

*Call for Expression of Interest*

# Design and Implementation of School-Based Water, Sanitation and Hygiene (WASH) Social Behaviour Change (SBC) Interventions

**CEF/MDA/2026/010**

## 1 **Timeline**

Posted	May 5, 2026
Clarification Request Deadline	May 12, 2026
Application Deadline	May 19, 2026
Notification of Results	May 31, 2026
Start Date	Jun 25, 2026
End Date	Mar 31, 2028

## 2 **Locations**

- A Moldova
  - a Municipiul Chisinau

## 3 **Sector(s) and area(s) of specialization**

- A Cross Sectoral Areas
  - a Training, capacity building and capacity development
  - b Youth leadership and participation
- B WASH and Environment
  - a Hygiene
  - b Natural resources, environmental pollution and climate action
  - c Water

## 4 **Issuing Agency**

UNICEF

## 5 **Project Background**

Recent national reviews in Moldova highlight persistent gaps in school WASH—especially in safe wastewater management, accessibility, and the everyday upkeep of facilities; inconsistent handwashing behaviours and irregular water consumption during the school day; and behaviours that go to government and partner investments to upgrade infrastructure and strengthen operations and maintenance in education settings. These conditions, and the momentum of current reforms, make it essential to place students at the centre of school WASH: engaging them not only as

beneficiaries but as co-designers of solutions and co-implementers of daily routines that keep facilities clean, functional, dignified, and safe.

## 6 **Expected Results**

The project is expected to directly benefit 110,000 individuals, including 100,000 students (52,000 girls and 48,000 boys) and 10,000 teachers and adults (8,000 women and 2,000 men). Additionally, it will indirectly benefit 135,000 others, such as parents, caregivers, school managers, mayors, and community leaders. The initiative will employ a cascade model, starting with 25 Hub Schools and expanding to 125 Cluster Schools, with the ultimate goal of nationwide implementation, reaching a total of 1,000 schools. Key focus areas of the SBC intervention include hand hygiene, effective use of WASH facilities, water conservation, and sanitation stewardship through culturally and linguistically tailored activities. The selected Implementing Partner will also help establish WASH Clubs, facilitate youth-led campaigns, peer learning, implement behavioral nudges, and foster parent engagement to ensure the program's sustainability. Through youth-led WASH clubs and a school-based SBC cascade, students can define and model specific behaviours—such as hand hygiene at critical times with soap and water; restocking and refill logs for soap, paper, and water; toilet etiquette and respectful use; and cleanliness checks using simple checklists and visual dashboards—while establishing rapid reporting channels for repairs and supply needs, students can help to shift social norms so hygienic practices become the expected standard rather than an exception. Students can also co-design privacy and safety measures and help ensure inclusive access. Students can present findings to school management and local authorities, advocate for budgeted O&M; lines, and co-host parent meetings and exhibitions to keep WASH a shared community priority—so upgraded facilities remain well-used, well-maintained, private, and secure over time.

## 7 **Indicative Budget**

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## 8 **Other Information**

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## 9 **Selection Criteria**

Name	Description	Weight
Local experience and presence	Proven operational footprint in Moldova with capacity to work in schools and communities (students, teachers, parents, local authorities) and deliver culturally/linguistically tailored activities.	15
Project management	Strong management set-up and qualified team to deliver participatory SBC methods, ToT, WASH Clubs, behavioural nudges, safeguarding/inclusion, and multi-wave implementation with quality assurance and reporting.	20
Sector expertise and experience	Solid track record in WASH and SBC—covering hand hygiene, facility use, water conservation, sanitation stewardship, and monitoring/evaluation for sustained behaviour change.	20
Cost effectiveness	Demonstrated value-for-money through scalable cascade training and reuse/adaptation of existing materials to reach large numbers of schools efficiently.	20
Clarity of activities and expected results	A clearly sequenced, phase-based SBC cascade (hub → cluster → scale) with defined deliverables and measurable outcomes (e.g., materials, trainings, WASH Clubs, baseline/midline/endline, toolkit).	15
Experience working with UN	Demonstrated experience delivering programmes in partnership with UN agencies, with a strong understanding of UN procedures, reporting requirements, safeguards, and quality standards.	10

## 10 **Attachments**

Description	URL
Concept Note Template with Guideline	<a href="#">Download the document here</a>
Additional info for the potential applicants: Associated activities and per	<a href="#">Download the document here</a>

**11 *Concept Note Template***

[Download the document here](#)

**12 *For more information on this partnership opportunity, and to apply, please visit***

[UN Partner Portal](#)