

REQUEST FOR PROPOSALS

Cambodia Australia Partnership for Resilient Economic Development (CAPRED)	
RFP Number	RPF25-047
Project Name	Social and Behaviour Change Campaign in Clean Water Supply
Domain Name	Communications and Infrastructure domains
Application Closing Date	5:00 pm (Phnom Penh Time), 2 May 2025
Assignment Duration	4 months (Stage 1)

1. Background

1.1. CAPRED

Funded by the Australian Department of Foreign Affairs and Trade (DFAT) and implemented by Cowater International, the Cambodia Australia Partnership for Resilient Economic Development (CAPRED) is Australia’s flagship bilateral economic development program in Cambodia. CAPRED is informed by extensive consultations with key stakeholders in the Royal Government of Cambodia (RGC) and the private sector.

Building on a 70-year legacy of Australia’s investment in Cambodia’s economic and human development, CAPRED focuses on three technical domains: Agriculture and Agro-Processing; Trade, Investment and Enterprise Development; and Infrastructure Development; and three cross-cutting themes: Gender Equality, Disability and Social Inclusion (GEDSI); Climate Resilience; and Policy Support.

1.2. About Social and Behaviour Change Campaign in Clean Water Supply

The Ministry of Industry, Science, Technology & Innovation (MISTI) is partnering with CAPRED to implement a strategic behaviour change initiative focused on the importance of clean water and the infrastructure that facilitates it.

The campaign aims to increase communities’ understanding about the importance of clean water, to accelerate new connections of clean, piped water, and to enhance the collaborative effort for water source extraction and water infrastructure asset protection.

Key focus areas are as follows:

- **Value of Clean Water** – Raising awareness of the importance of using clean, piped water and promoting clean water connections.
- **Critical Role of Clean Water Supply Businesses** – Enhancing appreciation for the social benefits of water supply services in communities.
- **Water Source Management** – Encouraging collaborative efforts among stakeholders in water resource management for clean water supply.
- **Water Infrastructure Asset Protection** – Highlighting the importance of infrastructure sustainability and damage prevention.

These all contribute to a better developed and more sustainable water infrastructure and thus to improved public health and livelihoods.

The SBCC campaign will be conducted in two main stages:

- The **first stage** involves research and campaign planning as follows:
 - Step 1a: Research to scope the target audiences and understand (a) their current perceptions and behaviours regarding clean water supply and (b) their preferred media channels and formats.
 - Step 1b: Develop a campaign plan to deliver tailored messages to specific target audiences through effective communication channels.
- The **second stage** involves (a) the production of media and campaign content, (b) relevant media buying, targeting activities, and practical approaches to roll out the campaign online and in communities, and (c) effective monitoring and evaluation of reach and impacts. The details of the key activities and scope of work expected to be required under Stage 2 are included in this RFP for information on the longer-term engagement expected.

Confirmation of tasking and funding for Stage 2 will be contingent on the successful outcomes of Stage 1.

2. Purpose

CAPRED seek to engage a consulting firm or consortium of partners posing strong skill sets to deliver a specific scope of work under Stage 1 only, which includes research and campaign planning.

3. Procurement Plan

This RFP only requires the submission of a full technical and financial proposal to cover all of Stage 1 requirements.

Preferably, the selected Stage 1 supplier will also deliver Stage 2 (the production and roll-out of campaign content in line with the outcomes of Stage 1). As such, Stage 2 requirements are included in this RFP for applicants to gauge their capacity to execute them.

A proposal for Stage 2 is not required, as the scope, activities and deliverables for Stage 2 will be informed by the outcomes of Stage 1. However, applicants should demonstrate in their submission that they have the broad capacities to complete Stage 2.

Confirmation of tasking and funding for Stage 2 will be contingent on the successful completion of Stage 1, as defined in the signed agreement. The successful completion of Stage 1 does not necessarily guarantee selection for Stage 2.

Due to the scope and complexity of the campaign, the assignment will be managed flexibly, with ongoing assessment of performance and contextual realities to inform any needed adjustments to responsibilities or approaches.

