

TERMS OF REFERENCE

For Technical Assistance (Construction Materials Testing; Products Improvement and Promotion) for Clawilkee Enterprises, Evergreen Institute and Nationwide Brick Company, in Liberia

Background

The Liberia Country Program (LCP), led by Cities Alliance and implemented by its members including Habitat for Humanity International (HFHI), is a five-year (2016 – 2021) intervention that is delivered through an inclusive and comprehensive manner that influences systemic change through development of market systems and building on foundation of community engagement, partnerships and institutional capacity building.

Habitat for Humanity International's (HFHI) role in the LCP is focused on working with communities, public sector and private sector actors to facilitate systemic change and improvement in order to establish necessary enabling environment to address barriers hindering access to affordable housing delivery and improving the living conditions of vulnerable urban poor. Market development is one of tasks of the LCP and the market level interventions include Housing Finance Product development and Solicitation of Firm led initiatives.

About Habitat for Humanity

Habitat for Humanity International is an international non-profit organization dedicated to eliminating substandard housing and homelessness worldwide and to making adequate, affordable shelter a matter of conscience and action. Since 1976, Habitat for Humanity has helped more than 29 million people find strength, stability and independence through safe, decent and affordable shelter.

Habitat for Humanity launched the Terwilliger Center for Innovation in Shelter ("the TCIS") as an initiative to facilitate collaboration between public, private, and third sector partners to develop sustainable, and innovative housing solutions for the 1.6 billion people worldwide who lack adequate shelter. Through the TCIS, HFH aims to serve as a place of knowledge, expertise, advice, and innovation, enabling poor families to acquire adequate shelter.

In Liberia, HFHI has a formalized cooperation with the Government through National Housing Authority to implement the increased access to affordable housing through market development approach and slum upgrading project.

About Lead Firm Partners Engagement

A housing value chain analysis (2016/17) revealed that nearly all semi-finished and finished construction materials are imported, and this, along with related excise duties and import taxes, affects the affordability of construction, especially for low-income housing. In addition, there is a lack of choice of building materials and technologies in the urban housing market. This is due, in part, to the price of new technologies, low acceptance of traditional (mud bricks) and new materials and processes (such as paneling and pre-fab housing), and general underdevelopment of the market. This leads to hesitance to import or develop a market for these technologies on the parts of firms and ultimately limits choice in the marketplace. To bridge the gap, HFHI through TCIS intends to support interventions that will lead to:

- Development of more locally manufactured supplies and the promotion and use of alternative/traditional building materials (soil compressed blocks, timber, mud bricks, etc.).
- Promotion of locally manufactured materials and alternate building technologies to low-income households.
- Development of "showcase projects" that demonstrate the use of affordable alternative building technology.

- Awareness of and access to new products and technologies to low-income household consumers and small to medium enterprise construction professionals.

The process for lead firm's selection and engagement conducted in 2019 through a call for expression of interest, institutional capacity assessment and round table discussion led to selection of 3 local firms to boost the project component related to enabling affordable housing and resilient upgrading of existing slums, by providing affordable housing solutions to the poor.

1. **CLAWILKEE Enterprise** is a clay bricks producing company located at St Paul Bridge, Lower Virginia- Montserrado County
2. **NATIONWIDE Bricks Supply Company (NBSC)**, located on Marshall Junction, RIA Highway, Schefflin Town, Margibi County is involved with production and construction using hydra form stabilised soil blocks.
3. **EVERGREED Institute**, located along AV Tolbert Road in Paynesville, Montserrado county engaged in recycling of plastics and production of various products including construction locks, paving tiles and roofing tiles.

HFHI, through its Terwilliger Center for Innovation in Shelter (TCIS) will assist these lead firms to improve and promote their products in the 'import-products dominated market' through technical assistance including research and development tailored to meet client's needs, Training, product promotion linkage and networking as appropriate.

