II	Progress report 1, which include result of desk review and meetings with microfinance stakeholders		15%
Deliverable III	Progress report 2, which include final annotated toolkit outline and work plan for toolkit production		15%
Deliverable IV	Draft toolkit for review/pre-testing based on input from various program specialists		25%
Deliverable V	Progress report 3, which include: <ul style="list-style-type: none"> • Results and feedback from one-day workshop with group of MFIs Results from the toolkit pilot		15%
Deliverable VI	Final toolkit		20%

5.4 Attachment D: Representations and Certifications of Compliance

1. Federal Excluded Parties List - The Bidder Select is not presently debarred, suspended, or determined ineligible for an award of a contract by any Federal agency.
2. Executive Compensation Certification- FAR 52.204-10 requires DAI, as prime contractor of U.S. federal government contracts, to report compensation levels of the five most highly compensated subcontractor executives to the Federal Funding Accountability and Transparency Act Sub-Award Report System (FSRS)
3. Executive Order on Terrorism Financing- The Contractor is reminded that U.S. Executive Orders and U.S. law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. It is the legal responsibility of the Contractor/Recipient to ensure compliance with these Executive Orders and laws. Recipients may not engage with, or provide resources or support to, individuals and organizations associated with terrorism. No support or resources may be provided to individuals or entities that appear on the Specially Designated Nationals and Blocked persons List maintained by the US Treasury (online at www.SAM.gov) or the United Nations Security Designation List (online at: http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml). This provision must be included in all subcontracts/sub awards issued under this Contract.
4. Trafficking of Persons – The Contractor may not traffic in persons (as defined in the Protocol to Prevent, Suppress, and Punish Trafficking of persons, especially Women and Children, supplementing the UN Convention against Transnational Organized Crime), procure commercial sex, and use forced labor during the period of this award.
5. Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions – The Bidder certifies that it currently is and will remain in compliance with FAR 52.203-11, Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions.
6. Organizational Conflict of Interest – The Bidder certifies that will comply FAR Part 9.5, Organizational Conflict of Interest. The Bidder certifies that is not aware of any information bearing on the existence of any potential organizational conflict of interest. The Bidder further certifies that if the Bidder becomes aware of information bearing on whether a potential conflict may exist, that Bidder shall immediately provide DAI with a disclosure statement describing this information.
7. Business Size and Classification(s) – The Bidder certifies that is has accurately and completely identified its business size and classification(s) herein in accordance with the definitions and requirements set forth in FAR Part 19, Small Business Programs.
8. Prohibition of Segregated Facilities - The Bidder certifies that it is compliant with FAR 52.222-21, Prohibition of Segregated Facilities.
9. Equal Opportunity – The Bidder certifies that it does not discriminate against any employee or applicant for employment because of age, sex, religion, handicap, race, creed, color or national origin.
10. Labor Laws – The Bidder certifies that it is in compliance with all labor laws..
11. Federal Acquisition Regulation (FAR) – The Bidder certifies that it is familiar with the Federal Acquisition Regulation (FAR) and is in not in violation of any certifications required in the applicable clauses of the FAR, including but not limited to certifications regarding lobbying, kickbacks, equal employment opportunity, affirmation action, and payments to influence Federal transactions.
12. Employee Compliance – The Bidder warrants that it will require all employees, entities and individuals providing services in connection with the performance of an DAI Purchase Order to comply with the provisions of the resulting Purchase Order and with all Federal, State, and local laws and regulations in connection with the work associated therein.

By submitting a proposal, offerors agree to fully comply with the terms and conditions above and all applicable U.S. federal government clauses included herein, and will be asked to sign these Representations and Certifications upon award.

