INVITATION TO TENDER
AWS COLLECTIVE ACTION ACCELERATOR - PROJECT MANAGEMENT & CONSULTANCY SUPPORT

ABOUT ALLIANCE FOR WATER STEWARDSHIP

Alliance for Water Stewardship (AWS) is a global membership collaboration comprising businesses, NGOs and the public sector. Our members contribute to the sustainability of local water resources through their adoption and promotion of a universal framework for the sustainable use of water – the International Water Stewardship Standard, or AWS Standard – that drives, recognises and rewards good water stewardship performance. AWS is registered as a Scottish Charitable Incorporated Organisation (SCO45894).

The AWS Standard drives social, environmental and economic benefits at the site and local area. It asks water-using sites to address water challenges to move towards: good water governance, sustainable water balance, good water quality, protecting important water related areas, and access to safe water, sanitation and hygiene (WASH) for all.

BACKGROUND

AWS has identified Mexico as one of the interest areas to work on water stewardship among AWS Members through global working groups. As Mexico is one of the high-water risk regions, AWS recognises that there is potentially significant demand for water stewardship support in this country. AWS has developed a Collective Action Accelerator to help the companies/ brands and their sites/ suppliers to use the AWS System at scale.

This approach is based on several years' experience and learning to date, recognising that there are common challenges facing AWS implementers that could be more easily overcome through a collective, place-based approach. For example, catchment data collection and stakeholder engagement are two topics AWS implementers find difficult, especially if they are the only site in their catchment following AWS. If members can come together with AWS to identify priority sourcing hubs for implementation, it is our hope that these common challenges will be more easily overcome.

AWS believes this approach could be scaled and applied in other sourcing hubs across the sector, with adaptations made to consider the local context.

OBJECTIVE

AWS is planning to execute the Collective Action Accelerator to support sites in adopting the AWS Standard and advancing from internal, site-based actions to catchment-level collective actions. This initiative focuses on creating a strong community of water stewardship practitioners and supporters within the catchment, fostering collaboration and shared impact on water resources.

ASSESSMENT AREA

The following areas will be covered under the execution of the Collective Action Accelerator:

- Five (5) sites in the Guadalajara (Jalisco), Mexico City and Guanajuato

SCOPE OF THE WORK

The scope of the work is limited to the following activities of the Accelerator:

1. **KICK OFF WORKSHOP - ONLINE**
   All nominated sites will be invited (at least two persons from each site) to a kick-off workshop, this is an online event where everyone will be able to meet each other virtually. Senior level

executives/management staff/decision maker from sites will be invited to attend so that they can understand what will be achieved. The role of the consultant will be to:

- Organise and invite all brands and sites to the workshop
- Share the plan/outline of the project
- Prepare a summary report of the workshop and share with all brands and sites

2. SITE ON-BOARDING
- Time spent building a relationship between the consultant and the sites.
- AWS Tools Hub orientation to give sites access to online learning materials.

3. CATCHMENT STATUS REPORT
Develop a Catchment Status Report as per the related ToR, ensuring that this is completed in a timely manner. The role of the consultant will be to:

- Develop the catchment status reports as per the ToR shared separately
- Organise monthly review meetings with AWS programme team to discuss the progress of the Catchment Status Report, address any challenges, and provide necessary guidance.
- Ensure to adheres to the timeline by regularly tracking milestones and addressing potential delays in advance
- Incorporate any changes suggested by the AWS programme team

4. KNOWLEDGE SHARING WORKSHOP – IN PERSON
The Consultant will organise a knowledge sharing workshop to disseminate the findings of the Catchment Status Report. The role of the consultant will be to:
- Organise and invite all sites to the workshop (one workshop for all five sites)
- Invite other local stakeholders including NGOs, government agencies etc.
- Develop a presentation and share the findings of the catchment status report
- Invite other speakers which may include experience from other certified sites from the region or other relevant experience sharing presentation
- Prepare a summary report of the workshop and share with all brands and sites