4. Requirements

4.1. Key Tasks and Activities in Stage 1: Research and Campaign Planning

The first stage of this assignment focuses on conducting comprehensive research to identify target audiences, analysing their current perceptions and behaviours, and assessing the most effective communication channels for delivering key messages related to clean water supply. The research will provide data-driven insights and will inform the campaign design and message development.

In close collaboration with MISTI and CAPRED, the selected firm or consortium will be responsible for conducting the following activities:

Key Tasks	Key Activities
<p>1. Target audience identification and key themes of SBCC</p>	<ul style="list-style-type: none"> - Identify and segment key target audiences based on the following SBCC themes: <ul style="list-style-type: none"> ▪ Value of Clean Water – Raising awareness of the importance of using clean, piped water and promoting piped water connections. ▪ Critical Role of Clean Water Supply Businesses – Enhancing appreciation for the social benefits of water supply services in communities. ▪ Water Source – Encouraging collaborative efforts by stakeholders in water resource management for clean water supply. ▪ Water Infrastructure Asset Protection – Highlighting the importance of infrastructure sustainability and damage prevention. - The research will focus on the following groups, among others: <ul style="list-style-type: none"> ▪ Villagers (households relying on alternative water sources such as wells, ponds and rivers). ▪ Government officials from relevant ministries and provincial departments. ▪ Local authorities (commune, district and provincial hall representatives). ▪ Public water utilities (PWUs) and private water operators (PWOs) managing piped water supply services.
<p>2. Research methodology</p>	<ul style="list-style-type: none"> - Develop a cost-effective and representative research methodology, ensuring geographical representation, gender and social inclusion to capture diverse perspectives, including those from marginalised groups. - Develop the questionnaire. - Conduct data collection to assess existing behaviours, and barriers related to clean water supply, including: <p>Knowledge, current perception and behavioural analysis</p> <ul style="list-style-type: none"> ▪ Perceived value of piped water compared to alternative water sources (ponds, wells, rivers, etc.). ▪ Community perceptions of water supply businesses and their role in improving public health and livelihoods. ▪ The need for collaborative efforts for water extraction to ensure a sustainable water supply. ▪ The need for water infrastructure protection and the consequences of infrastructure damage on service continuity and compensation to the water operators. <p>Media and communication</p> <ul style="list-style-type: none"> ▪ Identify the most effective media platforms (radio, television, social media, community meetings, etc.) for reaching target audiences. ▪ Assess audience communication habits and preferences for information sources. ▪ Evaluate the accessibility and reach of different communication tools in urban and rural settings.

<p>3. Sample size and locations</p>	<ul style="list-style-type: none"> - Develop a cost-effective and representative research methodology, ensuring geographical representation, gender and social inclusion, to capture diverse perspectives, including those from marginalised groups. <p>Sample size:</p> <ul style="list-style-type: none"> ▪ Quantitative Survey: Minimum 385 respondents from targeted communities. Each survey shall last 15-20 minutes. ▪ Key Informant Interviews (KIIs): At least 30 interviews with government officials, local authorities and water operators. <p>Research locations: The data collection will be conducted in at least three provinces, representing diverse geographic contexts:</p> <ul style="list-style-type: none"> ▪ Semi-urban and rural areas with existing piped water supply networks. ▪ Proposed provinces: Takeo, Siem Reap and Tboung Khmum.
<p>4. Data analysis and reporting</p>	<ul style="list-style-type: none"> - Ensure quality control on the collected data. - Enter the data into the suitable formats (Excel, SPSS and/or Word). - Analyse collected data to identify key behavioural drivers and barriers. - Provide the profiles of targeted audiences. - Develop a research report with insights and recommendations to inform the SBCC campaign strategy.
<p>5. Campaign planning and preparation</p>	<ul style="list-style-type: none"> - Gather insights from the 'Clean Water Supply Management Law' and findings from the research report, develop a strategic SBCC campaign plan to shift perceptions and behaviours towards clean, piped water and water infrastructure. - Propose content formats. This could include videos, posters, leaflets, media broadcasts, etc. - Provide rationale that demonstrates efficacy of communication strategy, based on research insights/data.
<p>6. Creative content proposal</p>	<ul style="list-style-type: none"> - Provide a strategic SBCC campaign plan, with a creative look and feel alongside guidelines for use. - Provide rationale behind the SBCC campaign approach and the creative look and feel.

