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CHALLENGE ACCOUNT - JORDAN  
Partners in Development

# Water Smart Homes Activity

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*"Our Water situation forms a strategic challenge that cannot be ignored. We have to balance between drinking water needs and industrial and irrigation water requirements. Drinking water remains the most essential and the highest priority issue".*

**H.M. King Abdullah II**  
**November 7, 1999**

## **Purpose of Workshop:**

Discuss and brainstorm ideas that will lead to developing and refining the scope of work of the Social and Outreach Services within the Water Smart Homes Activity.

## **Attendees:**

Participants from local and international agencies as follows:

1. Government.
2. Private local and international consulting companies.
3. Marketing firms.
4. NGOs and CBOs.
5. Freelance consultants.
6. Donor agencies and donor-funded projects.

# Background



## About Zarqa Governorate

Location: North-East of Amman.

Area: 4,080 sq. km.

Population: 931,100 residents (source: DOS 2011).

The average household size is around 6 people (as of 2004).

Unemployment rate: around 11.4%.

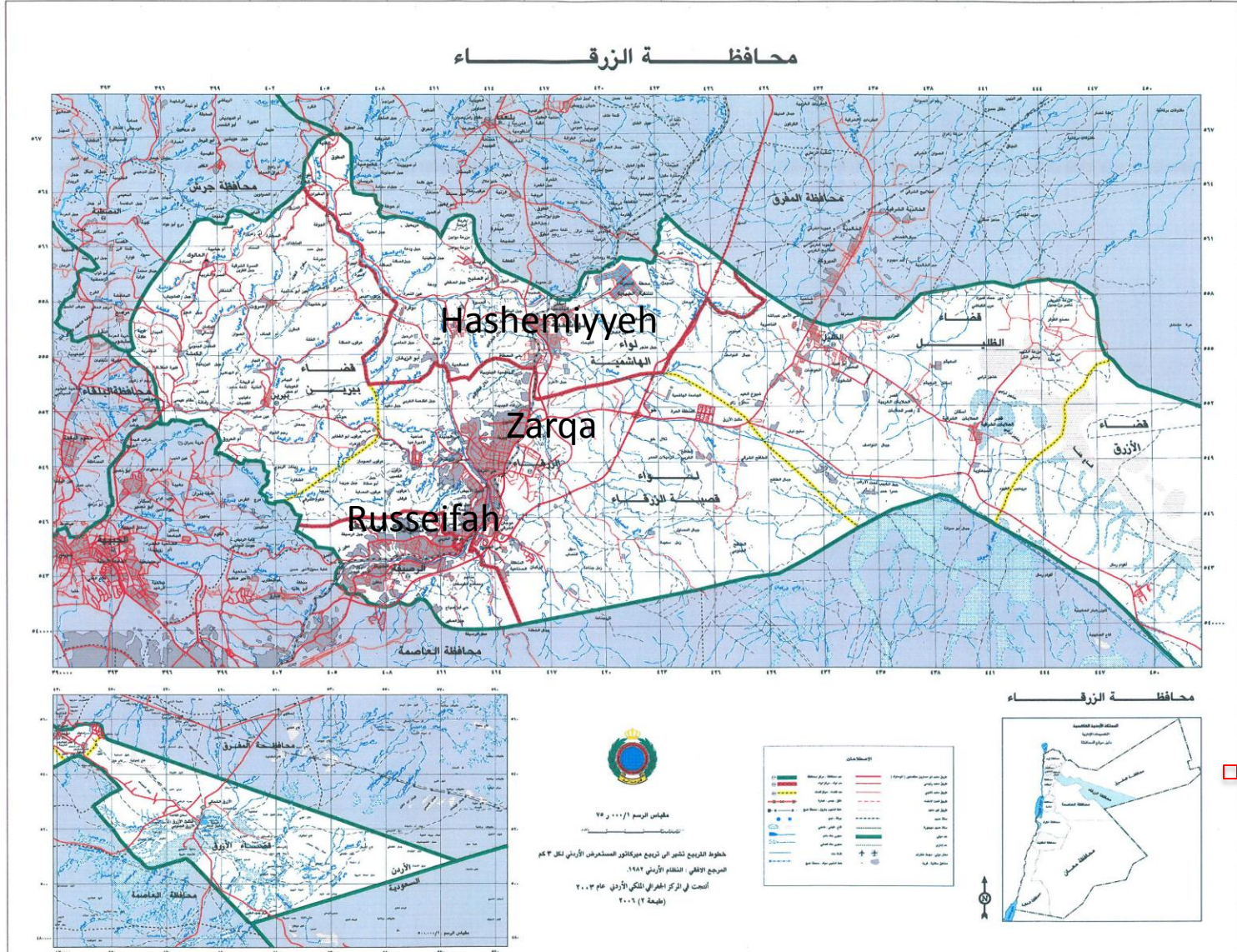
Income level of households in Zarqa Governorate for year 2008 (Department of Statistics, 2008):

