

United Nations Children's Fund

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

Title	Funding Code	Type of engagement	Duty Station:
National Consultant for Climate-Smart WASH Market Development Project Support	5200/A0/06/881/003/005 SC229906 and SC210618	<input checked="" type="checkbox"/> Consultant	Home-based with travel to targeted provinces: Gia Lai, Soc Trang, Ca Mau, Bac Lieu

Purpose of Activity/Assignment:

The consultant will provide technical support for national and provincial partners in implementing and monitoring climate-smart WASH market development projects.

Scope of Work:

As part of UNICEF Vietnam's Country Program 2022-2026 the Child Survival, Development, and Environment (CSDE) programme will have a stronger public health approach, with an increased focus on strengthening primary health care, prioritizing results at-scale in nutrition and Water, sanitation, and hygiene (WASH). Increased focus will be given to public financing, policy reform, expanded partnerships with the private sector, and social norm change in critical priority areas such as addressing stunting.

The WASH programme aims to align with new areas of work, including privatization, sector financing, public-private partnerships, and climate resilience. WASH in emergency is also one of the top priorities for UNICEF to act as sector lead and supply provision for life-saving support to vulnerable people, particularly children and women. UNICEF WASH program will be at both national and subnational levels, while the national level will focus on advocacy, policy development, and sector coordination. At the sub-national level, UNICEF will prioritize gender-responsive and climate-smart service delivery, innovation demonstration, and scaling up covering safely managed climate-smart water and sanitation and promoting personal hygiene at school and community.

As a trusted, long-term partner of the Government in Viet Nam, UNICEF is committed to providing support for the Viet Nam Women's Union, the Ministry of Agriculture and Rural Development (MARD), the Ministry of Health (MoH), the Ministry of Education and Training (MoET) and selected provinces such as Dien Bien, Gia Lai, Soc Trang, Bac Lieu, and Ca Mau to plan and implement the water supply, sanitation, and hygiene activities to achieve the targets of the National Strategy in Rural Water Supply and Sanitation by 2030 with a vision 2045 and Government of Vietnam Commitments for SDGs.

Particularly, UNICEF is working with government agencies to design climate sanitation and water models for water scarcity areas that would be required to pilot model and market development in the targeted provinces including Gia Lai, Gia Lai, Soc Trang, Ca Mau, and Bac Lieu.

To support the partnership's implementation, UNICEF would like to seek a WASH market development consultant to assist national agencies and the project provinces in strengthening and enhancing sustainability in the planning and implementation of climate-smart water supply and sanitation technology pilot and market development projects for rural areas.

Purpose and Objectives

Under the direct supervision and guidance of the WASH Officer, the incumbent will be responsible for implementing climate-smart WASH technology pilots and market development projects, including providing technical support in developing implementation plans for local market development, piloting the business models, and assessing the results of the pilot to recommend interventions for climate-smart WASH market development at large scale.

Summary of Key Functions/Accountabilities

1. Provide technical support in testing climate-smart WASH models and leading the development of supply chain development strategies and business models for project provinces.
2. Provide technical support in the implementation of supply chain development strategy and business models for project provinces.

3. Monitoring, review, and recommendations for scale-up.

Location

The consultant is expected to work from home, preferably in Ha Noi or Ho Chi Minh City, have meetings virtually and/or at UNICEF and partner offices, and conduct field trips to the project provinces, including Gia Lai, and Mekong River Delta (Ca Mau, Bac Lieu, and Soc Trang).

Tasks

Task 1: Provide technical support in testing climate-smart WASH models and leading the development of supply chain development strategies and business models for project provinces.

- 1.1. Participate and review the testing for the climate-smart WASH models, and then collect user feedback (willingness and affordability) on adoption from users and local suppliers and recommendations for improvement, if any.
- 1.2. Based on the assessment, develop the supply chain development strategy and business models for roll-out, including the sales/marketing toolkits and training packages for local partners, promoters, and local suppliers.

Task 2: Provide technical support in the implementation of supply chain development strategy and business models for project provinces

- 2.1. Provide support to local implementing partners in implementing the supply chain strategy and plan, including capacity building for local implementing partners in coordinating private sector development activities.
- 2.2. Provide support to local implementing partners in capacity-building activities for private sector actors, such as local promoters, masons, and material shop owners. These activities include training courses in sales skills and business management and on-the-job training.
- 2.3. Work with the WASH team and local implementing partners to address any issues or challenges during the implementation process to ensure smooth execution. Identify and suggest any necessary adjustments or improvements to the business model.

