



Unlocking Public and Private
Finance for the Poor

A large, abstract graphic on the left side of the page consists of multiple concentric, slightly irregular white arcs. Small white circles and dots are scattered along these arcs, creating a sense of movement or data points. The overall shape is roughly circular but open on the right side.

REQUEST FOR APPLICATIONS

Demand Side Research
on Migrant Remittances

ABOUT

The UN Capital Development Fund makes public and private finance work for the poor in the world's 46 least developed countries (LDCs).

UNCDF offers "last mile" finance models that unlock public and private resources, especially at the domestic level, to reduce poverty and support local economic development.

UNCDF pursues innovative financing solutions through: (1) financial inclusion, which expands the opportunities for individuals, households, and small and medium-sized enterprises to participate in the local economy, while also providing differentiated products for women and men so they can climb out of poverty and manage their financial lives; (2) local development finance, which shows how fiscal decentralization, innovative municipal finance, and structured project finance can drive public and private funding that underpins local economic expansion, women's economic empowerment, climate adaptation, and sustainable development; and (3) a least developed countries investment platform that deploys a tailored set of financial instruments to a growing pipeline of impactful projects in the "missing middle".

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SUMMARY

UNCDF is seeking applications from customer research-focused consulting firms to (i) conduct comprehensive demand research on migrant remittances using data analytics from institutional databases, (ii) carry out a Lean Data Survey, (iii) conduct qualitative behavioural research using HCD techniques, (iv) develop a HCD toolkit on inclusive digital remittances and financial service innovation; and (v) develop a remittance focused digital financial literacy toolkit to be used by Remittance Service Providers (RSPs) for migrants and their families.

Scope: Bangladesh, Myanmar, Singapore, United Arab Emirates, Republic of Korea, Ethiopia, Senegal, and Republic of the Congo.

Location: Institution/Home-based.

Period: March 2021 – January 2022.

Budget: Up to US\$600,000 for one applicant/organization.

Eligible candidates: Any type of consulting firm focused on demand-side customer research, and human-centric design technical support and financial literacy (including commercial for-profit firms, research institutions and non-profit organizations) is eligible to apply. Applicants may apply independently or in a consortium. Although not an eligibility criterion, consortiums having a pre-established partnership prior to when this request for applications was issued will be preferred (please see Section 3 for detailed Eligibility and Evaluation Criteria).

The selected institution will sign a UNCDF Grant Agreement.

Enquiries to this request for applications may be submitted by email to uncdf.rfa@uncdf.org

All applications must be submitted via email at uncdf.rfa@uncdf.org no later than 28 February 2021 23:59 EST. The subject line of the email should be RFA – Demand Side Research on Migrant Remittances.

A document answering frequently asked questions will be at the website of the RfA.

INTRODUCTION

Globally, an estimated 258 million people — roughly 3.4 percent of the total population — live and work outside their home countries. This number represents an increase of 50 percent since 2000. Remittances — the money sent back home to loved ones by migrant breadwinners living abroad — are a significant share of the total income flowing into many developing countries and a vital income stream for many households.

As new technologies have emerged in recent decades, a disconnect has grown between the remittance services on the market, the policies that govern them, and the needs and behaviours of migrant populations, which has resulted in limited adoption of digital remittance channels. The opportunity to transition migrants from cash to digital methods for sending money home that are safer, more affordable and more easily tracked, remains largely unrealized. To bridge this gap, the United Nations Capital Development Fund (UNCDF) is committed to working with stakeholders to promote data and research and learning activities around building enabling ecosystems, designing migrant-centric products and facilitating evidence-based policy making for migrants and remittances.

UNCDF aims to improve the functioning of the remittance market to increase the financial inclusion and resilience of migrants and their families, while strengthening the economic development efforts of the origin and host countries. In doing so, UNCDF engages with public and private sector stakeholders to strengthen the capacity of the regulators to monitor and analyse the remittance transaction data used in evidence-based policy making, enables a conducive policy and regulatory environment, and delivers financial and technical assistance to a wide range of financial institutions (e.g. banks, cooperatives, microfinance institutions, money transfer operators, digital payment processors and mobile network operators) to improve the digital remittance ecosystem and design migrant-centric financial products and services (e.g. savings, credit, insurance, payment services, remittances, pensions and investments).

As part of its work on remittances, UNCDF engages in data and research activities with stakeholders who are crucial to the creation of digital economies that include migrants. The remittances portfolio aims to strengthen the global evidence base on international migration by improving and investing in the collection, analysis and dissemination of accurate, reliable and comparable data and research, disaggregated by sex, age, migration status, migration corridors and other characteristics. It accelerates the portfolio's learning agenda by producing research and publications on migration and remittances to support evidence-based policymaking and migrant-centric product innovation, provides remittance services providers (RSPs)

with tools and techniques for innovative design and delivery of inclusive migrant-centric products and services and supports the effective monitoring and evaluation of the implementation of commitments over time.

The overarching goal of the UNCDF remittances portfolio is to enable inclusive digital economies that support migrants and recipient families towards economic inclusion, financial resilience and health. At the customer level, this means migrants and their families would have better financial, digital and commerce capabilities, including access to jobs and markets.