Income level; Household/Month (JOD)	% of Households
Up to 320 JOD	30%
320 JOD to 700 JOD	45%
More than 700 JOD	25%

# Map of Zarqa Governorate



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# Water Situation



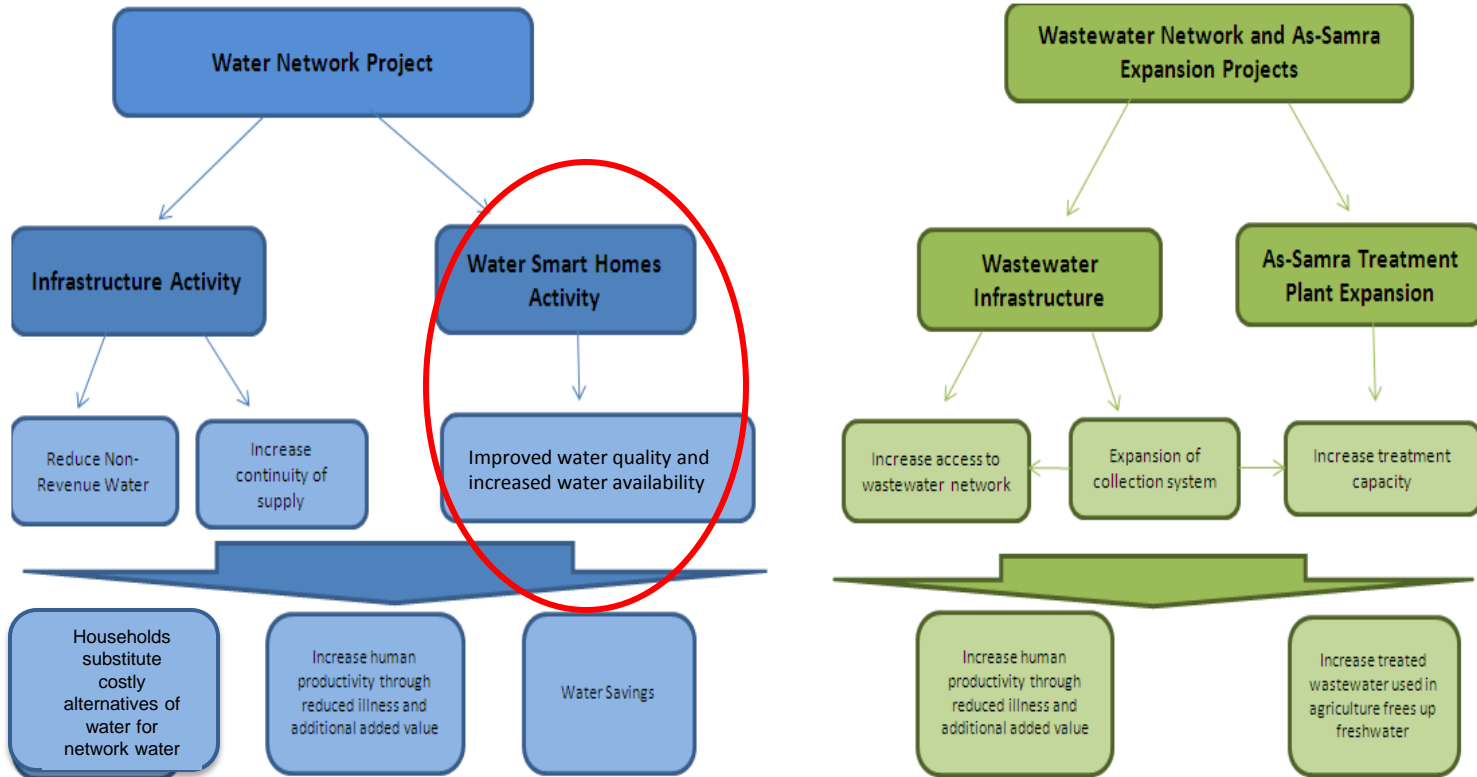
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- Water source: Groundwater.
- Non Revenue Water = 50%
- Water supply: 36 hours/ week.
- Total residential water consumption: 62 l/capita/day.
- Around 60% of people in Zarqa are not satisfied with water quality of the public system (Socio-economic survey conducted by DOS in 2009).
- Around 60% of these potability problems is attributed at least in part to the poor households infrastructure.
- Considerable overflow in the wastewater system.

