

Terms of Reference
Knowledge and Communications Consultant –
Kenya

November 12, 2021

Response deadline: November 29th by 5:00 pm CST

Background

Water.org is a dynamic, rapidly growing international organization committed to promoting access to clean drinking water and improved sanitation to communities in developing countries. Working in partnership with donors, partner organizations and communities, we have helped more than 30 million people around the world access improved water and sanitation supply services.

Water.org's WaterCredit initiative leverages the power of affordable finance to promote universal access to water supply and sanitation (WSS) services. WaterCredit started in 2003 by engaging local water sanitation and hygiene (WASH) non-governmental organizations (NGOs) to establish revolving loan funds for water and sanitation improvements. In 2008 Water.org began to partner with microfinance institutions (MFIs) to scale up WaterCredit by providing partner MFIs with the required (I) technical assistance, (II) capacity building, (III) tools and (IV) mentoring, to develop, pilot test and roll-out, profitable and sustainable loan products to finance water supply and sanitation (WSS) solutions. In more recent years, Water.org has started working through alternative channels to reach people with WSS access, such as partnerships with utilities and service providers, and on a policy and systems change level.

Kenya is home to Water.org's first WaterCredit program in Africa. During this initial program, Water.org proved the viability of this market-based approach and achieved more than double our projected impact, reaching more than 5.3 million Kenyans with access to water and sanitation. We've built upon this successful foundation by engaging additional financial institution partners to develop and integrate water and sanitation lending into their portfolios. In addition to household lending, we have expanded loan offerings to small and medium enterprises such as schools, churches, and landlords who use loans to connect their properties to piped water or sewerage services.

Objectives

Water.org seeks to disseminate its evidence base in Kenya to help persuade other financial institutions to incorporate water and sanitation lending in their loan products. We have observed that financial institutions consider or adopt innovative financial products or business models after a clear demonstration of success of such products from their industry peers. We aim to have a similar demonstration effect through water and sanitation lending in the microfinance and co-operative societies' sector in Kenya. A successful rollout of water and sanitation lending and a good track record of borrower repayment would indicate the viability of water and sanitation loan products.

The Consultant will develop a communication strategy for Water.org that includes a roadmap for how to best develop, present, and disseminate key insights from our evidence base in Kenya.

Scope of Work

The Consultant would seek to accomplish the following:

1. To develop a communication and media strategy to enhance sector engagement.

2. Develop learning materials such as case studies and communication pieces to demonstrate the viability of water and sanitation lending.
3. To steer planning and organization of webinars and conferences with various sector stakeholders including government and private sector representatives.

Audience

The Consultant should address presentation and dissemination methods appropriate for target audiences which include:

- FIs (Banks, MFIs, NBFIs) who are currently not Water.org partners, but may benefit from a partnership
- Kenyan government and policy makers who work on the water sanitation supply side
- Key stakeholders in the Water Supply and Sanitation sector

Deliverables

- Communications plan and media strategy including the following:
 - Messaging guide with key messages by targeted audience type
 - Data base of contacts established
 - List of potential sector events, conferences, media opportunities in Kenya as well as any major events in Africa to target Water.org presence.
 - Action plan for Water.org hosted webinars and conferences with various sector stakeholders, from both public and private sectors, including key learning objectives for each event
- 2-3 learning materials (case studies, white papers, etc.) highlighting Water.org's impact in Kenya to present to various target audiences.

Timeline

We anticipate that this assignment will take approximately nine weeks. The assignment is expected to begin on December 2nd, 2021. **All final deliverables will be due on February 28th, 2022.**

- November 29th: Proposals due
- December 2nd: Sign contract
- December 3rd: Assignment begins
- February 15th: Share draft with Water.org to review
- February 28th: Final deliverables due

Skills and Experience

Education

- Bachelor's degree in journalism, communication or related area.

Experience

- At least 5 years of relevant experience in journalism and/or in communications.
- Strong background in communications targeted to Water, Sanitation and Hygiene (WASH) and governments, experiences in financial sector and market-based WASH programming will be an advantage.

- Demonstrated experience in developing content that clearly communicates ideas and experiences for media, events, web, print production, and audio-visual productions. specific experience in Kenya is a plus.

Language Skills

- Fluency in English is a must, fluency in Swahili is a plus.

Budget

Water.org has budgeted \$30,000 for this project.

Proposal Requirements

Individual consultants, consortia, or firms may apply. To respond to these terms of reference, please send the following to Katrina Green kgreen@water.org and Mary Ngunjiri mngunjiri@water.org before 5:00 PM CST **November 29th 2021**.

- Brief technical proposal outlining the proposed approach, no more than 8 pages
- Budget proposal
- Tentative timeline, with key milestone dates identified
- List of qualifications highlighting similar past work, including no more than 3 examples of relevant work