The UNCDF data and research agenda aims to address two broad action research questions:

- To what degree can the shift from cash to digital remittances strengthen the financial inclusion, resilience and inclusive growth of migrants and their families?
- How can we improve policy and innovation to ensure digital remittances reach the last mile (low-income, women and youth)?

At the micro or household level, digital remittance and fintech solutions have the potential to reach women and people with low incomes, thereby contributing to women's empowerment, financial inclusion and inclusive economic growth. Several pathways exist through which remittances and linked financial services can improve the financial health and resilience of households, including: as a buffer to shocks; through an increase in the incomes of migrants as a factor of the channel of sending (digital versus non-digital); and through improvements in access to education, health, housing and other matters of financial health for the receiving household members. Moreover, digital remittances can be more easily linked to other financial services such as savings, credit, insurance and pensions, which can further improve wider financial inclusion and resilience.¹ Remittances may therefore seem to be one of the most obvious financial services for fostering positive effects for recipient households in developing economies. However, clear insights on this are limited, as little comprehensive user-centric demand research has been carried out.

Globally, there is little clarity on the knowledge, perception and attitude levels of migrants and their families towards formal and digital remittance services. Demand-level knowledge on the extent of actual access to and usage of digital remittance innovations and their role in promoting inclusive growth and financial inclusion, financial resilience and health and women's economic empowerment are also unknown.

1 Tavneet Suri and William Jack, The long-run poverty and gender impacts of mobile money, *Science*, 9 December 2016, volume 354, issue 6,317, pages 1,288–1,292, doi: [10.1126/science.aah5309](https://doi.org/10.1126/science.aah5309).
JICA research Institute (2019) The Impact of Migration and Remittances on Labor Supply in Tajikistan
https://www.jica.go.jp/jica-ri/publication/workingpaper/l75nbg000012d51a-att/JICA-RI_WP_No181.pdf

The absence of demand-side research has limited the development of migrant-centric products and services amongst the RSPs. Although many of the RSPs do host a considerable amount of customer and transaction data in their own management information systems, these are not always used for product development. Crucial data on migrant and remittance recipient profiles, barriers and needs may be lacking. The absence of such customer research studies, and lack of appropriate design tools suited for migrant-centric design of remittance services, are, therefore, roadblocks in designing desirable, feasible and viable remittance services by the RSPs.

Even when demand-side research is relevant to product and policy development, it is not enough on its own; migrants will make the shift from cash-based and informal remittances to formal channels if — and only if — it is worth their while. Thus, there is a need to apply and build human-centred design principles and mechanisms (including financial literacy campaigns) within the RSPs that will enable any remittance innovations to be tailored to the needs of migrants. Human-centric design approaches, applied widely in the financial services domain, have remained largely elusive in remittance services.

UNCDF is seeking applications from customer research-focused consulting firms to (i) conduct comprehensive demand research on migrant remittances using data analytics from institutional databases, (ii) carry out a Lean Data Survey, (iii) conduct qualitative behavioural research using HCD techniques (iv) develop a HCD toolkit on inclusive digital remittances and financial service innovation and (v) develop a remittance focused digital financial literacy toolkit to be used by Remittance Service Providers (RSPs) for migrants and their families.

SCOPE OF WORK

UNCDF plans to commission and implement a comprehensive demand research project for migrant remittances, to be conducted by a customer research-focused consulting firm (hereinafter referred to as a demand research firm).

As part of the Migrants and Remittances portfolio, UNCDF has already partnered with close to ten RSPs (these RSPs are hereinafter referred to as Programme Partners) across Bangladesh, Myanmar, Singapore, United Arab Emirates, Republic of Korea, Ethiopia, Senegal and Republic of the Congo (for detail of the Programme Partners, see Section 2.4). In 2021, UNCDF, through partnerships with these Programme Partners, will launch several innovations on international remittance services. UNCDF aims to conduct the demand research in the context of these Programme Partners, to ascertain action-oriented outcome and institutional learning. The demand research firm is expected to work with these Programme Partners and UNCDF to develop customer insights that can refine

the innovations and create pathways for migrant-centric product developments in their future endeavours.

The overall objectives of the demand research are:

- To address knowledge gaps in terms of the demand for and customer value propositions in access, usage and financial resilience of migrants and their families, in respect of both digital/formal and alternate remittance services;
- To enable Programme Partners with the capacity for human-centric design of digital remittance services and analytics support, so that they develop desirable, viable and feasible remittance solutions;
- To assess project-level migrant and beneficiaries' outreach, profiles and impact in increasing access and usage of digital remittance services, and in creating financial resilience of the target customers;
- To support Programme Partners in using the assessment and capacity building to further refine their product innovation through HCD and digital financial literacy.

The demand research will focus on estimating, among others, trends, patterns and market barriers in access to and usage of digital/formal remittances and other financial products (e.g. savings, credit, insurance, payments, financial planning tools, etc.), and the socio-economic outcomes of digital/formal/informal remittance services in creating financial resilience amongst different profiles and personas of migrants and their families.