5. AWS STANDARD SYSTEM TRAINING - ONLINE
The AWS Standard System Training will be virtual and delivered by AWS Trainers with the consultant responsible for the following:
- Scheduling the dates of the training by liaising with both sites and trainers
- Securing registration form of all participants and share the same with AWS trainers

6. SITE GAP ANALYSIS
The Site Gap Analysis will be conducted by WSAS auditors, with the consultant providing the following support:

- **Site Introductions:** Facilitate introductions between all sites and the auditor
- **Scheduling Support:** Assist sites and auditors in developing a schedule for site visits to conduct the Gap Analysis
- **Report Coordination:** Liaise with the auditor to obtain the Gap Analysis reports and share the final reports with all sites

7. WATER STEWARDSHIP STRATEGY AND PLAN
In creating the Water Stewardship Plan, each site is expected to utilise information gathered from the previous activities. With leadership commitment and adequate resources, the site will outline a plan to achieve defined goals that address identified shared challenges, risks and opportunities.

The plan should detail targets aligned with these goals (as outlined in the strategy) and meet the specific requirements of the AWS Standard. AWS recommends structuring the plan around the five AWS outcomes to ensure a comprehensive and effective approach.

It is the responsibility of the site to draft their own water stewardship strategy and plan. The roles of the consultant will be to:

- Develop the template for sites water stewardship strategy and plan, get it validated from AWS before sharing with sites
- Organise an awareness session with sites on water stewardship plan
- Share stakeholders' information, shared water challenges, identified risks and opportunities with each site
- Brief each site's staff on the water stewardship strategy and plan according to the AWS guidance
- Help the sites to define appropriate and relevant water stewardship activities
- Work closely with each site to refine and finalise the water stewardship strategy and plan ensuring the guidance from AWS Standard

8. **STAKEHOLDER COLLABORATION & COLLECTIVE ACTION WORKSHOP – IN-PERSON**

All nominated sites will be invited (at least two persons from each site) to the workshop, this will be an in-person event. Senior level executives/management staff/decision maker from sites will be invited to attend so that they can show and brief their commitment and plans to the stakeholders. The role of the consultant will be to:

- Organise the workshop and invite all sites
- Identify appropriate stakeholders for the workshop and invite them to the workshop
- Assist site to share/present the water stewardship strategy and plan.
- Gather site wide feedback from the stakeholders on the water stewardship strategy and plan
- Facilitate the sites to incorporate stakeholders feedback in their water stewardship strategy and plan as appropriate
- Prepare a summary report on the workshop

9. **COLLECTIVE LEARNING & SHARING WORKSHOP - END OF PROJECT WORKSHOP - ONLINE**

The consultant will organise an end-of-project online workshop, inviting all participating brands, companies, sites, suppliers and relevant local stakeholders. The purpose of this workshop is to share project learnings, challenges and outcomes, fostering collaboration and knowledge exchange among all participants.

EXPECTED DELIVERABLES AND TIMELINE

The project is expected to run from 12 months depending on the status of sites, logistic challenges and other unforeseen factors. Based on your experience, please complete the timeline column below:

SL	TASKS	DELIVERABLES	TIMELINE
1.	Kick-off workshop	Kick-off workshop report	January 2026
2.	Site Onboarding	Orientation of AWS Tool hubs	February 2026
3.	Catchment Assessment	Catchment Status report	April 2026
4.	AWS Water Stewardship Training	AWS Training to 2 participants per site	April 2026
5.	Knowledge sharing workshop	Knowledge sharing workshop report	May 2026

6.	Gap Analysis	Site Gap Analysis Report	August 2026
7.	Water Stewardship Strategy and Plan	Site specific finalised version of the water stewardship strategy and plan for the participating sites along with necessary tools/templates	August 2026
8.	Stakeholder Collaboration & Collective Action Workshop	The workshop report	September 2026
9.	Collective Learning & Sharing Workshop	The workshop report	November 2026

