

To communication professionals and
communication agencies

27. February 2018

**Call for a Communication Coordinator for the Swiss Water Entrepreneurship Pact
(SWEP)**

Contact:

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1. Background

Switzerland has a unique ecosystem in place to support entrepreneurship in the water & sanitation sector to contribute to reaching the Sustainable Development Goals (SDGs), in particular SDG 6:

- Research & development capabilities
- Expertise
- Funding (both public and private) and
- High-level political support

A united approach of involved actors will increase visibility & make it easier to access for entrepreneurs seeking support, multiply the intended impact and reinforce outreach to top-level partners (UN & Gov't organisations, multinational companies, impact investors, foundations, etc.).

The Swiss Water Entrepreneurship Pact (SWEP) aims at enhancing the collaborative power of Swiss-based expertise in water entrepreneurship in order to increase impact of innovative water solutions by Swiss and international entrepreneurs. The long-term goal is to contribute towards realising SDG 6 through enhancing entrepreneurship in water.

The SWEP was formed in 2017 and is a network of independent organisations working in the field of water entrepreneurship. Current members are:

1. Swiss Bluetec Bridge: <https://swissbluetecbridge.ch/>
2. Antenna Foundation: <https://www.antenna.ch/en/>
3. Cewas: <https://cewas.org/>
4. Toilet Board Coalition: <http://www.toiletboard.org/>
5. Waterpreneurs: <http://www.waterpreneurs.net/>

Observer: Swiss Water Partnership (SWP)

The SWEP explores and acts on the question: ***How to work smarter together to achieve a higher impact?***

Key activities of the SWEP include:

1. Identify & engage Swiss-based organisations that support water entrepreneurs through training, capacity building, mentorship, investment, etc.
2. Develop a joint structure (or “one stop shop”) of the Swiss ecosystem for water entrepreneurs
3. Leverage the people and resources in the ecosystem
4. Promote this ecosystem for water entrepreneurs
5. Foster partnerships (including PPP - public private partnerships)

2. Objectives of this tender

1. Create larger outreach through a joint communication of the SWEP members
2. Create synergies between the member organisations for communication to externals

3. Targets groups for communication:

1. Existing and going-to-be Water, Sanitation & Hygiene (WASH) Entrepreneurs
2. Partners/ funders/ investors interested in WASH entrepreneurship

4. Scope of services

1. You propose a **communication strategy & plan**, including a **mix of different communication channels** for SWEP. The communication channels may include Email-Newsletters, LinkedIn, Facebook, Twitter, Medium, etc. However, it is up to the bidder to suggest a convincing mix of channels to maximise outreach.

2. **Proposed Content** for all channels:

- Block 1: News from all organisations
- Block 2: Stories from water & sanitation entrepreneurs
- Block 3: Opportunities for water & sanitation entrepreneurs

3. As the **communication coordinator** of SWEP, you implement your proposed communication plan on a yearly contract. This may include:

- Coordinate all joint communication activities with the SWEP member organisations
- Requesting news items from all SWEP Members
- Editing inputs and adapt them for the different channels on a weekly basis
- Upload relevant content from other sources

4. All communications are in **English**

5. Proposals that include a suggestion for **simple visual elements** for communication (e.g. simple logo, basic design) will score bonus points.

6. Creating a joint website for SWEP is NOT part of this tender and is currently not planned for the first year.

5. Your Profile

1. You are a registered self-employed or organisation and will work for SWEP in the framework of a service agreement.
2. You have a communication background and you have been in charge for external communications of organisations or networks before (please attach references)
3. You are proficient in English, but ideally you also understand French and German.
4. Your communication style is young, fresh and attractive for young entrepreneurs and Start-Ups
5. You have an interest in business creation in the field of water and sanitation and ideally have some experience in these sectors
6. You are available for 2-3 face-to face meetings annually in Switzerland (Region Geneva - Lausanne – Bern). You can work in one of the offices of the members or remotely.

6. Available Budget

SWEP can earmark max. 10'000 CHF (including all taxes) per year.

6. Your submission

Please provide us the following:

1. Max. 3 page concept on your proposed communication strategy & plan, including the proposed number of postings per channel.
2. Detailed budget including all fees and with a cost breakdown for the different communication channels
3. CV
4. References of previous work relevant for the contract.

Your submission must be in electronic format in ONE PDF sent by email.to:
michael.kropac@cewas.org

7. Timeline

26th March 2018: Deadline for submission of proposals

1st June 2018: Proposed Start of work

If you have any questions, please contact michael.kropac@cewas.org