UNCDF expects the demand research firm to conduct the following five distinct assignments as part of the demand research engagement.

1. **Demand Side Data Analytics:** The research firm will offer support to UNCDF's internal data and research team to conduct a thorough data mapping and analysis of the profile and transaction data from the management information system and other internal data sources of the ten Programme Partners. This exercise is expected to generate insights on customer profiles and segmentation, with data segregated across users from different genders, ages, income levels, remittance levels, frequency, remittance corridors and transaction profiles. In addition, the data analytics are expected to generate insights on the usage pattern, frequency and seasonality of various financial services amongst different profiles of migrants and their families. The data analytics will also assist the demand research firm in planning research, designing the questionnaire and triangulating results from the Lean Data Survey (see below) and the qualitative behavioural research. The demand research firm is expected to include the insights and tools used in the data analytics exercise in the design and development of the remittance-focused HCD toolkit (see below).

2. **Lean Data Surveys** with ten Programme Partners using low cost, scalable digital survey tools (e.g. Interactive Voice Response (IVR), SMS, chat bots, call centres, CATI (Computer Assisted Telephone Interviews) and other telephonic and mobile technology-based interviews) targeting the remittance users from the Programme Partners' database, to understand their awareness (knowledge/perception) of and satisfaction with digital remittance and linked financial services, level of access, usage and financial resilience, and the perceived market barriers amongst the migrants and their families.
3. **Qualitative Behavioural Research** with four selected Programme Partners using self-reported, participatory and observational research tools, to understand the customer value, customer journey, customer jobs, behavioural biases, customer pain points and market barriers in accessing and using digital remittance services, and in creating financial resilience for customers. The qualitative behavioural research is expected to address the following questions (from the perspective of the UNCDF Programme Partners):
 - How Might We ease the difficulties of migrants and their families in accessing digital remittance and formal financial services?
 - How Might We improve the value propositions for migrants and their families, so that they prefer, choose and use digital remittance services?
 - How Might We design digital remittance services that enable migrants and their families to improve their ability to withstand financial shocks and setbacks and have greater control over their financial planning?
4. Design and implement a remittance-focused **Human Centric Design (HCD) Toolkit**, including structure, tools, cases and delivery formats for training on the toolkit, based on the insights and learning from the Demand Side Data Analytics, Lean Data Survey and the Qualitative Behavioural Research with the Programme Partners, for RSPs, banks, mobile money providers, financial intermediaries and other firms to use in design and delivery of inclusive, migrant-centric products and services and migrant-centric evidence-based policy making.
5. Using the learning from the demand research, design and develop a module based **Digital Financial Literacy Toolkit** for remittance services, including (but not limited to) modules on utility and availability of digital remittance services, general process and usages of digital remittances, financial planning and management, and role of savings-credit-insurance and other financial services in creating financial resilience amongst migrants and their families. The consulting firm is expected to design the digital interface of the remittance focused Financial Literacy Toolkit in a way that can be readily adapted and customized by the RSPs according to their country contexts. As part of the Project, the Consulting firm will provide training to the internal UNCDF team (and limited number of Programme Partner personnel) on the adoption and usage of the Toolkit, through a Train-the-Trainer module.

We encourage applicants to suggest innovative approaches to conduct the Lean Data Surveys and the Qualitative Behavioural Research, and to the design and development of the remittance-focused HCD Toolkit and the Digital Financial Literacy Toolkit.

The applicant is encouraged to incorporate the following in their proposal.

- The broad approach, tools and data analytics formats for the analysis of profile and transaction data of the Programme Partners, including the expected insights and the data management protocol;
- The approach, methodology and tools to conduct the Lean Data Surveys with low cost, fast and effective data collection to ensure measurement of awareness (knowledge, perception) and satisfaction of digital remittance and linked financial services, level of access, usage and financial resilience, and the perceived market barriers amongst the migrants and their families, including assessment of financial inclusion, health and resilience;
- A tentative approach, methodology, tools, and protocol for conducting the qualitative behavioural research, focused on assessing customer attitude, customer value, customer journey, customer jobs, behavioural biases, customer pain points and market barriers in accessing and using digital remittance services, and in creating financial resilience amongst the migrants and their families;
- A detailed protocol and approach towards analysis of the qualitative behavioural research insights using affinity mapping, scenario mapping, customer job maps, customer journey maps, persona maps, Customer Value Proposition maps and design canvases leading to insight generation and filtering of the customer insights;
- A detailed plan for the concept distillation/idea generation workshop for engaging the product development team and other personnel from the Programme Partners, to generate and filter ideas for conceptualization, leading to design of the low fidelity product prototype;
- A brief outline of the proposed remittance-focused HCD Toolkit, including the training method and train-the-trainer approach for the toolkit; and
- A brief outline of the proposed remittance focused Digital Financial Literacy Toolkit, including the proposed modules, plan for its digital delivery, and the train-the-trainer approach.

Intended Audience

The assessment will be conducted for distinct groups of stakeholders in relevant organizations and sectors, including:

- The RSPs that launch the pilot innovations. These include banks, mobile money providers, mobile network operators, financial intermediaries, Money Transfer Operators, Fintechs and microfinance institutions.