5.5 Attachment E : Detailed Scope of Work

USAID Indonesia Urban Water Sanitation and Hygiene Penyehatan Lingkungan untuk Semua (IUWASH PLUS) Scope of Work

Service Provider:	WASH Microfinance Toolkit Production
Location:	Jakarta (National office) with some travel to field locations
Contract Name:	Indonesia Urban Water, Sanitation and Hygiene Project 'Penyehatan Lingkungan Untuk Semua' (IUWASH PLUS)
Contract No.:	AID-497-TO-16-00003
Mechanism:	Fixed Price Purchase Order (FPPO)
Period of Performanse:	February 26 – September 15, 2018
Total Estimated Amount:	IDR 175 million (see illustrative breakdown below)
Supervisor:	Primary: Comp. 3 Team Lead; Secondary: Comp. 4 Team Lead

Background

The USAID Indonesia Urban Water, Sanitation and Hygiene, Penyehatan Lingkungan Untuk Semua (IUWASH PLUS) program is a five-year initiative designed to assist the Government of Indonesia (GOI) in increasing access to water supply and sanitation services as well as improving key hygiene behaviors among urban poor and vulnerable populations. USAID IUWASH PLUS works with governmental agencies, the private sector, NGOs, communities and others to achieve the following "high level" results:

1. An increase of one million people in urban areas with access to improved water supply service quality, of which at least 500,000 are from the poorest 40% of the population (also referred to as the "Bottom 40%" or "B40"), vulnerable groups or Indonesia's eastern provinces; and
2. An increase of 500,000 people in urban areas with access to safely managed sanitation.

To ensure that improvements in access to WASH services are sustained, USAID IUWASH PLUS is guided by a development hypothesis that focuses on strengthening service delivery systems, so they can more effectively reach the poorest and most vulnerable segments of the population. In order to achieve this at scale, the program undertakes activities through four interrelated components, including: 1) improving household WASH services; 2) strengthening city WASH institutional performance; 3) strengthening the WASH financing environment; and 4) advancing national WASH advocacy, coordination and communication. In support of these components, IUWASH PLUS also implements a Local Sustainability and Innovation Component (LSIC) that is designed to stimulate WASH innovations that strengthen community, private sector and government WASH service provision.

Activity Summary

A major focus of IUWASH PLUS relates to the development of market-based approaches to WASH service delivery. While many approaches to the marketing of WASH products and services have been introduced in Indonesia, very few have become truly self-sustaining or led to broad replication. Reasons for the lack of such approaches to achieve scale vary, and may be best understood through the optic of a "WASH Ecosystem" (which provides the basis for the overall approach of IUWASH PLUS). This Ecosystem involves key actors in the sector (LGs, utilities, private sector companies, financial institutions, communities, households, etc.), how they are connected (financially, socially, politically, spatially, etc.) and how they exchange information and resources.

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Tasks

Under the supervision of Component 3 Team Lead, the tasks and responsibilities of the Service Provider will include, but not be limited to, the following:

9. Conducting a desk review of relevant reference materials, including those from IUWASH, IUWASH PLUS, other WASH based organizations and any others that may be relevant.
10. Visiting project stakeholders and sites to better understand current WASH microfinance efforts and challenges. Institutional stakeholders may include: Bappenas, OJK, LPDB, Ministry of Cooperatives, Microfinance Institutions, etc. Other stakeholders may include: IUWASH PLUS staff, MFI agents and loan recipients, local construction companies, etc.
11. Developing an annotated outline for the Toolkit based on the draft included in Attachment A to this SOW.
12. With the assistance of the Service Provider’s supervisors, developing a workplan and timeline for Toolkit production. This will involve:
 - o The designation of IUWASH PLUS staff at the national level who can serve as technical resources for each section or subsection. Staff are expected to include National Coordinators and Specialists working in the areas of microfinance, WASH product marketing, household sanitation systems, and water supply programs.
 - o Conducting a brief workshop with staff to establishing a timeline for production.
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15. Oversee and ensure the graphic and layout work, including artwork, of the toolkit
16. Based on the above, produce a revised, final version for publication.