Task 3: Monitoring, review and recommendations for scale-up

- 3.1. Monitor and review the effectiveness of the interventions and viability of the business models for reaching the target users and strengthening the supply chain.
- 3.2. Assess the feasibility of scaling up the interventions and service models based on resource requirements, cost-effectiveness, and sustainability.
- 3.3. Document lessons learned and challenges encountered during testing and rollout. Provide recommendations for scaling up the business model, including strategies for expansion, partnerships, and investment opportunities.

Throughout the process, maintain effective communication, document all decisions and agreements, and provide regular updates to the UNICEF WASH team and the government counterparts in the project provinces.

Methodology

The consultant will provide technical support to the relevant agencies and provinces through supervision, workshops, meetings, and field visits to the project sites in the target provinces, including Gia Lai, Ca Mau, Bac Lieu, and Soc Trang. The consultant will also work closely with the UNICEF WASH team and relevant agencies on each aspect of the assignment.

Child Safeguarding

Is this project/assignment considered as “[Elevated Risk Role](#)” from a child safeguarding perspective?

YES NO If YES, check all that apply:

Direct contact role YES NO

If yes, please indicate the number of hours/months of direct interpersonal contact with children or work in their immediately physical proximity, with limited supervision by a more senior member of personnel:

Child data role YES NO

If yes, please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (name, national ID, location data, photos):

More information is available in the [Child Safeguarding SharePoint](#) and [Child Safeguarding FAQs and Updates](#)

Budget Year: 2024-2025	<p><i>Market development is a critical step in commercializing WASH products or models. However, our partners from the health and MARD sectors lack experience in this area. Therefore, it is essential to mobilize expertise to accompany the UNICEF team and partners in this important task. Moreover, due to the high workload of the CSDE programme to rollout activities for both national and provincial levels, it is necessary to recruit a national WASH Market development consultant to provide technical support to the local implementing partners. The goal is to ensure that the designed WASH model becomes available and accessible in local markets, enabling people with low incomes to access climate-resilient, affordable, and aspirational WASH solutions.</i></p>	
Included in Annual/Rolling Workplan: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, please justify:		
Consultant sourcing: <input checked="" type="checkbox"/> National <input type="checkbox"/> International <input type="checkbox"/> Both Competitive Selection: <input checked="" type="checkbox"/> Advertisement <input type="checkbox"/> <input type="checkbox"/> Roster Single Source Selection <input type="checkbox"/> (Emergency - Director's approval)	Request for: <input checked="" type="checkbox"/> New SSA – Individual Contract <input type="checkbox"/> Extension/ Amendment	
If Extension, Justification for extension:		
Supervisor: WASH Officer - CSDE	Start Date: 2 May 2024	End Date: 10 October 2025

Work Assignments Overview	Deliverables/Outputs	Delivery deadline	
<p><u>Task 1: Provide technical support in testing climate-smart WASH models and leading the development of supply chain development strategies and business models for project provinces.</u></p> <p>1.1. Participate and review the testing for the climate-smart WASH models, and then collect user feedback (willingness and affordability) on adoption from users and local suppliers and recommendations for improvement, if any.</p> <p>1.2. Based on the assessment, develop the supply chain development strategy and business models for roll-out, including the sales/marketing toolkits and training packages for local partners, promoters, and local suppliers.</p>	<p>At least 02 WASH models are tested, and two local business model plans are ready for rolling out (for two different regions)</p>	<p>29 September 2024</p>	<p>(20 days)</p>
<p><u>Task 2: Provide technical support in the implementation of supply chain development strategy and business models for project provinces</u></p> <p>2.1. Provide support to local implementing partners in implementing the supply chain strategy and plan, including capacity building for local implementing partners in coordinating private sector development activities.</p> <p>2.2. Provide support to local implementing partners in capacity-building activities for private sector actors, such as local promoters, masons, and material shop owners. These activities include training courses in sales skills and business management and on-the-job training.</p> <p>2.3. Work with the WASH team and local implementing partners to address any issues or challenges during the implementation process to ensure smooth execution. Identify and suggest any necessary adjustments or improvements to the business model.</p>	<p>Two marketing toolkits and training packages in two different regions</p>	<p>30 May 2025</p>	<p>(30 days)</p>
<p><u>Task 3: Monitoring, review, and recommendations for scale-up</u></p> <p>3.1. Monitor and review the effectiveness of the interventions and viability of the business models for reaching the target users and strengthening the supply chain.</p> <p>3.2. Assess the feasibility of scaling up the interventions and service models based on resource requirements, cost-effectiveness, and sustainability.</p> <p>3.3. Document lessons learned and challenges encountered during testing and rollout. Provide recommendations for scaling up the business</p>	<p>A full report with recommendations for scaling up the business models in two different regions</p>	<p>15 September 2025</p>	<p>(20 days)</p>

