**CALL FOR PROPOSAL**

**Affordable & Accessible Childcare Services through Public-Private Partnership Model to Create Employment Opportunities for Women & Youth in Addis Ababa**

**Livelihood Improvement for Women and Youth (LIWAY) Program in Addis Ababa Funded by SIDA**

**Issuance Date: 09/11/2021**

**Deadline for Application:16/11/2021**

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By accepting a copy hereof, recipient agrees to:

1) Be bound by the terms and conditions contained herein (including but not limited to the confidentiality provisions),

2) Use the RFP (and any related documents) solely for evaluation purposes and for responding to this RFP and

3) Return or destroy the RFP (and any related documents) LIWAY Program (represented by Mercy Corps)’s request or upon your decision not to respond to this RFP.

1. **Introduction**

LIWAY program is currently implemented by a consortium of partners composed of SNV Netherlands Development Organization (consortium lead), Mercy Corps, TechnoServe and Save the Children International. The overall objective of the LIWAY program is to contribute to sustainable poverty reduction, improved gender relations and social stability in Addis Ababa. Specific objective of the program is to improve the livelihoods of 200,000 poor people, of which at least 50% are women and 75% youth, by increasing their income and access to economic opportunities in Addis Ababa. Sida has recently extended the program by two years up to June 2024.

Mercy Corps is leading a Labor Market System, where labor information exchange infrastructure, childcare/domestic duties and referencing (risk & trust) are identified as intervention areas through a diagnostic study in the labor market system to address key constraints which greatly affected the participation of women and youth in the market. Under this diagnostic study, it was indicated that information on available jobs and matching services focusing on semi-skilled and unskilled job opportunities is scarce and difficult to find in Addis Ababa. Competition for work is very high, and this is accentuated by rural-urban migration compared to other cities in Ethiopia. To this end, LIWAY planned to design and pilot an intervention which promotes market-based solutions & incentives that enable actors in the core market functions to improve business performance that create increased employment opportunities for urban women and youth in partnership with private implementing partners on cost share basis.

A significant barrier to the engagement of women in labor market is the absence of affordable and accessible childcare, particularly for children aged 0-3 years. High rental price of working spaces for childcare services, stringent regulatory conditions (including criteria to establish childcare centers, lack of clear mandate among relevant government agencies), and limited availability of trained nannies were identified as leading barriers to establish accessible, affordable, and scalable childcare centers for low-income households in Addis Ababa City Administration.

According to the study report conducted by LIWAY, the common types of Childcare Services (CCS) in Addis Ababa are registered private, home-based/informal, institutional/public, employer-supported (both private and government development institutes), NGO-supported and school-based. From these the findings showed that public school-based, community-based, employer-supported, and government-initiated CCS are the most affordable and accessible CCS for low-income households at this time. These alternative CCS models can use the already available free spaces in each institute and can forgo the major CCS cost driver. Though it is new for the childcare services market, the establishment, expansion, and sustenance of CCS through PPP gives multiple advantage which includes the presence of proclamation on PPP, experiences on other business sectors, shared resources, risks, and responsibilities, check and balance system to ensure accountability and transparency. To leverage these benefits and test new business models to influence the actions and behaviors of market actors, LIWAY planned to call for a private & public operator who are willing and able to adopt & adapt Public-Private Partnership model for Childcare Services and provide affordable & accessible services to the low-income households in Addis Ababa City.

1. **Goal**

The purpose of this SoW is to invite a competent private & public partner who are willing and able to have a partner to work together with a private/cooperative, develop, adopt, adapt the model (Public Private Partnership), and provide affordable & accessible childcare services to low-income households in Addis Ababa, where LIWAY will provide financial & technical assistance to share risks. The partner is expected to scale the model beyond the life of the program and benefit more target group through job creation & increased income.