- Policymakers and regulators from the central banks, financial regulatory authorities, telecommunications regulatory bodies and development partners, to enable them with migrant-centric evidence-based policy making.
- Wider academic and research audiences, including international think tanks and advisory bodies with a focus on migration and remittances.

Once completed and approved by UNCDF, the content and deliverables/learnings from the work will be considered a public good and placed in the public domain with the intent that these should be freely and widely used by other parties. UNCDF and the research institution will thus be the owner of the intellectual property.

Languages

- RFA and any correspondence with UNCDF: English.
- Research Language: English and French, depending on the Programme Partners chosen for the research.
- Content delivery: English.

Countries of Research

UNCDF has already partnered with ten Programme Partners in the following countries.

Countries	Number of Total Programme Partners	Focus of The Programme Partners in The Country
Bangladesh	2	Migrant families receiving remittance
Ethiopia	1	Migrant families receiving remittance
Myanmar	1	Migrant families receiving remittance
Senegal	2	Migrant families receiving remittance
Republic of the Congo	1	Migrant families receiving remittance
Singapore	1	Migrants sending remittance to their families
Republic of Korea	1	Migrants sending remittance to their families
United Arab Emirates	1	Migrants sending remittance to their families

The demand research firm is expected to conduct the Demand Side Data Analytics and the Lean Data Surveys across all the ten Programme Partners.

Exact countries and Programme Partners for the qualitative behavioural research are yet to be finalized. In the Research Planning phase, the demand research firm, in collaboration with the UNCDF team, will discuss the research proposition with all Programme Partners and select four partners for the qualitative behavioural research.

Programme Partners

Currently, there are ten Programme Partners of UNCDF in the Migration and Remittances domain, each focusing on a certain innovation agenda to increase access and usage and improve the financial resilience of migrants and their families. The proposed innovations by these RSPs focus on digital solutions to be scaled in dynamic and fast-growing developing country markets. Most solutions are already being marketed or have reached a minimum viable product stage and are being tested or refined to the scaling stage.

The country of the partners and their proposed remittance-linked innovation agendas are as follows.

Country and Partner	Innovation Agenda
Bangladesh: Partner 1	<ul style="list-style-type: none"> The partner, a Bank, will be offering new and expanded end-to-end digital remittances services that would be accredited directly to customers bank accounts or mobile wallets. The partner will support the customers to switch to the new digital services, through extensive marketing and financial and digital literacy campaigns.
Bangladesh: Partner 2	<ul style="list-style-type: none"> The partner, a Bank, aims to scale up the access and usage of their digital payments application to enable digital disbursement of inward remittance in a mobile wallet or bank account. The partner will launch and scale up a remittance-specific digital wallet to enable cheaper access to inward remittance, and better financial control of the money by the migrants and their families. The partner will design and develop a remittance-linked savings/pension product (Deposit Pension Scheme) to be delivered through a digital remittance payments application.
Ethiopia	<ul style="list-style-type: none"> The partner, a Bank, aims to launch and scale up a Smart Micro Remittances (SMR) platform, creating a cross-border remittance-linked merchant payment system that enables the migrants and their families with real time small value payments. The partner aims to on-board and raise awareness of customers to use the SMR platform.
Myanmar	<ul style="list-style-type: none"> The partner, a Bank, aims to enhance access to and usage of their digital payments application with real-time and low-cost remittance services (including MFI and NGOs disbursement and collection, merchant and government payments, agricultural loan service and education loan/scholarship payments). The partner aims to on-board and educate customers to use the digital payments application by expanding to rural areas through the bank's network, in-field sales agents and an interactive financial literacy programme.

Country and Partner	Innovation Agenda
Senegal: Partner 1	<ul style="list-style-type: none"> The partner, a mobile banking operator, aims to enhance the adoption and usage of their digital wallet to enable fast digital credit of remittances, leading to smooth expenditure management by the remittance receivers. The partner aims to design and pilot test a remittance-linked user-centric insurance product for the families of migrants. The partner aims to design and launch a remittance linked Nano-credit product, in partnership with a Microfinance Institution (MFI), allowing instant digital access to money for migrants' families.
Senegal: Partner 2	<ul style="list-style-type: none"> The partner, a technology service provider, aims to increase access and usage of a migrant-backed credit guarantee product in partnership with an MFI.
Republic of the Congo	<ul style="list-style-type: none"> The partner, a global cross-border payments aggregator, aims to increase the adoption and usage of an inter-operable remittance-linked digital payments platform, in partnership with a digital payments provider in the Republic of the Congo.
Singapore	<ul style="list-style-type: none"> The partner, an RSP, aims to design and increase the usage of a digital cross-border remittance platform for Foreign Domestic Workers (FDWs) from Indonesia, the Philippines, Thailand and Myanmar working in Singapore. The partner aims to offer low-cost remittance services, salary advances, overdrafts and goal-based savings deposits for migrants. The partner aims to on-board and educate customers to use the application through a financial literacy and capacity building campaign for FDWs, marketing and awareness campaigns.
Republic of Korea	<ul style="list-style-type: none"> The partner, an RSP, aims to launch a series of both on- and off-line financial and digital literacy programmes.
United Arab Emirates	<ul style="list-style-type: none"> The partner, a Bank, aims to accelerate customer acquisition and enhance the usage of remittance services by its card holders through appointing tele-sales agents to help onboard the clients digitally (i.e. get more card holders onto the application), and in-field sales agents to educate the customer on the vital features of the product (financial literacy). The partner aims to make technical enhancements in the existing digital remittance application to ensure that the customer journey is easy to understand and customers can adapt to the product with ease.