# Compact Logic



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**Poverty Reduction and Economic Growth:**  
Maximize economic growth through sustainable management of water for domestic, commercial and agriculture users.

# Project Preparation



1. Household Infrastructure and Knowledge Improvement Intervention, Design Report, ECO Consult, 2010.
2. The Study of the Benefits to the Poor of Millennium Challenge Corporation Financed Projects in the Water Sector, Diagnostic Report, ECO Consult, 2010.
3. Jordan Water and Wastewater Output-Based Aid Study, The World Bank / GPOBA, COWI, 2010.
4. Indicators of the 2009 Water Use and Socio-economic Survey for Zarqa Governorate, Department of Statistics, 2010.
5. Interviews and site visits with government entities, CBOs, NGOs.



# Water Smart Homes Activity (WSHs-A) Objective



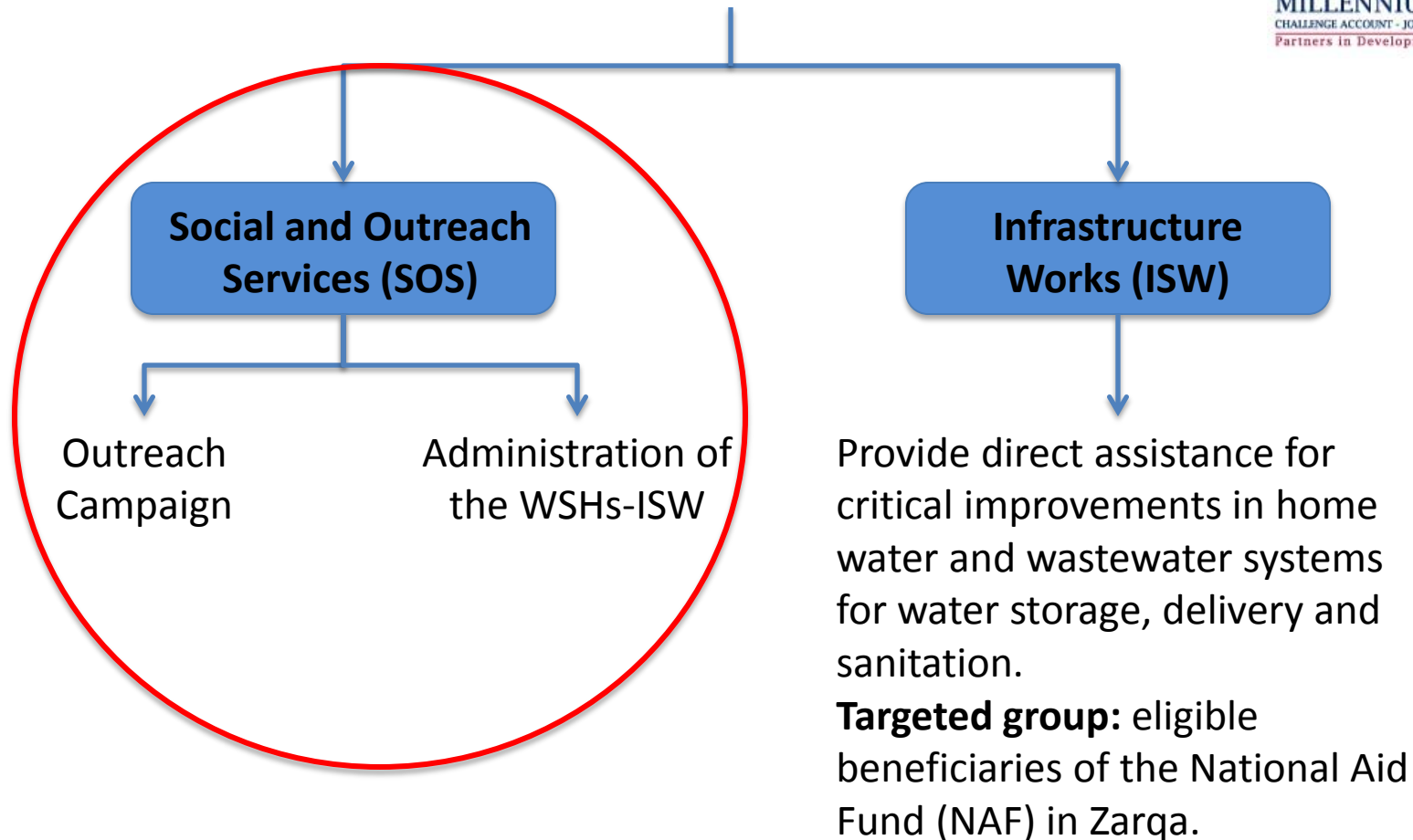
The overall objective of the WSHs-A is to improve the condition of home water systems and decrease costs that households, particularly poor households, in Zarqa Governorate incur to satisfy their subsistence water needs.