1. **Methodology and Date**

Public advertisement of SoW through newspaper is one of methods used to invite and select a potential applicant who has the capacity (skills) and incentives (willingness) to develop, adopt & adapt a business solution for childcare services through Public-Private Partnership model to address problems of our target groups. Through sharing costs in selected investments of a partner, LIWAY will try to buy down risks associated with a new business ventures or approaches, giving partners confidence to invest in new initiatives, and ultimately expediting increased employment opportunities & income for women & youth. The advertisement will be made through Daily Monitor, Reporter, and Fortune Newspapers and [www.ethiojobs.net](http://www.ethiojobs.net) web portal. The total days for submission of a technical proposal is only five (5) days from the day of advertisement on the newspaper & web portal.

1. **Application Requirements**

* Applicants shall present their technical application and budget in the formats provided and shall follow the instructions and guidelines listed in these annexes.

1. **Risk Sharing Requirements**

* Applicants must provide a fully costed proposal of which Mercy Corps will fund a maximum of 50% to a maximum value. In addition, LIWAY may provide additional technical assistance to selected Applicants as appropriate.
* LIWAY’s initial support will last for 1 year, although follow on support might be possible for a modification of the business model after this pilot period.

1. **Deliverables**

* Establish childcare center through public-private partnership.
* Register and provide affordable & accessible childcare services to the LIWAY targets.
* Baseline, impacts (employment & income) and results (Implementing Partners performance) measurement.
* Monthly & Quarterly progress report and data analysis.
* Stakeholder governance.

1. **Eligible and Ineligible Applicant**

## **Eligible applicants**

* This call intends to support an array of potential public & private actors who has the capacity & incentives to develop, adopt & adapt PPP model to provide affordable & accessible childcare services to low-income households in Addis Ababa City.
* Any formally registered private sector (sole proprietorship, partnership, and cooperative form) profit making organizations with renewed license and willing to partner with the public to pilot new business model (PPP) that support the objectives of the LIWAY as identified above.

## **Ineligible applicants**

* Any organization that is prevented from receiving donor and specifically Sida funds.
* Any organization which is proposing activities that do not support the objectives of the LIWAY.

1. **Application and Submission Information**

* Proposal shall be submitted as per the format provided in English and may not be more than 10 pages in length. The proposal should be submitted in electronic and hard copy to Mercy Corps at the address below and should reference **Mercy Corps /LIWAY Program, Addis Ababa | Ethiopia.**
* Applications must be submitted no later than **November 16, 2021,4:00pm** to Mercy Corps Ethiopia. Late applications will not be considered.

**The Proposal Package Pickup Location:**

**Mercy Corps Addis Ababa Office, Yeka Sub-City,**

**Kebele 08, House No. 377; around Hayahulet,**

**Tel No. +251-11110777**

**OR from** [**www.mercycorps.org/tenders**](http://www.mercycorps.org/tenders)

**Affordable & Accessible Childcare Services through Public-Private Partnership Model to Create Employment Opportunities for Women & Youth in Addis Ababa**

1. Applicant information

Please indicate which category your organization/business is submitting an application for:

* Private
* Government
* Other (Specify)……………………………………

|  |  |  |
| --- | --- | --- |
| 1.1 | Proposal title |  |
| 1.2 | Name of Business |  |
| 1.3 | City |  |
| 1.4 | Sub-city |  |
| 1.5 | Woreda |  |
| 1.6 | Telephone 1:  Telephone 2: |  |
| 1.9 | Fax: |  |
| 1.10 | Email address |  |
| 1.11 | P.O. Box. |  |
| 1.12 | Websites (if any) |  |
| 1.14 | Vision and Mission of your business |  |
| 1.15 | Service/Business operational since |  |
| 1.16 | Legal registration number (TIN) |  |

**Contact person responsible for the project**

|  |  |
| --- | --- |
| Name |  |
| Position title |  |
| Telephone |  |
| e-mail address |  |
| Fax |  |
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1. Indicative overall cost of the proposed project