Overall selection of the Programme Partners for the qualitative behavioural research will depend on:

- Adequate representation of Partners, focused on the origin countries and host countries;
- Geographical and profile diversity amongst the Partners;
- Practical considerations, including ease of conducting research, sampling adequacy and willingness of the Programme Partners to share their internal data and partake in the research.

It must be noted that the demand research firm will be required to sign Non-Disclosure Agreements with all the Programme Partners, prior to data sharing and analysis, as part of the research.

Expected Deliverables

Deliverables expected from the demand research firm are as follows.

Project Inception <ul style="list-style-type: none"> Detailed report on understanding of the demand research firm on the overall research plan and research approach, finalized with the UNCDF team.
Research Planning <ul style="list-style-type: none"> Signing of Non-Disclosure Agreement with the Programme Partners. Design of the Demand Side Data Analytics exercise, including data tables, data templates, analysis framework and tools and protocol for the exercise. Design of the digital surveying methodology (digital/IVR/SMS/Chat Bot/CATI engagement/ phone interviews/other digital survey tools) including the sampling criteria, sampling frame and the protocol of research. Detailed research approach, including sampling criteria, qualitative behavioural research tools and questionnaire/s for both the Lean Data Survey and the qualitative behavioural research. Workplan for the research, including week-wise research protocol and activities for the Data Analytics and the Lean Data Survey.
Demand Side Data Analytics <ul style="list-style-type: none"> Final report on the Demand Side Data Analytics across all ten Programme Partners, including insights on the profile, segmentation and usage behaviour of the migrants and their families around digital/formal remittances and other financial services. Data Analytics interfaces and dashboards to generate and present the insights generated during the Data Analytics of the Programme Partners. Raw data files and analysis spreadsheets and data management files generated as part of the Demand Side Data Analytics exercise.
Lean Data Survey <ul style="list-style-type: none"> Final research report on Lean Data Survey across all ten Programme Partners, focusing on customer insights on awareness (knowledge/perception), level of access and usage of remittance, remittance-linked and other financial services, and perceived market barriers in access and usage of remittance-linked and other formal financial services for creating financial resilience amongst the migrants and their families. Separate short insight reports and/or dashboards for each of the surveys. Transcript and raw data files for the Lean Data Survey, including call records, audio and video recordings, field notes and other evidence submitted to UNCDF.
Qualitative Behavioural Research <ul style="list-style-type: none"> Report on the criteria and logic applied for selection of four Programme Partners of UNCDF for the qualitative behavioural research, based on meetings conducted with all the Programme Partners of UNCDF and the UNCDF team. Report on customer insights across the four selected Programme Partners, including user personas, customer value, customer "jobs", behavioural insights and biases and customer journey pain points in accessing, using and creating financial resilience amongst the migrants and their families through remittance, remittance-linked and other financial services. Report on concept distillation workshops conducted with all four selected Programme Partners, including the draft low fidelity prototypes co-developed by the selected Programme Partners. Transcript and raw data files from the qualitative behavioural research, including field notes, audio and video recordings, report on concept distillation workshops, conceptualized products and services from the workshop and other research notes and evidence.

HCD Toolkit

- The remittance- and migrants-focused HCD toolkit, including structure, tools, cases and delivery formats, based on the insights and learning from the Lean Data Survey and qualitative behavioural research, as well as the data analytics insight from UNCDF's internal data analysis, for RSPs, banks, mobile money providers, financial intermediaries, insurance companies and other firms, to use in design and delivery of inclusive, migrant-centric products and services.
- Training module of the HCD toolkit, including the detailed training checklists, associated tools, case and caselets, and detail of the train-the-trainer notes.
- Training workshop for the UNCDF remittances team on how to provide technical assistance to support the adoption and use of the HCD toolkit among RSPs and Programme Partners and use the toolkit for design and delivery of evidence-based policy interventions and customer-centric inclusive innovations in remittance services.

Digital Financial Literacy Toolkit

- The remittance and migrants focused digital financial literacy toolkit, which should at a minimum include modules on utility and availability of digital remittance services, usage and process of digital remittance services, financial planning and management, and role of savings-credit-insurance and other financial services in creating financial resilience amongst migrants and their families .
- A digital interface design for the Toolkit that can be adopted and customized by the RSPs according to their country and customer contexts;
- Training module of the Digital Financial Literacy Toolkit for remittance including the detailed training checklists, associated tools, case and caselets, templates and workbooks, and detail of the train-the-trainer notes;
- Training workshop for the UNCDF remittances team on how to provide technical assistance to support the adoption and use of the toolkit among RSPs and Programme Partners, and readily adapt the toolkit to design and deliver innovative action oriented financial literacy campaigns focused on migrants and their families.