OBJECTIVE

The Main objective is to facilitate low-income homebuilders' improved access to affordable and resilient housing solutions – products and services through capacity building of private sector firms. Specific objectives are to;

- Provide low-income homebuilders with access to more affordable construction materials and services through firms and their commercial distribution channels.
- Building the capacity of firms to introduce and expand sales of state-of-the-art construction materials to low-income housing consumers, either directly or through commercial distribution networks.
- Supporting the initiatives of firms to improve the capacity of their intermediaries (wholesale/retail distributors and construction professionals) to improve their marketing and technical support to low-income housing consumers and construction professionals.
- Supporting market actors to carry out training/promotion activities for small to medium enterprise construction professionals in improved, state-of-the-art, affordable construction technologies.

The ultimate objective of this assignment is to support HFH EMEA TCIS team and National Housing Authorities in delivering technical assistance (ITA) to the three selected firms – Clawilkee enterprises, Nationwide Bricks Company and Evergreen Institute in a) Product testing research; b) Product Development/improvement; c) Trainings of staff; d) Product promotion; e) Linkage and networking f) Monitoring and evaluation.

Scope of Work

The consultant scope of work will cover the following:

1. **Understanding the challenges** – with the HFHI/TCIS team support, the consultant will familiarize with current challenges through orientation and reviewing the recent published reports related to Liberian market and housing value chain, conduct site visits and discussions with selected LFs to understand production technologies and product composition accordance with the TCIS instructions and guides, and prepare the **Rapid market/product assessment report with**

recommendations, workplan for product improvement and promotion process to be presented at the inception workshop with the 3 firms scheduled not later than January 2020.

2. **Materials Testing and Research** - Based on the agreed workplan with LFs, and in consultation with HFHI/TCIS guidance the consultant will assist lead firms to conduct site visits to production sites, interview the firms, physical and laboratory testing of sample construction materials and generate a detailed report for each firm and product with recommendations for improvement. Specifically, materials testing will focus on 7 main parameters including but not limited to: **a) Compressive strength test also referred to as crushing strength to ascertain; b) Water Absorption test; c) Efflorescence (alkalies presence) test; d) Hardness test; e) Size, shape and color test f) Soundness Test; g) Structure Test.** main output of this task will be a **detailed materials test report from MoPW or any other recognized laboratory with recommended improvements and detailed work schedule.**
3. **Iterative product development /improvement and promotion:** Based on the materials testing results above, the consultant will work with the 3 firms to apply recommended improvements and iteratively validate quality of the products and determine the critical elements that will enable increased uptake, with affordability and optimal urban and semi-urban client needs in consideration. Also, the consultant will assist the firms to design the strategy for product & services promotion and marketing including setting realistic sales targets. In addition, the consultant will provide recommendations for promotional messages and product communication plan to NHA slum upgrading, technical team, Public relations as appropriate for wider dissemination. A key output of this task is a **product development/improvement and promotional report along with key messages for dissemination.**
4. **Training of trainers** - The consultant will either organize or deliver the ToT plan and deliver training of selected staff and officials of the 3 firms and NHA using the training materials developed agreed with HFHI/TCIS team. Also, the consultant will provide support to the TCIS team in customization of training materials. **A training report with list of participants and training content is required**
5. **Linkages and networking:** The consultant will liaise and coordinate with lead firms, NHA focal person and HFHI TCIS support and facilitate learning and knowledge exchange activities around affordable housing construction solutions. **Activity report with list of participants and topics covered/recommendations is required.**
6. **Monitoring and evaluation of the pilot-test** – With support of HFHI/TCIS team, the consultant will assist the 3 firms to set the KPIs and develop reporting templates as well as monitoring pilot phase and providing feedback for improvements if needed. Upon completion of the testing phase, the consultant will conduct the pilot-test evaluation and prepare the report with findings and recommendations.
7. **Institutional Capacity Building of NHA:** As an important cross-cutting theme of HFHI LCP phase II project, the consultant shall work closely with a designated official of NHA whose capacity shall be enhanced through joint planning, task sharing, reporting, support supervision and guidance.

Methodology and process

The HFHI/TCIS guidelines for Technical Assistance for lead firm will be used in this assignment.

Designated HFHI/TCIS staff will conduct an orientation of consultant, provide all needed tools and templates as well as work with the consultant to foster the process.

Regular and as needed project management meetings with the designated HFHI/TCIS, designated official at NHA and the firm's staff will be held on face to face and virtually via skype conference as appropriate.