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Budget category** | **Amount ETB** | **% of Total cost/ETB** |
| 1 | Business/own contribution |  |  |
| 2 | Third party contribution (if any) |  |  |
| 3 | Proposed financial assistance requested (Note: the value requested cannot exceed the grant ceiling of 50% of the total budget) |  |  |
|  | Estimated total project budget (in ETB) |  |  |

Duration of the Project:

Start date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ End date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. Detailed business plan description

|  |  |  |
| --- | --- | --- |
| 3.1 **Business Background**: Provide a brief introduction of your business, any relevant history and current key activities being delivered (250 characters) | | |
| 3.2 Purpose of Financial assistance: Include a problem statement and justify how the public private partnership on childcare services to be submitted will address the underlying root cause of women unemployment and why the fund is needed. (3000 characters) | | |
| 3.3 **Target market and expected outcome:**  i) How many in total do you intend to create job opportunities? Over what period?  ii) Pricing and marketing strategy (How do you determine your price and promote your business to reach this targeted number of job seekers?)  iii) Competitive advantage: how will your business remain competitive enough through this platform?  iv) What economic and social benefit will this business bring about? | | |
| 3.4 | **Scope of work and Methodology**  Describe the scope and approach to be undertaken. How will the plan address the problem(s) identified above for LIWAY target groups? What different modalities do you propose to use to reach and scale in creating job opportunities? (3000 characters) include statement from  How will the proposed childcare services will ensure availability, affordability and access to services and flow service information needed by LIWAY target groups? (3000 characters) | |
| 3.5 | | **Sustainability & Scalability plan**  How will the childcare services ensured to continue to provide the service with out further financial assistance from LIWAY? If successful, to what extent could results from this business be replicated? Where and how? (4000 characters) |
| 3.6 | **Monitoring and evaluation plan**  How will you assess the results of your business? Clearly indicate how the proposed business will be monitored and evaluated.  How do you plan to monitor and document the outcome of the new business plan? What do you expect to learn by undertaking the business? | |
| 3.7 | **Risk Analysis and mitigation plan**  Clearly indicate the main risks associated with the service provision of childcare services and how will those risks be mitigated or addressed? (3000 characters). Include information on the sources and type of additional support that will be required to address the identified risks/challenges. (2000 characters) | |
| 3.8 | **Organizational & team capabilities**  Clearly demonstrate your business capability to successfully implement the proposed project and other business partners (if any with government, private, cooperative, training institutions)  Explain the capabilities of the team members (and other business partners, if applicable) to make this project a success. (2000 characters) | |

4. Annexes

Annex 1. Work-plan

Provide a work-plan that summarises the project milestones (in phases if appropriate), provides a breakdown of the activities required to achieve each milestone and specifies the expected timeframe for completion of each activity and milestone.

Annex 2. Financial Analysis

Provided financial plan which are:

* Key assumptions (e.g. Cost and location of space, materials, types and costs of fixed assets, no of care givers, the training hours, Training Module, price inflation…)
* Projected cash flow
* Projected profit and loss
* Breakeven Analysis

Annex 3. Budget

Provide a budget (in ETB) of expenditures and funding over the duration of the proposed project which:

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Notional Budget table** | | | | | | | | | |
| **S/N** | **Budget description** | **Unit** | **Number of units** | **Unit cost/ETB** | **Third Party Contribution/ETB** | **LIWAY fund/ETB** | **Business partner/own Contribution/ETB** | | **Total Cost/ETB** |
| **Existing** | **New** |
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| **Total** | | | | |  |  |  |  |  |
| **Percentages** | | | | |  |  |  |  |  |

Annex 4. Resumes/Curriculum Vitae

Provide brief resumes of key personnel within your organisation/s that will be responsible for overseeing the proposed gig platform. These should not exceed two pages per person.

Annex 5. Organization documentation

Provide copies of the following documents

1. Renewed Licenses and/or other regulatory documentation that is relevant to the project
2. Tax registration certificate

Annex 6. Tables and graphs (optional)

If any tables and/or graphs are required to illustrate points made in responding to questions in Section 3, they should be attached as Annex 6.