MINIMUM EXPERTISE REQUIREMENT

The consultant/firm should have undertaken AWS Standard System Training before start of the work and attain a good knowledge of the AWS System and water stewardship. They should have appropriate expertise including survey and qualitative studies, analytical and report writing skills together with skills in assessment design and task management. The consultant will be selected based on the following criteria:

- At least 5-10 years of continuous professional experience in designing and conducting assessments related to water issues
- Strong knowledge of the AWS Standard System demonstrated via completion of the AWS Standard System Training
- Familiarity with the context of the local catchments and relevant stakeholders
- Strong capabilities in working in English and local relevant language(s)
- Sound statistical analytical abilities
- Sound knowledge and skills on digital data collection, data management and have hardware and software to collect data digitally ensuring data security

APPLICATION PROCESS

If you are interested and feel competent to carry out this work, please submit the technical and financial proposal in two separate documents.

The Consultant/firm will be awarded through a competitive bidding process. The interested candidates are requested to submit their technical and financial proposal in English including the following:

1. A forwarding letter mentioning expertise for the consultancy (max 2 pages)
2. Description of Personal Profile (CV) of lead consultant (max 3 pages)
3. The proposal with detailed methodology/process and timeline (max 5 pages)
4. Financial proposal in detail (max 1 page)

PROPOSAL EVALUATION

The bidder is required to submit a technical proposal and a financial proposal to qualify in the evaluation process. The following areas will be served as criteria for the proposal (100 marks) assessment:

Professional capacity to carry out the assignment	30
Time-bound rollout plan	20
Relevant experience in similar assignment	20
Financial Evaluation	30
Total	100

The bidder achieving the highest score in the proposal will be awarded the contract, provided both parties reach an agreement on the final budget. If there is no agreement on the final budget, then the bidder with the second-highest score will be considered for negotiation.

TEMPLATE FOR FINANCIAL PROPOSAL

To ensure an accurate plan of budget expenditure for the project, the applicant should use the below template to complete their financial proposal:

S. NO.	PARTICULARS	PER SITE COST	TOTAL COST
1	Kick-off workshop (online)	N.A.	
2	Catchment assessment cost	N.A.	
3	Knowledge sharing workshop	N.A.	
4	Stakeholder Collaboration & Collective Action Workshop	N.A.	
5	End of Project Workshop (online)	N.A.	
6	Water Stewardship plan finalisation		
7	Consultant travel cost		
	Total		

MODE OF PAYMENT

Payment will be made through bank transfer as per the above-mentioned allocation percent broken down into three tranches with submission of inception report, draft report and after completion of all deliverables:

MILESTONE	PERCENTAGE
Catchment Status Report submission	30%
Knowledge Sharing Workshop	30%
After completing all the activities mentioned of the project successfully	40%

Payment will be made to the consultants to cover consultancy fees, local transport, accommodation and all other relevant costs associated with the work. Apart from this, no other allowances will be paid.

INTELLECTUAL PROPERTY

All drafts and final data, reports, photos and videos must be submitted to AWS in both hard copy and electronic versions as appropriate. All the data, photos, videos, information and the reports including the findings and recommendations will remain the property of AWS and must not be published or shared with a third party by the consultant. Any changes in the agreed-on deliverables must be approved by AWS. A consent form must be signed at the time of photographing and submitted to AWS.

TERMS AND CONDITIONS FOR THE CONSULTANT

- AWS reserves the right to cancel/terminate/halt this hiring process without showing any justification to the bidder though they have given time and resources to submission of the proposal
- The message to be carried by the report must be approved by AWS
- AWS reserves the right to monitor the quality and progress of the work during the assignment

APPLICATION FORMAT

Interested bidders should submit the electronic copy of technical and financial proposals and other necessary documents to gail@a4ws.org by 16 January 2026 or through our online application form.

AWS is an equal opportunities employer and does not discriminate on the grounds of gender, sexual orientation, marital or civil partner status, gender reassignment, race, colour, nationality, ethnic or national origin, religion or belief, disability or age.

AWS will comply with all relevant Privacy and GDPR regulations regarding candidate data retention.