

REQUEST FOR PROPOSALS

Communications and design support for the development and dissemination of the Water Integrity Global Outlook publication

WIN is seeking a consultant team or service provider to support campaign planning and the development of a convincing Water Integrity Global Outlook publication on integrity in urban water and sanitation.

1 BACKGROUND

WIN intends to publish a major new report on integrity and corruption in the global urban water and sanitation sectors in the summer of 2021. This publication, or Water Integrity Global Outlook (WIGO 2021), is the second in a series of WIN flagship publications on how to improve integrity in the water and sanitation sectors to reduce corruption and improve service and performance, in line with human rights principles, and with a focus on the poor and marginalized.

Our first WIGO edition, WIGO2016, described how corruption is impacting the water sector and emphasised the need for Transparency, Accountability, Participation and Anti-Corruption measures to achieve the Sustainable Development Goals. It also stressed the need for stronger evidence on the extent and dynamics of corruption in the water sector to guide the development of effective integrity and anti-corruption programmes.

WIGO2021 picks up on this mission and explores corruption and integrity failures specifically in urban water and sanitation. It then proposes a way forward based on integrity for (local and national) governments and water sector stakeholders, including service providers, sector funders, and civil society organisations.

The need for urgent improvements in urban water and sanitation is clear. By 2050¹, it is estimated that nearly 7 out of 10 people will live in urban areas. In this context, a major challenge is the provision of sustainable water and sanitation services, particularly to poor communities and those living in informal settlements. We are already leaving too many behind and are not on target to achieve the Sustainable Development Goals: approximately 700 million people live in urban areas across the world without improved sanitation and 156 million without improved water sources²; water resources are dangerously polluted and overexploited; and more and more people are vulnerable to water-related crises brought on by climate change.

WIGO2021 shows that corruption and poor integrity contribute significantly to the challenges in the water sector, by draining financing out of the sector, promoting incompetence, and skewing allocation of resources away from those who need it most. These are issues we can no longer choose to ignore or work around. Integrity is a pre-condition for sustainable services and it is urgently needed.

¹ <https://www.un.org/development/desa/en/news/population/2018-revision-of-world-urbanization-prospects.html>

² <http://www.unwater.org/water-facts/urbanization/>

The publication is foreseen as an 80-page report with accompanying dissemination and advocacy material. WIN is seeking support to make the message on integrity more compelling and heard widely, also among new partners or stakeholders in urban governance and urban planning.

2 OBJECTIVES

- WIN team and key selected partners are able to express and share a compelling story on WIGO main messages and recommendations
- A process is in place to cocreate advocacy campaign with partners, with clear targets.
- WIN has a basis and plan to expand reach and readership beyond pool of usual suspects, outside the water sector, and especially among urban governance and sustainability practitioners (coverage, partnerships, referral traffic)
- WIGO is an eye-catching publication with dissemination material that can change attitudes on corruption topic, leading to expansion of direct contacts (readership, subscribers, urban CoP members, WIRI leads, integrity tool leads)

3 SCOPE OF SERVICES

- Support WIN team to clarify story of main chapters and refine framing and key messages
- Support WIN communications team in developing dissemination plan, mapping touchpoints and needed material
- Support WIN team to develop advocacy plan around key publication messages in consultation with partners
- Develop design concept for publication and related campaign or communications material
- Execute design concept and deliver final publication and related content, including possible teaser, graphics/images, presentations
- Provide input and content to the publication's online presence.
- Support development of dissemination material including social media package and outreach material
- Advise on outreach and PR

Detailed editing and copyediting of the report is not in the scope of this assignment.

4 SCHEDULE

WIGO2021 is currently in development and will be at the stage of advanced draft in February 2021.

Short proposals are to be submitted by C.O.B February 22nd for a contract starting March 1st.

Work on framing and key messages is expected to extend through March and part of April.

Comms planning and consultations with partner would take place through June.

A final designed publication would be due end of July. Related online material and content would be due end of August.

5 BUDGET

WIN is looking to work closely with selected partner over an extended period of time leading up to release of major elements of campaign and publication. The contract is envisioned for a time-based assignment. We are however open to discuss modalities and modes of cooperation. The maximum budget available for this contract is 30,000 Euros.

6 PROPOSALS

Proposals should contain:

- Introduction and expression of interest
- Summary of major steps of approach.
- Proof of experience, with examples of relevant past projects
- CVs of main team members
- Disclosure of any contacts or connections to WIN staff and to WIN parallel processes
- Pricing structure, rates, proposed budget

Deadline for submitting proposals is February 22, 2021, C.O.B.

7 QUALIFICATIONS AND SELECTION CRITERIA

The service provider or consultants should demonstrate the following qualifications and competencies:

- Proven experience in non-profit communications or advocacy at senior levels.
- Proven storytelling, writing (in English), and design talent on team.
- Good understanding of good governance/regulation/integrity/corruption issues.
- Experience working in urban, sustainability, or water and sanitation sectors a plus.

The consultant will be selected based on the following criteria:

- Strength of proposed approach
- Qualifications to cover all services expected
- Experience and portfolio
- Quality-price ratio
- Specific experience in areas related to WIN's work

8 COMMUNICATIONS

The contact person for this contract is Claire Grandadam, WIN Communications Coordinator. The selected service provider will work closely with the WIN communications team as well as advocacy coordinators and authors of the report.