4.2. Key Deliverables:

N	Key Deliverables: Research and SBCC Campaign Elements	Expected Timeline
1	Target audience profiles and key hypothesis of their perception and behaviours	Week 2
2	Research plan, methodology and questionnaire	Week 3
3	Quality data set of survey and notes from KIIs	Week 8
4	Data analysis and key findings	Week 10
5	SBCC strategic campaign plan including behaviour change framework	Week 12
6	Creative look and feel, with guidelines for the creation and execution of content	Week 12
7	First draft report	Week 14

4.3. Expected Key Tasks and Activities Required for Stage 2: Content Development and Campaign Roll Out (Pending Stage 1 outputs)

This is not part of the RFP but outlines key activities for Stage 2 to provide interested suppliers with visibility and understanding of the next stage.

The second stage of this assignment focuses on translating research insights into effective campaign materials and implementing a targeted social behaviour change communication (SBCC) campaign.

The firm or consortium will be responsible for developing, testing and rolling out communication materials while ensuring strong audience engagement and measurable impact.

In close collaboration with the Ministry of Industry, Science, Technology & Innovation (MISTI) and CAPRED, the selected firm or consortium will be responsible for conducting the following activities:

Key task	Activities
1. Content development	<ul style="list-style-type: none"> - Provide a creative content development plan, based on Stage 1 findings. - Develop and produce communication materials tailored to target audiences and preferred media channels.
2. Pilot testing	<ul style="list-style-type: none"> - Conduct pilot testing in at least one province with targeted audiences to fine tune the communication materials for enhanced effectiveness.
3. Campaign execution plan	<ul style="list-style-type: none"> - Provide an overall plan for strategic campaign execution, including a content calendar for selected channels used by SBCC-targeted audiences.
4. Key performance indicators	<ul style="list-style-type: none"> - Develop Key Performance Indicators (KPIs) to measure the effectiveness of the outreach and campaign. The KPIs may include, but are not limited to, overall outreach, reach by channel, impressions, engagement rate and earned media.
3. SBCC campaign - roll out and evaluation	<ul style="list-style-type: none"> - Execute SBCC campaign based on the agreed campaign execution plan. - Liaise with relevant partners/organisations on the ground to ensure that the campaign execution will be completed effectively. - Record, monitor and evaluate the reach, engagement, lessons learned and successes from the campaign execution. - Report on the outcome of the campaign execution.

Key deliverables for Stage 2 will be developed in line with requirements defined by the outcomes of Stage 1.

5. Qualifications or Specialised Knowledge/Experience Required

This assignment requires a multidisciplinary team with expertise in social and behaviour change communication (SBCC), strategic communication, research and water supply. The consulting firm or consortium should include personnel with the following competencies and qualifications:

Competencies and qualifications	Description
Accreditation	<ul style="list-style-type: none"> - A company with formal registration and other legal compliances.

<p>Social and behaviour change communication</p>	<ul style="list-style-type: none"> - Bachelor's degree in communication, social sciences or a related field. - Extensive experience in SBCC campaign design, implementation and evaluation. - Proven expertise in applying SBCC models and frameworks to develop effective campaigns. - Strong understanding of audience segmentation and message tailoring for behaviour change. - Experience working with government, development partners and local communities. - Experience working in rural settings in Cambodia.
<p>Research</p>	<ul style="list-style-type: none"> - Bachelor's degree in economics, social sciences or a related field. - Extensive experience in designing and conducting qualitative and quantitative research. - Proven expertise in research methodologies, including surveys, focus groups and key informant interviews. - Extensive experience in data analysis, using tools such as SPSS, Stata or qualitative coding software. - Experience working in rural settings in Cambodia.
<p>Water supply</p>	<ul style="list-style-type: none"> - Bachelor's degree in economics, water or environment engineering, social sciences or a related field. - Extensive experience in Cambodia's water supply sector, particularly in rural and peri-urban contexts. - Strong knowledge of water infrastructure, service provision models and regulatory frameworks. - Experience working with government agencies, water operators and community-based water initiatives. - Experience working in rural settings in Cambodia.

