

– Request for Grant Proposals –

ECO-Asia Grant for Promoting Access to Urban Water and Sanitation Services

Background

The World Health Organization (WHO) estimates that over 1 billion people in Asia lack access to safe water and basic sanitation. The Millennium Development Goals (MDGs) call for halving the proportion of people without access to improved services by 2015, meaning that over 500 million people across Asia will need access to improved water supply and sanitation services.

As Asia's urban population is estimated to grow to 2.6 billion by 2030, Asian cities will require efficient and effective water and sanitation services delivery to meet rapidly increasing demands.

ECO-Asia Water and Sanitation Program

Under the ECO-Asia Water and Sanitation Program, the United States Agency for International Development (USAID) Regional Development Mission for Asia (RDMA) supports achievement of the MDGs in Asian cities by working with urban water and wastewater operators in three areas: (1) enabling water services delivery to the urban poor; (2) improving performance of water and wastewater service utilities; and (3) demonstrating sustainable sanitation solutions.

To assist water and sanitation service providers increase or improve customer access to their services, ECO-Asia has developed a comprehensive 10-Step Promotion Program Toolkit. The Toolkit provides service providers with practical methods to develop a targeted promotion campaign within 8-10 months that can lead to sustained demand for their services. The Toolkit combines international best practices from the health and environment arenas in behavior change communication, marketing and resources mobilization in an easy to use online format.

ECO-ASIA Grants Program

ECO-Asia is launching a competitive, small grants program to support use of the 10-Step Promotion Program Toolkit to increase or improve access to water and/or sanitation services in Asian cities.

Eligibility Private organizations, NGOs, CBOs and academic institutions, working to improve or increase access to urban water and sanitation services delivery may apply. Organizations working in countries not eligible for USAID assistance may not apply.

ECO-Asia 10-Step Promotion Toolkit

www.waterlinks.org/promotion

ECO-Asia's 10-Step Promotion Program Toolkit offers guidance on the essential elements of a successful promotion campaign.

The 10-Step Toolkit will help service providers to:

- Conduct change research to understand their target customers;
- Analyze major findings based on marketing tactics;
- Select the most appropriate promotion approach for the program;
- Develop a creative multi-media program;
- Apply techniques of behavior change and social marketing to water and sanitation programs;
- Design promotional materials and activities;
- Develop appropriate process, outcome and impact indicators for a promotion program;
- Monitor and evaluate the promotion program to support new requests for funding.

Grant Objective The grant will support initiatives that use the ECO-Asia 10-Step Promotions Toolkit to increase access to urban water and/or sanitation services.

Grant Activities Grant funds can support technical assistance, workshops, development and production of promotional materials (e.g. posters, leaflets, WASH days, fairs, radio spots, other media, etc), local travel, and other related costs. Grant funds may not support capital investments, construction, or cover proposal preparation expenses.

Grant Amount The maximum amount for an individual grant is US\$10,000.

Duration and Payment Schedule Grant duration is between 10-12 months. Disbursement of grant funds is linked with predefined outcomes and deliverables.

Cost Share ECO-Asia small grants require cost-share on an in-kind or cash basis by the grantee.

Proposal Evaluation and Award Process

To streamline grant proposal development and review, ECO-Asia conducts a two-stage process that includes submission and review of a concept paper, followed by a detailed grant proposal for the most promising concepts. ECO-Asia undertakes proposal evaluation, grant award and grant administration. The overall timeline for solicitation and award nomination is about nine weeks, beginning on February 1, 2010.

Step 1: Concept Paper Eligible organizations should prepare a two-page concept paper on their proposed activities and outcomes. The concept paper should identify a specific water or sanitation initiative the organization would like to promote using ECO-Asia's 10-Step Promotion Program Toolkit. The concept note should also outline key objectives, expected outcomes and note opportunities for local, national or regional replication. More information on specific concept paper requirements can be found at www.waterlinks.org/promotion.

Step 2: Grant Proposal Based on a review of the concept papers, ECO-Asia will request applicants with the most promising concepts to submit a full grant proposal (5-8 pages). The grant proposal will include more detailed information on proposed activities, expected outcomes, capabilities, implementation schedule, and budget and resource contributions. More information on the grant proposal requirements can be found at www.waterlinks.org/promotion.

Evaluation and Selection ECO-Asia will select grantees based on the following criteria: (1) relevance to the ECO-Asia objectives; (2) organizational capabilities and past performance; (3) replication potential by other organizations; and (4) cost share.

Disclaimer ECO-Asia awards all grants with direct approval from USAID in accordance with USAID regulations and other requirements. ECO-Asia reserves the right to reject all proposals and to conduct a more extensive or targeted proposal solicitation. All awards are subject to the availability of USAID funds. USAID retains the right to terminate all grant activities unilaterally in extraordinary circumstances.

Successful Promotions Campaigns

Medan, Indonesia

The local water services company applied the ECO-Asia Promotion Program Toolkit was used to raise community demand for connections to the city's recently installed sewer line. Using a combination of leaflets, educational contests, and other outreach materials the water company was able to connect over 750 households in the first month.

Phnom Penh, Cambodia

The Municipal Development Committee of Phnom Penh used the Toolkit to develop sanitation and hygiene promotion materials for school children and other community members. The promotion campaign was launched at Cambodia's first-ever water, sanitation and hygiene (WASH) promotion day in Phnom Penh, which attracted over 1,200 participants and included "I Love Clean Hands" t-shirts giveaways, hand-washing demonstrations, appearances by top city officials and a raffle of 50 toilet bowls for local residents.

Manila, Philippines

Western Manila's water/wastewater service provider is currently using the Toolkit to increase customer awareness of the link between untreated waste and the nearby river's environmental health and to encourage residents to connect to the existing sewer system. Through a combination of targeted messaging and other outreach activities the service provider anticipates that over 1,000 households will connect to the sewer line by October 2010.

Hai Phong, Vietnam

The local drainage and sewerage company intends to apply the Toolkit to help raise customer awareness of the company's septic tank desludging program and increase household willingness to participate in scheduled desludging. The company expects to undertake regular desludging for more than 30,000 households annually over the next few years. It is anticipated that through the promotion campaign 40,000 people will gain access to improved sanitation services through regular septic tank desludging.

2010 Promotions Grant Timeline

- Posting of solicitation notice – Feb 1, 2010
- Deadline for submission of concepts – Feb 26, 2010
- Notification of selected organizations for request of full grant proposal submission – March 3, 2010
- Grant awarded – March 31, 2010

Please submit proposal information or any questions on the proposal process to promotion@waterlinks.org, or fax at +66 2 651-8978.