Deliverables and Payment Schedule

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No.	Deliverables/Outputs	Due Date	Payment
1	Inception report	2 weeks after agreement signed	10%
2	Progress report 1, which include result of desk review and meetings with microfinance stakeholders	End of March 2018	15%
3	Progress report 2, which include final annotated toolkit outline and work plan for toolkit production	End of April 2018	15%

No.	Deliverables/Outputs	Due Date	Payment
4	Draft toolkit for review/pre-testing based on input from various program specialists	Mid of June 2018	25%
5	Progress report 3, which include: <ul style="list-style-type: none"> Results and feedback from one-day workshop with group of MFIs Results from the toolkit pilot 	End of July 2018	15%
6	Final toolkit	End of August 2018	20%

Posting & Reporting Relationships

The Service Provider will work out of the IUWASH PLUS office in Jakarta with some limited travel to selected field locations. All costs for official travel (tickets, local transport, accommodation, per diems) will be financed directly by IUWASH PLUS and in accordance with project-level practice and regulations. They will further report directly to the Component 3 Team Lead who will serve as primary supervisor and the Component 4 Team Lead who will serve as secondary supervisor. Other staff expected to be closely involved include: other senior managers and the National Coord. for Microfinance are also expected to be closely involved. The service provider is also expected to coordinate and gather input from various program specialists.

Estimated Budget

The budget estimate for this activity is around IDR. 175,000,000. The budget will cover all costs for labors, local transportation in Jakarta and West Java within IUWASH PLUS regional office, communication and reporting. USAID IUWASH PLUS will cover cost for travels to project locations based on actual expenses and required meetings and workshops.

Required Qualifications

The Service Provider should have at least S-I bachelors' degree in Environmental Engineering or urban planner or related field with minimum 10 years experiences; experience in developing 'how to guide' such as toolkit, guideline or manual; have good relationship with Bappenas, Ministry of PUPR and Ministry of Health, and other relevant WASH sector institutions. Must have experience in the WASH sector, preferably on mobilizing financing, enhancing enabling environment such as development of policy framework. Able to work independently in limited supervision/facility in his/her designated areas.

Selection of Local Implementer and Evaluation Criteria

The Service Provider will be selected based on full & open competition. The Service Provider(s) have to provide proposal which consist of Technical Proposal (background of the program, tasks to be conducted, methodology, schedule), cost proposal and CV.

The proposal will be evaluated based on:

- Qualification 40%
- Experience 30%
- Methodology 30%

SOW Attachment A : Draft Outline for a WASH Microfinance Toolkit

BAGIAN	JUDUL	KETERANGAN
<u>Apa itu Toolkit untuk Pembiayaan Mikro Air Minum dan Sanitasi ?</u>	Pendahuluan	Penjelasan mengenai latar belakang dan alasan kenapa toolkit microfinance dikembangkan (jika redundant dengan Latar Belakang di Bagian I bisa dihilangkan)
	Tujuan Toolkit WASH Microfinance	Tujuan pengembangan toolkit microfinance
	Siapa Saja yang Dapat Menggunakan Toolkit Microfinance	Siapa saja yang dapat menggunakan toolkit microfinance, apakah hanya lembaga keuangan mikro (LKM) atau bias juga perbankan dan lembaga keuangan lainnya
	Bagian-Bagian dalam Toolkit Microfinance	Penjelasan singkat tentang setiap bagian dari toolkit microfinance, bagian I s.d bagian 4
<u>Bagian 1: Produk Pembiayaan Air Minum dan Sanitasi</u>	Latar Belakang	<i>Rasional kebutuhan kredit mikro (tantangan dalam peningkatan akses air dan sanitasi)</i>
	Fitur Kredit	<i>Definisi, prinsip kredit mikro, kelompok sasaran kreditur, besaran kredit mikro, tenor, bunga kredit, agunan</i>
	Skema Kredit	<i>Skema penyaluran & pemanfaatan kredit mikro</i>
	Peluang Pasar	<i>Tingkat & target akses air minum dan sanitasi di kawasan perkotaan</i>
	Pihak Terlibat	<i>Lembaga kredit mikro (LKM), pengusaha sanitasi, pemilik rumah (kreditur), penyedia dana</i>
	Regulasi	<i>Ketentuan-ketentuan terkait kredit mikro dan prasyarat institusi penyalur kredit mikro</i>
	Resiko & Tantangan	<i>Resiko yang ditanggung LKM pelaksanaan kredit mikro</i>
Praktik Berjalan	<i>Contoh-contoh LKM & implementasi kredit mikro-nya</i>	
<u>Bagian 2: Produk Terkait Air Minum dan Sanitasi</u>	Sumur Air	<i>Manfaat, prasyarat penggunaan, spesifikasi, kebutuhan bahan & alat, biaya konstruksi, prinsip operasi & pemeliharaan.</i>
	Sambungan Air Minum	<i>- Sama dengan di atas -</i>
	Filter Air Bersih	<i>- Sama dengan di atas -</i>
	Sumur Resapan	<i>- Sama dengan di atas -</i>
	Kamar Mandi	<i>- Sama dengan di atas -</i>
	Tangki Septik	<i>- Sama dengan di atas -</i>
<u>Bagian 3: Pengembangan Paket Pembiayaan</u>	Menilai Potensi Pasar	<i>Prosedur untuk menilai kesiapan pasar, karakteristik masyarakat (calon kreditur), jenis & jumlah produk yang mungkin dibutuhkan masyarakat, kompetitor</i>
	Mengemas Paket Kredit	<i>Penyusunan kerangka kredit mikro, formulasi konsep dan fitur kredit, analisa resiko, pengembangan prototype, pilot testing, identitas paket kredit</i>
	Menyusun Rencana Bisnis	<i>Strategi operasi, kemitraan strategis, rencana pemasaran, proyeksi keuangan</i>
	Mengembangkan Kapasitas Organisasi	<i>Formulasi alur kerja & pertukaran informasi, penyesuaian struktur organisasi, pelatihan staf, penyiapan perangkat kerja</i>
	Menyusun Prosedur Operasi	<i>Prosedur aplikasi kredit mikro Prosedur penilaian kelayakan calon kreditur Prosedur penilaian rencana konstruksi Prosedur perhitungan kredit mikro Prosedur pembuatan akad kredit Prosedur penyaluran kredit Prosedur pemantauan konstruksi Prosedur audit kinerja</i>
<u>Bagian 4: Promosi</u>	Mematangkan Identitas Produk	<i>Nama produk, logo, dekripsi, tagline</i>

.Pemasaran dan Edukasi	Menyusun Rencana Pemasaran	<i>Kelompok target, pesan promosi, pelaku pemasaran,</i>
	Menyiapkan Agen Pemasaran	<i>Identifikasi pihak-pihak yang dilibatkan dalam pemasaran kredit mikro, penyiapan agen pemasaran</i>
	Merancang Event Pemasaran	<i>Jenis dan kelebihan tiap event pemasaran, hal yang harus disiapkan</i>
	Membuat Perangkat Pemasaran	<i>Jenis & penggunaan tiap perangkat pemasaran (audio-visual, cetak, media sosial, press release), muatan dalam perangkat pemasaran</i>
	Contoh Perangkat Promosi	<i>Materi presentasi, iklan cetak, poster, brosur, iklan situs internet dan lainnya</i>

5.6 Attachment F: Proposal Checklist

Offeror: _____

Have you?

Submitted your proposal to DAI in a sealed envelope to the address (electronic or mailing) as specified in General Instructions above?

Does your proposal include the following?

- Signed Cover Letter (*use template in Attachment B*)
- Proposal of the Product or Service that meets the technical requirements as per Attachment A
- Response to each of the evaluation criteria
- Documents use to determine Responsibility
- Evidence of a DUNS Number OR Self Certification for Exemption from DUNS Requirement