



REQUEST FOR PROPOSALS

Request for Proposals for Suppliers of Housing Products and Services to Artisans

Background

Habitat for Humanity International's vision is a world where everyone has a decent place to live. Since 1976, Habitat for Humanity has helped more than 9.8 million people worldwide to improve their shelter conditions.

Habitat for Humanity formally launched the Terwilliger Center for Innovation in Shelter (The Terwilliger Center) in October 2016. Formerly referred to as the Center for Innovation in Shelter and Finance, The Terwilliger Center consolidates more than a decade of experience in developing market-based solutions for housing. Through The Terwilliger Center, Habitat will accelerate and facilitate better functioning of inclusive housing markets to enable more than 8 million people access to improved shelter solutions by 2020.

The Terwilliger Center focuses on mobilising investment capital to the housing sector, facilitating and advising housing market actors, and advancing knowledge around adequate housing. This aims at accelerating private sector solutions that meet the needs of low-income households and hence enabling markets to better meet the housing needs of low-income families.

Housing Construction Skills and Labour Programme

The Terwilliger Center is implementing the Housing Construction Skills and Labour Programme. The programme aims at stimulating improved access to quality housing construction services and improving the job quality of housing construction workers/artisans. The programme will focus on upskilling artisans, facilitating their registration and accreditation with relevant government agencies; building capacity of registered and accredited artisans to competitively participate in labour markets; stimulating markets for quality housing construction services and creating public awareness on quality housing construction services and regulatory policies.

The Terwilliger Centre is inviting organisations and companies offering diverse services and products targeting artisans/fundis in the housing sector e.g., training, market linkages etc and willing to collaborate in accelerating and deepening their market-based solutions to submit proposals. Interested applicants will present innovative market-based solutions for addressing labour market constraints for housing construction services. Successful applicants will receive technical and financial assistance in implementing their solutions up to a maximum of USD 25,000 on a cost share basis.

The opportunity to benefit from this program is open to private companies, organisations and training institutions that meet the following criteria:

- i. Have been in operation for at least two years,
- ii. Have a fully developed marketable solution,
- iii. Have fully developed training programmes, offering accredited courses and able to attract linkages with private sector actors,
- iv. Have commercial interest and incentives to invest in the provision of quality housing construction services to low income housing segments and improvement of job quality for housing construction artisans,
- v. Be willing to make an investment of at least 30% of the cost of the initiative
- vi. Demonstrable focus and commitment to engaging youth in offering housing construction services will be an added advantage.

Illustrative Areas of Support

The following are the justifiable areas for support:

- Activities to link artisans to new markets
- Upskilling activities for artisans



- Building capacity of firms to implement innovative approaches for addressing market constraints for housing construction services
- Market research and feasibility on artisan skills and market participation
- Facilitation of partnerships with other stakeholders in the housing construction services sector
- Activities to promote the adoption of regulatory policies on housing construction in Kenya.

The following are the ineligible areas for financial support:

- Providing finance or loans
- Providing physical assets
- Supporting recurring operational or working capital costs for the organisation
- Salaries and allowances to personnel

This above list is not exhaustive and will vary based on The Terwilliger Centre's understanding of the activities and how they contribute directly to the objectives of the programme.

Interested parties are invited to send their detailed proposals using the template attached in Annex I to procurement@hfhkenya.org and nkaraba@hfhkenya.org by **close of business 31st July 2018**. Please **ONLY** use the **application template** attached to this document. Only organisations/companies that meet the above criteria will be contacted for interview and visit to validate eligibility.

Questions related to this application should be sent to the above emails between 9th - 20th July 2018.

*** Please note that issuance of this Request for Proposal (RFP) in no way constitutes a commitment by The Terwilliger Center for Innovation in Shelter or Habitat for Humanity International to execute any agreement or to pay any costs incurred by organizations that respond to this RFP.*



Annex I

Application Template

Request for Proposals for Suppliers of Housing Products and Services to Artisans

Preamble

1. Information provided should be clear and concise
2. The application should not exceed 5 pages
3. All documents and information received as part of this process will be held and processed in full confidence as proprietary to each applicant

PART I – General Company Information

1. Full Name of the Company (*include/ attach brief profile of the company*). Indicate Abbreviation if any
2. Indicate category to which you are applying for:
 - a) Technical and vocational training to artisans
 - b) Market linkages for of artisanal services eg aggregation
 - c) Other services and product providers to artisans
3. Type of organisation or other applicable form of registration eg, limited company, NGO etc
 - a. Attach proof of legal registration and current tax compliance certificate
4. If entity not Kenyan, where is it registered (attach certificate)
 - a. Are you currently operating in Kenya?
 - b. If not, when do you plan to be operational in Kenya?
 - c. If yes, in which counties in Kenya does the company currently operate?
5. Main company address including physical location
6. Does your organisation have any previous or pending legal processes or investigations?
 - a. NO
 - b. YES _____ (if yes, please specify and provide details)
7. What products/services does your organisation offer related to this proposal? eg
 - a) Targeted to housing construction artisans
 - b) Targeted to low income households
8. What is your target market in Kenya? What is the size of your target market?
 - a. What are the current barriers to growing your market?
9. Please complete the Business Canvas Model (Annex Ib) for your business (as it is currently)
10. What do you see as the current gaps and opportunities in your sector?

PART 2 – Technical details - the solution

1. Describe the solution your organisation is proposing to increase access of products and services to more artisans and low income households
 - a. Why is this solution innovative?
 - b. Why is this solution important both to the market and to your company?
2. What need in the target market will this solution address?



3. What will be the impact to your company if the solution is fully implemented?
4. Why has the solution not been provided before and why now?
5. What scale of reach will result in achieving this solution?
6. Will the solution be viable and sustainable to both your company and the low-income markets?
Briefly explain

PART 3: Costing and implementation plan

1. Please provide a costing structure/resource requirements for the solution you propose
 - a. How much resources have you already committed to this solution in the past?
 - b. Show the cost share plan for the solution
2. Provide an implementation plan for the solution
3. Please demonstrate your institutional capacity to implement your proposed solution



Annex 1b – Business Model Canvas

Fill in the Business Model Canvas as it applies for your business

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue Streams	