The WSHs-A desired outcomes are:

1. Improving water potability from the public system through maintaining water quality within households.
2. Increasing household water availability through enhancing water-use efficiency.



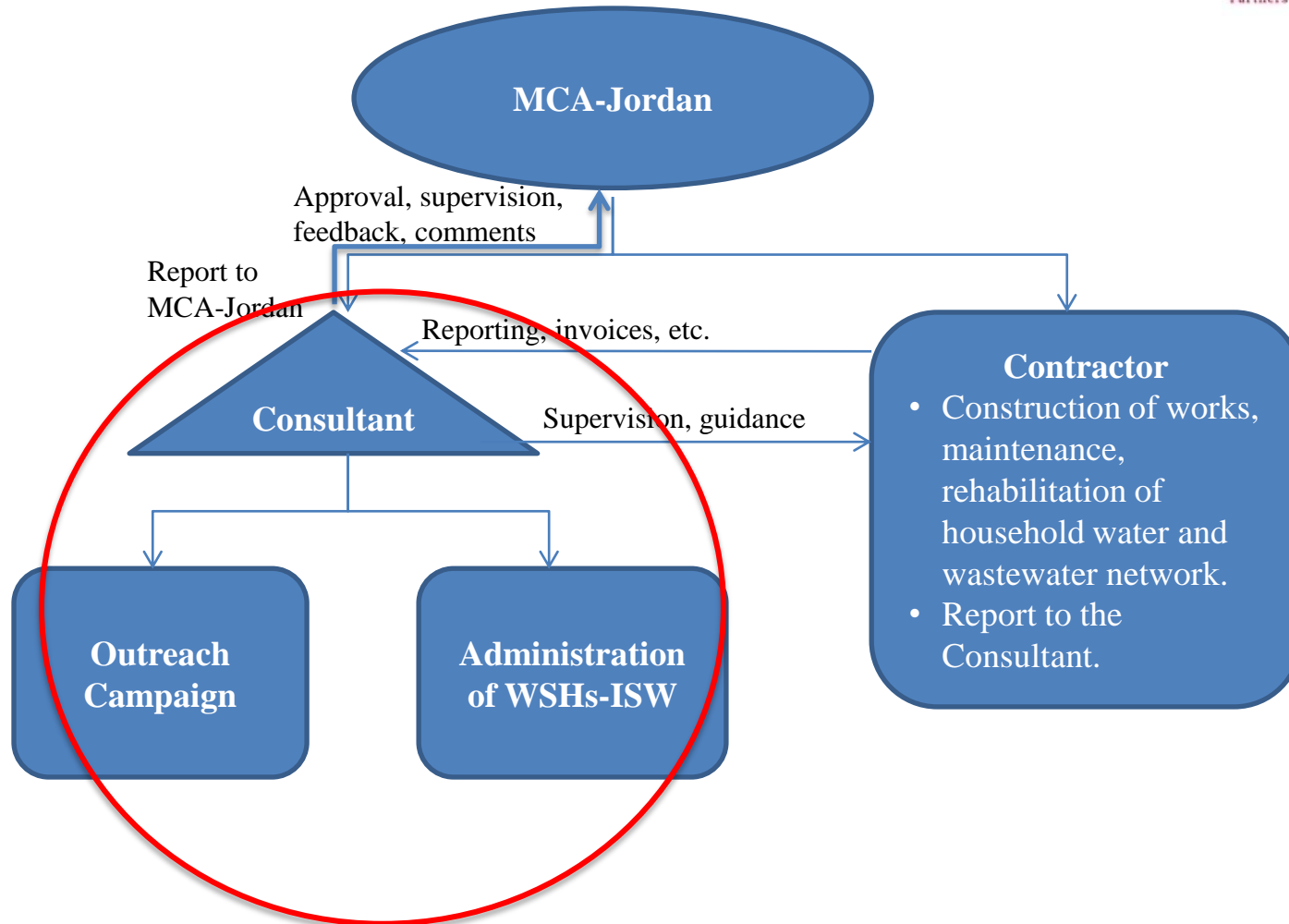
## Water Smart Homes Activity



# Management Structure



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# WSHs-SOS Components



<b>Design Phase (Base Period)</b>	<b>Main tasks</b>
<b>Implementation Phase (Option Period)</b>	Task 1: Project initiation
	Task 2: Design of outreach campaign
	Task 3: Design of WSHs-ISW implementation
	Task 4: Implementation of the outreach campaign
	Task 5: Administration of the WSHs-ISW
	Task 6: Project close-out