ELIGIBILITY FOR APPLICATION AND EVALUATION CRITERIA

Eligibility Criteria

Only applications that meet the eligibility requirements and minimum criteria for the submission will be considered by the Evaluation Committee of UNCDF's Migration and Remittances Programme.

- The lead applicant must be a registered entity with at least three years of operations and must have statutory accounts and audited financial statements for at least three operating years.
- The applicant or the lead applicant must be an organization focused on customer research (commercial for-profit firms or non-profit organizations).
- Applicants may apply only once under this RFA, whether independently or in a consortium.
- Applicants may apply independently or in a consortium, provided that the consortium members have exclusively applied with only one lead applicant.
- Applicants shall not have been the subject of bankruptcy, liquidation, judicial

settlement, safeguarding, cessation of activity or any other similar situation resulting from a similar procedure.

- Applicants and any of their staff or member of their board of directors shall not be included in the United Nations financial sanctions lists, particularly in the fight against the financing of terrorism and against attacks on international peace and security.²
- Applicants must not be involved in any of the following activities.
 - Manufacture, sale or distribution of controversial weapons or their components, including cluster bombs, anti-personnel mines, biological or chemical weapons or nuclear weapons;
 - Manufacture, sale or distribution of armaments and/or weapons or their components, including military supplies and equipment;
 - Replica weapons marketed to children;
 - Manufacture, sale or distribution of tobacco or tobacco products;
 - Involvement in the manufacture, sale and distribution of pornography;
 - Manufacture, sale or distribution of substances subject to international bans or phase-outs, and wildlife or products regulated under the CITES;
 - Gambling including casinos, betting etc. (excluding lotteries with charitable objectives);
 - Violation of human rights or complicity in human rights violations;
 - Use or toleration of forced or compulsory labour;
 - Use or toleration of child labour.
 - Applicants shall have fulfilled all the obligations relating to the payment of social security contributions or obligations relating to the payment of taxes in accordance with legal provisions in force in the country of incorporation.

UNCDF will conduct due diligence on selected applicants. Applicants must have documents ready for confirmation that they meet the eligibility criteria, including certificates of compliance with the tax authorities and any other documentary evidence that might be requested by UNCDF besides the application form.

Evaluation Criteria

The Evaluation Committee will score the applications according to the below evaluation criteria.

² See: <https://www.un.org/securitycouncil/sanctions/information>

The evaluation will follow the combined scoring method:

Rating the Technical Proposal (TP):

TP rating = (total score obtained by the offer / max. obtainable score for TP) × 100.

Rating the Financial Proposal (FP):

FP rating = (lowest priced offer / price of the offer being reviewed) × 100.

Total combined score:

Final rating = (TP rating) × (weight of TP, e.g. 70%) + (FP rating) × (weight of FP, e.g. 30%).

Technical proposal: 100 points.

Criteria	Points obtainable
<ul style="list-style-type: none"> At least three years of demonstrated experience of the lead applicant (and partner consortium members, if any) in conducting multi-country, multi-lingual customer interfacing Lean Data Surveys, for financial institutions, in the domain of financial inclusion, digital finance, gender sensitized services, with low-income customers and users, using digital surveying methodologies (digital/IVR/SMS/Chat Bot/CATI engagement/phone interviews). 	10
<ul style="list-style-type: none"> At least three years of demonstrated experience of the lead applicant (and partner consortium members, if any) in big data analytics, demand side insight generation using MIS and other internal databases of financial institutions and statistical analysis of databases. Expertise on data analytics, including expertise on Big Data Analytics and advanced statistical analysis. 	10
<ul style="list-style-type: none"> At least five years of experience in the industry of the lead applicant (and partner consortium members, if any) in conducting and managing large scale multi-country multi-lingual qualitative customer research projects on digital payments and financial services, financial inclusion, gender, migration and remittances, using behavioural economics, participatory research tools, design thinking and human-centric design of financial products and services 	10
<ul style="list-style-type: none"> At least three years of experience in the industry of the lead applicant (and partner consortium members, if any) in design and delivery of Financial Literacy Toolkits and training, preferably in the domain of digital financial services, and international 	10
<ul style="list-style-type: none"> Demonstrated experience and examples of design and development of products, policies and toolkits in the domain of cross border migration and international remittances, including digital remittances, financial inclusion, digital finance, gender sensitized products, incorporating data analytics, customer insights and iterative product design and development process and services in emerging markets across Asia and sub-Saharan Africa. 	10