model, including strategies for expansion, partnerships, and investment opportunities.			

Payment schedule:

The payment for the consultancy will be in 3 instalments:

Payment 1: Upon submission of deliverables for task no.2: (30 working days) + travel costs

Payment 2: Upon submission of deliverables for task no.1: (20 working days) + travel costs

Payment 3: Upon submission of deliverables for task no.3: (20 working days) + travel costs

Minimum Qualifications required*:

Bachelors Masters PhD Other

Disciplines:

Business administration, marketing, rural development, civil engineering, environmental science, or other relevant areas.

*Minimum requirements to consider candidates for competitive process

Knowledge/Expertise/Skills required*:

- A minimum of 15 years of relevant experience with a Bachelor's degree or 10 years of relevant experience with a Master's degree at the national and/or international levels in business administration, marketing, rural development, civil engineering, environmental science, and/or other directly related technical fields is required.
- Good understanding of GOV's regulations and standards in rural development and the WASH sector.
- Practical experience in rural water supply and sanitation marketing programs/projects and market development in rural areas in Viet Nam. Any experience in climate-smart WASH programming is an advantage.
- Good analytical skill and negotiating skills.
- Ability to manage and monitor the effective use of resources.
- Ability to work with and influence local partners working on water supply and sanitation marketing projects.
- Fast learner, adapts and responds to change, tolerates ambiguity.
- Fluency in English and Vietnamese is required. Knowledge of another official UN language or the local language of the duty station is considered an asset.

*Listed requirements will be used for technical evaluation in the competitive process

Evaluation Criteria (This will be used for the [Selection Report](#) (for clarification see [Guidance](#)))

A) Technical Evaluation: maximum 75 Points

B) Financial Proposal: maximum 25 points

1.1 Educational background: 30 points

1.2 Relevant working experiences: 45 points

- A minimum of 15 years of relevant experience with a Bachelor's degree or 10 years of relevant experience with a Master's degree at the national and/or international levels in business administration, marketing, rural development, civil engineering, environmental science, and/or other directly related technical fields is required. (20 points)
- Good understanding of GOV's regulations and standards in rural development and the WASH sector. (10 points)
- Practical experience in rural water supply and sanitation marketing programs/projects and market development in rural areas in Viet Nam. Any experience in climate-smart WASH programming is an advantage. (15 points)

The maximum number of points shall be allotted to the lowest Financial Proposal that is opened /evaluated and compared among technical qualified candidates who have attained a minimum 50-point score in the technical evaluation. Other Financial Proposals will receive points in inverse proportion to the lowest price.

The Contract shall be awarded to candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview if needed.

<p>Administrative details:</p> <p>Visa assistance required: <input type="checkbox"/></p> <p><input checked="" type="checkbox"/> Home Based <input type="checkbox"/> Office Based:</p>	<p>If office based, seating arrangement identified: <input type="checkbox"/></p> <p>IT and Communication equipment required: <input type="checkbox"/></p> <p>Internet access required: <input type="checkbox"/></p>

United Nations Children's Fund

¹ Costs indicated are estimated. Final rate shall follow the “best value for money” principle, i.e., achieving the desired outcome at the lowest possible fee. Consultants will be asked to stipulate all-inclusive fees, including lump sum travel and subsistence costs, as applicable.

Payment of professional fees will be based on submission of agreed deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.

Text to be added to all TORs:

Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

The selected candidate is solely responsible to ensure that the visa (applicable) and health insurance required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.

UNICEF offers [reasonable accommodation](#) for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.