Other Competencies:

- Demonstrate integrity and high ethical standards.
- Display sensitivity and adaptability towards culture, gender, religion, race, nationality and age.
- Treat all people fairly without favouritism.
- Fulfil obligations to GEDSI sensitivity.
- Zero tolerance for sexual harassment.
- Strictly comply with DFAT Child Protection Code of Conduct and policy (<https://www.dfat.gov.au/sites/default/files/child-protection-policy.pdf>).
- Experience in stakeholder mapping and engagement for planning campaigns.
- Knowledge of communication channels and media strategies for SBCC.
- Ability to create evidence-based strategic recommendations for campaign development.

6. Evaluation criteria

CAPRED will use an objective process to evaluate each proposal. The proposals and responses will be evaluated based on the following criteria. These are not listed in order of importance.

- a. Compliance with this Request for Proposals (RFP).
- b. Understanding of and ability to meet the requirements and deadlines as specified.
- c. Supplier expertise and experience with delivery of similar projects.
- d. Expertise of individuals and overall team nominated to deliver the services. CAPRED reserves the right to reject any individual who is proposed and to ask the supplier to provide an alternative.
- e. Past performance relevant to this RFP (as determined by referee checks).

- f. Relevant examples of previous work.
- g. Proposed fee charged for the services.

Note: While price is a factor, it is more important that the applicant can demonstrate value for money. CAPRED reserves the right to contract more than one supplier for these services and may actively seek to contract more than one supplier to ensure supply of technical services. CAPRED reserves the right to vary the contract terms, and to exercise the option period at its sole discretion.

Due diligence checks will be conducted on the organisation/s and individuals nominated in the RFP prior to awarding contract/s.

Please note that all materials and findings produced under this consultancy are the intellectual property of CAPRED/DFAT. No public references, publications, or communications related to this work may be made without the prior written approval of the CAPRED.

7. How to Apply

The proposals including the Technical and Financial Response Form must be submitted no later than **5 p.m. (Phnom Penh time), 2 May 2025** by email to procurement@capred.org with **'SBCC Campaign in Clean Water Supply'** in the subject line. Any proposals submitted after this time and date will not be considered.

An industry briefing for this RFP will be held from **9:00 a.m. to 11:00 a.m. on 25 April 2025**. Interested participants must register by emailing procurement@capred.org at least **one day in advance**. In person and online briefing is possible. **A link will be provided for those wishing to attend online.**

The applicant is required to submit the Response Forms in English (form provided separately), and with an indication of a daily rate for each task/service. The rate should include any and all costs to carry out the work in the specified locations, aligned with the key task and activities in Stage 1 only. In addition to the proposal fee, the applicant should also detail any other relevant assumptions or required terms.

Applicants with a consortium of partners possessing strong skill sets that cover both Stage 1 and Stage 2 of the project are highly encouraged to apply.

CAPRED is available to answer questions or provide more details on the scope of work. Please email: procurement@capred.org with **"SBCC Campaign in Clean Water Supply- Enquiry"** in the subject line.

Attachments:

- *Technical Response Form*
- *Financial Response Form*

Cowater International is an equal opportunity employer, basing employment on merit and qualifications as they relate to the professional experience and position expectations. Cowater does not discriminate against any employee or applicants on the basis of race, religion, sex, gender identity, disability, age, or any other basis protected by law. CAPRED aims to have a diverse workforce and a workplace that is supportive of gender equality, disability and social inclusion. Women, people with disabilities and other minorities are highly encouraged to apply.