Required competencies and experience of the consultant's team

The consultant should have a combination of the following skills and competencies:

- At least BSc in Civil Engineering, architecture design and other qualification relevant to construction sector
- Significant knowledge and understanding of Liberia market and housing needs
- At least 5 years of construction materials testing, development and inspection experience is required
- Vast understanding of required resilience and affordable levels for construction materials in Liberia. Applicants with experience in developing locally available, and affordable and climatic resilience construction materials will have an added advantage.
- Registered members of Liberia's Association of Engineers are most preferred.
- Experienced persons with marketing and communication competence and skills is preferred.
- Experience in monitoring and evaluation of pilot testing;
- Excellent communication and organizational skills are essential, both written and verbal
- Computer skills including MS word, excel, PowerPoint presentation, etc and operation of project management and tracking systems is desired.
- A Team player with relationship building skills and vast experience working on partnership projects that involves public sector private sector, development partners and communities
- Ability to prepare and submit reports in accordance with the milestones.
- Applicants with market systems development skills and experience in affordable housing space shall have added advantage.

HFHI is an equal opportunity employer. Female applicants meeting these qualifications are encouraged to apply.

Only shortlisted candidates shall be contacted.

Project schedule, deliverables and budget

We will entertain individual consultant's recommendations on project schedule but we expect that the project will be completed at most 12 months. Also, the project should start latest by January 1st, 2020.

Additionally, we will entertain suggested amended deliverables, but we would expect to receive the following as key deliverables in this assignment:

- Rapid assessment report of the client's needs vs product assessment with recommendations, workplan for product improvement and promotion process to be presented at the inception workshop with the 3 firms scheduled not later than January 2020.
- Detailed materials test report from MoPW or any other recognized laboratory with recommended improvements and detailed work schedule to be presented not later than March 2019
- Product development/improvement and promotional report along with key messages for dissemination presented not later than June 2019.
- Report of the integrative product testing and client feedback
- HFHI/TCIS Monitoring templates and the Pilot-test evaluation report duly updated on regular basis as required
- Other deliverables shall include Weekly report to CoP and TCIS Specialist/ Director; Completed time sheet weekly with clearly stated activities undertaken within the period as per the weekly workplan; Product development process documentation package; documentation for the different

project components; Completed checklist /pre-handover report checklist of the final products duly signed by lead firms and approved by the regulating authorities- MOPW for compliance

Preferred Language: English

Submission process and guidelines

The HFHI/ EMEA TCIS invites the local consultants (individuals encouraged) to send expression of interest including following:

- i. An expression of interest letter
- ii. Background/Administrative information including: Name of applicant, correspondence address, telephone number and e-mail address; legal status; physical address; (date of establishment or registration- if registered consultancy firms).
- iii. Team composition (if available) details and CVs of the proposed consultant/s - key information should include education, years of experience, role in this project.

Please send your response to HFHI EMEA on emeahr@habitat.org with cc to Mathew Ndote, CoP and Sheldon Yonder, TCIS at mndote@habitat.org and SYoder@habitat.org respectively by not later than December 25, 2019, 5pm CET.

Good faith statement:

All information provided by HFHI is offered in good faith. Specific items are subject to change at any time based on business circumstances. HFHI does not guarantee that any particular item is without error. HFHI will not be held responsible or liable for use of this information or for any claims asserted therefrom.

Communication and proposal submission guidelines:

Communications shall not be effective, unless a specified employee who is responsible for managing the process formally confirms these communications in writing. In no case shall verbal communication govern over written communications.

Waiver Authority:

HFHI reserves the right, at its sole discretion, to waive minor irregularities in submittal requirements, to request modification of the response, to accept or reject any or all responses received, and/or to cancel all or part of this ToR at any time prior to awards.

Disclaimer:

This ToR does not commit HFHI to award any funds, pay any costs incurred in preparing a response, or procure or contract for services or supplies. HFHI reserves the right to accept or reject any or all responses received, negotiate with all qualified Respondents, cancel or modify the ToR in part or in its entirety, or change the response guidelines, when it is in its best interest.

Changes/Amendments to ToR:

This ToR has been distributed electronically using HFHI's email system. Any update and/or changes will be communicated by this process.