Criteria	Points obtainable
Approach <ul style="list-style-type: none"> The approach and methodology proposed to generate customer insights leading to co-design of migrant-centric products and services, including the mix of Data Analytics, Lean Data Survey using digital interface and technologies, qualitative behavioural research and transaction and profile data analytics from the Programme Partners. Overall design and architecture proposed for the development of the HCD toolkit incorporating data analytics from profile and transaction analysis, quantitative research (Lean Data Survey) and qualitative behavioural research, enabling evidence-based policy making and design and development of migrant-centric product and service design by the financial institutions, including design and delivery of the Train-the-Trainer module of the toolkit. Overall design and architecture proposed for the development of the Digital Financial Literacy Toolkit (using data the data analytics, lean data survey and the qualitative behavioural research exercise), including the approach suggested for digital interface of the toolkit and modules that can be readily adapted and customized by the RSPs according to their country contexts. 	30
Staff <ul style="list-style-type: none"> Proposed plan to deploy research personnel in Bangladesh, Myanmar, Singapore, United Arab Emirates, Republic of Korea, Ethiopia, Senegal and Republic of the Congo, either directly by the lead applicant or through the consortium partners, if any, for various components of the research. Proposed plan to conduct multi-country, multi-lingual research through online mode, if necessary. Proposed staffing and project management structure, and adequacy of the same to manage large scale multi-country, multilingual customer research. Proposed quality management, monitoring and supervision architecture in the project. 	20
Total	100

Financial proposal: 30 points.

To be computed as a ratio of the proposal's offer to the lowest price among the proposals received.

Total proposal: 100 points.

AGREEMENT PARAMETERS

Potential applicants shall give evidence that their solutions are aligned to the following parameters.

Applicants

Eligible candidates can apply alone or as lead applicant in a consortium of firms, as long as they comply with the eligibility requirements set forth in section 3.1. In the case of a consortium of entities applying to the RFA, the lead applicant shall comply with the eligibility requirements.

The lead applicant will be responsible for:

- submitting the application form on behalf of the consortium;
- ensuring that each partner is fully aware of the composition of the partnership and of the contents of the Application Form;
- signing the Performance-based Agreement with UNCDF;
- fulfilling all obligations set out in the Performance-based Agreement;
- ensuring the allocation and the fulfilment of the funds amongst the partner in the consortium in compliance with the Performance-based Agreement;
- ensuring the allocation and the fulfilment of the tasks amongst the partner in the consortium in compliance with the Performance-based Agreement.

Project Duration

The project is expected to have a 10-month duration. Activities are expected to be terminated no later than 31 January 2022.

Budget

UNCDF will provide a grant to one unique selected applicant that is technically compliant with the Evaluation Criteria as set forth in section 3.2. UNCDF contributions may range up to US\$600,000.

Schedule of Disbursement

The grant will be allocated as set out in the table below.

Phase	Deliverables and Milestones	Payment
Inception: (March 2021)	<ul style="list-style-type: none">• Signature of the Performance Based Agreement.• Report on project inception meeting with UNCDF on research plan and research approach submitted.	10%

Phase	Deliverables and Milestones	Payment
Research Planning	<ul style="list-style-type: none"> • Meeting conducted with all the Programme Partners of UNCDF to identify those to be used for the Lean Data Surveys and qualitative behavioural research. • Non-Disclosure Agreements signed with the Programme Partners. • Submit an inception report. Incorporating among other (1) the criteria and logic for selection of the Programme Partners for the qualitative behavioural research finalized in consultation with the UNCDF team. (2) The Approach and methodology for the Demand Side Data Analytics, including the data templates, tools and intended interface design (low fidelity prototype). (3) Detailed research approach, including sampling criteria, research tools and questionnaire/s for both the Lean Data Survey and qualitative behavioural research finalized and approved by UNCDF. (4) Workplan for the research finalized. • Design of the digital surveying methodology finalized (IVR/SMS/Chat Bot/CATI engagement/phone interviews/ other digital survey tools) finalized and approved by UNCDF. 	20%
Data Analytics	<ul style="list-style-type: none"> • Final report on the Demand Side Data Analytics across the ten Programme Partners including insights on the profile, segmentation, and usage behaviour of the migrants and their families around digital/formal remittances and other financial services. • Data Analytics interface/s and/or dashboards designed and delivered (high fidelity prototype) to generate and present insights for the Programme Partners. • Raw data files and analysis spreadsheets and data management files generated as part of the Demand Side Data Analytics exercise. 	10%
Lean Data Survey	<ul style="list-style-type: none"> • Lean Data Survey protocol configured on platform and tested in real life scenario. • Ten Lean Data Surveys with the Programme Partners conducted following the global best practices and country contexts. • Survey data cleaning and analysis completed. • Final report on Lean Data Surveys across the Programme Partners, reviewed and approved by UNCDF. • Transcript and raw data files for the Lean Data Survey, including call records, audio and video recordings, field notes and other evidence submitted to UNCDF. 	10%