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## **Design Phase (Base Period)**

# Design of the Outreach Campaign



## Objective of the Outreach Campaign:

- To promote adoption of residential water best management practices to maintain water quality and quantity within households in Zarqa Governorate and encourage behavioral change.
- To tackle the public's incorrect perceptions of the water and wastewater services in the Governorate, helping to increase their understanding and garner their trust in the quality of water and wastewater systems.

**Targeted group:** all segments of society in Zarqa Governorate, including urban and rural families. The Campaign will also reach women and poor or vulnerable persons.

# Design of the Outreach Campaign (Cont'd)



This task will include the following:

1. Conduct needs assessment to provide the Consultant with insights to segment target audiences, develop messages, and identify most appropriate and effective communication channels that will most likely lead to behavior change, with special attention given to methods to reach women and poor or vulnerable persons.
2. Develop WSHs-A Social and Gender-Responsive Communication Plan that describes the campaign concepts and advise on the most suitable communications and outreach approach to be implemented during the course of the WSHs-A implementation phase.

# Design of WSHs-ISW Implementation



## Objective:

1. To identify and select potential NAF beneficiaries to receive direct assistance for maintenance and rehabilitation of their water and wastewater networks based on identified eligibility criteria.
2. To develop a mechanism for the implementation of the WSHs-ISW.

**Targeted group:** approximately 3,000 beneficiaries of the National Aid Fund in Zarqa.



# Design of WSHs-ISW Implementation



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1. A survey of NAF households in Zarqa to assess their socio-economic situation and water and wastewater infrastructure condition and needs will be conducted. The socio-economic part will be conducted by the Department of Statistics while the infrastructure part will be conducted by the Consultant.
2. Based on the assessment, the Consultant will develop eligibility criteria for selection of WSHs-ISW participants.
3. A list of eligible NAF Beneficiaries will be identified.
4. A mechanism for the implementation of the WSHs-ISW will be developed.



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# Implementation Phase (Option Period)

# Implementation of the outreach campaign



This task will be designed in the design phase (Base Period).

It could include the following types of activities:

1. Awareness and educational messages and material.
2. Awareness workshops, seminars, town-hall meetings, and semi-annual events.
3. Training of CBOs, school and university students, parents, women, and participants of the WSHs-ISW on water-related issues.
4. Continuous assessment of the WSHs-SOS participants' satisfaction.

# Administration of the WSHs-ISW



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This includes quality assurance, supervision and oversight of the infrastructure works implemented by the Construction Contractor.



# Monitoring and Evaluation



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Outcome Indicator	Unit	Baseline	End of Compact Target
Use of tanker water	liters/capita/day	4.7	1.2
Use of treatment shop water	liters/capita/day	0.4	0.2
Incidence of diarrhea	Percentage	TBD	TBD
Incidence of diarrhea (Under age five)	Percentage	9	7
Customer dissatisfaction with supply service	Percentage	34	26
Customer dissatisfaction with water quality	Percentage	60	40
Households cleaning their water storage facilities	Percentage	56	65

# Timeframe



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1. Release of the WSHs-SOS RFP in the first quarter of 2013 by the Government Tenders Department (GTD), MCA-Jordan Procurement Agent.
2. Award in the second quarter of 2013.
3. Duration of Contract: 39 months.
  - Design phase (base period): 8 months.
  - Implementation phase (option period): 31 months.

# Tendering of RFP



The official invitation for tenders will be on the following websites and newspapers:

1. MCA-Jordan website: [www.mca-jordan.gov.jo](http://www.mca-jordan.gov.jo)
2. Government Tenders Department website: [www.gtd.gov.jo](http://www.gtd.gov.jo)
3. dgMarket website: [www.dgmarket.com](http://www.dgmarket.com)
4. UNDBOnline website: [www.devbusiness.com](http://www.devbusiness.com)
5. Local newspapers: Al-Rai, Al-Dustour and the Jordan Times.

MCC Procurement guidelines on MCC website [www.mcc.gov](http://www.mcc.gov)

A bidder conference will be held to answer specific questions regarding the RFP upon its release.

# Who Can Bid?



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- Consultants, whether private companies, Non-Governmental Organizations (NGOs), or associations and have relevant experience are encouraged to bid either as single entity, joint venture or any other consortium.





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**Thank you!!!**