

EXPRESSION OF INTEREST

Country: Egypt

Project: Greater Cairo Air Pollution Management and Climate Change Project

Assignment Title: Behavioural Science Advisory Services

Reference:EG-EEAA-391891-CS-CQS

Loan No.: 9166-EG

Issued on: June 12, 2024

Deadline for Submission of EOI: July 11, 2023

BACKGROUND

The Government of Egypt (GOE) is implementing the Greater Cairo Air Pollution Management and Climate Change Project, financed by the World Bank. The project aims to reduce air emissions from critical sectors and increase resilience to air pollution in Greater Cairo.

As part of the project's communication and stakeholder engagement component, the implementing agency is seeking to hire a qualified consulting firm to design three behaviourally-informed interventions to support the project's objectives.

OBJECTIVE OF THE ASSIGNMENT

The objective of the assignment is to design three behavioural insights interventions to support the project's objectives in the areas of:

1. Enhancing the air quality management response system
2. Promoting source segregation of solid waste at the household level
3. Increasing usage of electric buses on selected routes

SCOPE OF WORK

The scope of work includes the following key tasks:

1. Conduct desk research to understand the context and learn from other relevant projects
2. Advise the technical implementation units on integrating behavioural science approaches

3. Design 3 behaviourally informed interventions, including:
4. Data collection and behavioural diagnostics
5. Development of intervention methodologies (e.g. RCTs, pilots)
6. Costing and planning for implementation

DELIVERABLES

The key deliverables include:

1. Inception report
2. Three behaviourally informed intervention designs, with supporting research and plans
3. Final report documenting the assignment and lessons learned

SELECTION CRITERIA

The consulting firm will be selected based on the following criteria:

1. Relevant experience in applying behavioural insights in development projects
2. Multidisciplinary team with expertise in behavioural science, program design, research methods
3. Track record of designing and implementing successful behaviourally-informed interventions
4. Understanding of the project context and ability to work collaboratively with the client

Interested firms should submit an Expression of Interest providing information demonstrating their qualifications to perform the services. The EOI should include:

1. Company profile and relevant experience
2. Key personnel and their qualifications
3. Understanding of the assignment and approach
4. Any other relevant information

The selection will follow the World Bank's Consultant Qualifications Selection (CQS) method. The selected firm will be invited to submit a technical and financial proposal for negotiations.

Expressions of Interest must be submitted in one original and three copies additional Softcopy in flash memory, to Address: 15 C El-Tawfek Building, the fifth floor, El Fustat El Gedida, Old Cairo, Cairo - Egypt attention Dr. Mohamed Hassan the project coordinator, no later than July 11, 2023.

Shared link "TORs_Behav_Scientist_2024-05-29_WB_Final.pdf"

<https://drive.google.com/file/d/1tK6qdEtug8YMHmQ9FKCHh6Thalw1ZpkZ/view?usp=sharing>

Please indicate "EOI: Implementation Support for Environmental and Social Activities" in the subject line of the email.

Note: Only shortlisted consulting firms will be contacted for further discussions.

We look forward to receiving your Expression of Interest and exploring the possibility of working.

Please note that the selection process for this assignment will be in accordance with the procedures of the Arab Republic of Egypt and the World Bank's Guidelines on the selection and employment of consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers, January 2011 (revised July 2014).

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Thanks