Phase	Deliverables and Milestones	Payment
Qualitative Behavioural Research	<ul style="list-style-type: none"> The list of four selected Programme Partners finalized for the qualitative behavioural research. Qualitative behavioural research conducted across the 4 selected Programme Partners using the selected tool and finalized approach to generate insights on user personas in remittance services, customer value, customer "jobs", behavioural insights and biases, and customer journey pain points in accessing, using and creating financial resilience amongst the migrants and their families. Customer insight workshops conducted internally and in the presence of UNCDF team members and Programme Partner representatives. Report on customer insights finalized based on the qualitative behavioural research, reviewed and approved by UNCDF. Concept Distillation Workshop conducted with the selected Programme Partners, in partnership with UNCDF. Report on concept distillation workshops with all the four selected Programme Partners. Draft low fidelity prototypes co-developed by the selected Programme Partners submitted. Transcript and raw data files from the qualitative behavioural research, including field notes, audio and video recordings, report on concept distillation workshops, conceptualized products and services from the workshop, and other research notes and evidence submitted to UNCDF. 	20%
Human Centric Design (HCD) toolkit (January 2022)	<ul style="list-style-type: none"> Design of the first draft of the HCD toolkit, including structure, tools, cases and delivery formats, based on the insights and learning from the data Analytics Exercise, Lean Data Survey and qualitative behavioural research, for RSPs, banks, mobile money providers, financial intermediaries, insurance companies and other firms, to use in design and delivery of inclusive, migrant-centric products and services. Co-design and co-development of a training module of the HCD toolkit including detailed training checklists, associated tools, case and caselets, and detail of the train-the-trainer notes. Hosting a training workshop for the UNCDF remittances team on how to provide technical assistance to support the adoption and use of the HCD toolkit among RSPs/ Programme Partners and how to use the toolkit for design and delivery of evidence-based policy interventions and customer-centric inclusive innovations in remittance services. Remittance-focused HCD toolkit finalized, leveraging the data and insights generated from both the Lean Data Survey, UNCDF's internal data analysis team's insights and the qualitative behavioural research. HCD toolkit reviewed and finalized by UNCDF. 	15%

Phase	Deliverables and Milestones	Payment
Digital Financial Literacy Toolkit (January 2022)	<ul style="list-style-type: none"> Design of the first draft of the remittance focused Digital Financial Literacy Toolkit, including the modules, cases and delivery formats, templates, and workbooks, including the design of the digital interfaces of the Toolkit, which can be readily adapted and contextualized by RSPs according to their country contexts. Training workshop for the UNCDF remittances team on how to provide technical assistance to support the adoption and use of the toolkit among RSPs and Programme Partners and use the toolkit to design and deliver innovative action oriented financial literacy campaigns focused on migrants and their families Remittance-focused Digital Financial Literacy Toolkit finalized, including the modules, cases and delivery formats, templates, and workbooks, including the design of the digital interfaces of the Toolkit, reviewed, and finalized by UNCDF 	15%

APPLICATION REQUIREMENTS AND PROCESS

Structure of the Application

The applicant must submit a complete application form according to Annex 1 (Submission Letter), Annex 2 (Submission form) and Annex 3 (Budget of the Action).

In addition to the 'Submission Format' the applicant must supplement the submission with:

1. Audited financial statements for the past three years, if available;
2. Certificate of incorporation of the applicant;
3. Detailed budget;
4. CVs of the team involved.

All submissions must be completed in English.

Only applications that follow the Submission Format and include all the necessary documentation will be considered.

Application Deadline

All applications must be submitted by 23:59 EST (the New York time zone) on 28 February 2021.

Submission of the Application

Applications and any questions about this RFA should be submitted via email to uncdf.rfa@uncdf.org. The subject line of the email should be: RFA – Demand Research on Migrant Remittances.

The submission shall include the following completed documents:

- Annex 1: Submission Letter
- Annex 2: Technical Submission Form
- Annex 3: Budget and Workplan
- The required attachments/supplementary documents as outlined in section 5.1.

Selection Process

- Step 1: Eligibility screening.
Eligibility will be assessed by the review team members from the UNCDF Migration and Remittances Programme, according to the eligibility requirements as set forth in section 3.1.
- Step 2: Evaluation of eligible applications by the Evaluation Committee.
The Evaluation Committee of the UNCDF Migration and Remittances Programme will evaluate the applications based on the evaluation criteria set out in section 3.2.
- Step 3: Due diligence.
Due diligence on the applications and their applicants will be conducted by the review team members of the UNCDF Migration and Remittances Programme on applications that receive the minimum qualifying score (70/100).
- Step 4: Notification of applications.
All applicants will be notified of the status of their applications.
- Step 5: Pre-Grant negotiation and Performance-based Agreement.
The selected applicants will finalise the scope of the grant and finalise budgets, activities and indicators and targets, workplan and disbursements of the Grant that will be released on achievement of each milestone.
- Step 6: Approval of the selected applications by the Investment Committee.
Applications selected by the Evaluation Committee of the UNCDF Migration and Remittances Programme will be reviewed, discussed and approved by the Investment Committee. Any further due diligence requirements, risk analysis or milestone recommendations from the Investment Committee will be followed in later steps.
- Step 7: Notification of applications.
All applicants will be notified of the status of their applications after final approval from the UNCDF Board/Investment Committee.

Timeline



Real-time assistance from UNCDF

For requests and queries, send an email to uncdf.rfa@uncdf.org. A document answering frequently asked questions will be available at the website of this RfA.



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