

Request for Proposal for Implementation of Roadshow Campaign to Promote
Climate Friendly Cooking in the Coastal Region of Kenya

Country:
Kenya

Counties:
Taita Taveta, Mombasa, Kilifi , Kwale

Project Name:
Promotion of Climate Friendly Cooking In Kenya and Senegal

Sub Project Name:
Promotion of Climate Friendly Cooking In the Coastal Region of Kenya

REQUESTS FOR PROPOSAL

Conducting of Roadshow Campaign to Promote Climate Friendly Cooking in the Coastal Region of Kenya

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1. Context

1.1 About Energy 4 Impact (E4I)

Energy 4 Impact is a non-profit organization seeking to reduce poverty in Sub Saharan Africa by accelerating access to clean energy, helping businesses and communities make better use of that expanded access and working with the private sector to support the sustainability of these efforts.

Energy 4 Impact supports the development and growth of privately owned SMEs, and micro businesses, which deliver renewable energy products and services to the poor in rural and urban settings. We advise energy access SMEs on commercial, financial and engineering matters and help them secure the resources they need to grow. We run pilots to test new products, business models and expand into new markets.

In September 2021 Energy 4 Impact became a 100% subsidiary of the humanitarian and development NGO Mercy Corps. Mercy Corps has a global development team of 5,600 working to create a world where everyone can prosper. In more than 40 countries affected by poverty, climate change, crisis and disaster, Mercy Corps works alongside communities, local governments, forward-thinking corporations, and social entrepreneurs to meet urgent needs and develop long-term solutions to make lasting change possible. For more information, please see our website <https://www.energy4impact.org/>

1.2. Overview of the project

The project “**Promotion of Climate-Friendly Cooking: Kenya and Senegal**” (GCF/EnDev)¹ co-financed by the Federal Ministry for Economic Cooperation and Development (BMZ) and the Green Climate Fund (GCF), Kenya’s Ministry of Energy (MoE) and Ministry of Health, and Senegal’s Ministry of Petroleum and Energy and Ministry of the Environment and Sustainable Development commenced in the end March 2020 until December 2024 with phase 1 starting from March 2020 - March 2022 and phase 2 from April 2022 to December 2024.

The Kenyan component of this project, GCF/EnDev Kenya, builds on EnDev Kenya’s experiences in the cooking energy sector. The project is implementing an innovative Improved Cookstove (ICS) market transformation strategy in Kenya, and further improving global knowledge about ICS sector contribution to Nationally Determined Contributions (NDCs). It will significantly increase the number of ICS users in Kenya particularly in peri-urban and rural areas. The EnDev/GCF project will significantly limit consumption of non-renewable biomass in the cooking sector compared to the baseline situation, leading to greenhouse gas (GHG) emission reductions.

The project objective is to accelerate the growth of the ICS sector with an irreversible market transformation that will significantly increase the level of ICS production and sales, particularly in more remote and rural locations, thereby enabling Kenya to significantly advance the achievement of the stated NDC goals. The project supports ICS market development focusing on supply side (professionalization, mechanization, quality assurance and business development support, access to

¹ <https://www.greenclimate.fund/project/fp103>

finance and distribution channels), demand side (awareness creation and behavioural change communication/campaigns) and facilitating a supportive enabling environment.

The proposed project is aimed at creating self-sustaining ICS markets, leading to substantial climate change mitigation impacts in Kenya, i.e. direct project lifetime GHG emission reductions of 5.3 Mt of CO₂eq. The project will also enable a total of 1.6 million households to adopt ICS hence benefiting ≈ 8 million people. The project will also professionalize a total of 90 ICS producers transitioning them to professional class or business class producers.

The project is implemented by Ministry of Energy (MoE), GIZ, Practical Action (PA), Energy for Impact (E4I), Dedan Kimathi University of Technology (DeKUT), Strathmore University, Greenbelt Movement (GBM) and Kenya Tea Development Agency (KTDA) – Foundation.

The overarching objective of the E4I sub-project – Promotion of Climate Friendly Cooking in the Coastal Region of Kenya is to accelerate ICS sector growth in the coastal region of Kenya by unlocking the potential of last mile distribution channels for ICS through market development support and consumer education.

1.3. Overview of the assignment

Cooking in Kenya is characterized by heavy reliance on solid biomass fuel (primarily firewood and charcoal. Official 2019 national census reports that 66.7% of Kenyans rely on solid biomass (firewood-55.1% and charcoal-11.6%- of which 84.1% reside in rural areas), 23.9% rely on LPG out of which majority (52.9%) are in urban areas, 17.7% rely on paraffin and 17.7% rely on charcoal as main cooking fuels. Penetration and adoption of the clean and improved cooking solutions has evolved significantly in recent years, but majority of people are still utilising traditional solutions for cooking (e.g. three stone fire). The project therefore targets to further increase the penetration of improved cookstoves (ICS).

The following are examples of stoves are promoted by the project. More stoves shall be added during project implementation.



Jiko Kisasa - Fixed



Rocket Stove - Fixed



Jiko Kisasa - Fixed



Jiko Kisasa - Portable



Rocket Stove - Portable



Jiko Kisasa Liner

1.4. Current Marketing activities at the cluster level

E4I is currently implementing the following marketing activities in the four counties of Kwale, Taita Taveta, Mombasa and Kilifi to increase awareness and adoption of ICS by households

- Identifying and engaging new LMEs to expand the distribution network.
- Live demonstrations of the ICS in use (cooking) in different platforms e.g., markets, women groups, community meetings, etc.

1.5. Risks and mitigation measures

The following risks are foreseen during the implementation of the assignment:

#	Risk	Mitigation measures
1	Decline in provision of marketing license by the county government during the assignment due to Covid 19 pandemic restrictions	Ensure the assignment complies with the government regulations on Covid-19 and E4I standard operating procedures (which shall be provided during contracting). All licenses and approvals should be obtained within an appropriate time prior to the event (at least 2 weeks). In addition, the proposal should consider implementation under the Covid-19 context.
2	Risk of associating the promoted stoves to E4I hence creating an impression of free dissemination/distribution of stoves	The service provider should as much as possible avoid associating the assignment to E4I and focus more on the stove producers and LMEs.

3	Potential low turnouts during the marketing event	The service provider should conduct a pre-campaign advertising across specified venues to sensitize the public on the marketing campaigns.
4	Accident or damage of equipment during the marketing event	The service provider should have public liability Insurance that provides financial cover for an accident, damage, or loss of property during the event.

The potential bidders are also expected to highlight risks which they foresee during the course of assignment and their potential mitigation measures in their proposals.

1.6. Place and period of intervention

The period of implementation for this assignment will be from signing of the contract on **3rd May until 2nd August 2022.**

The places of intervention are:

Cluster	Counties
Coast Region	Kilifi, Mombasa Taita Taveta and Kwale

1.7. Stakeholders

#	Role	Stakeholders
1	Advisory, monitoring and supervision of the assignment	Energy 4 Impact
2	Live demonstration, display and selling of ICS during the marketing campaign. Interacting with and explaining the benefits of ICS to consumers one-to-one basis	ICS Producer: These are producers of the Improved Cookstoves i.e., ceramic, and metallic component of ICS.
		LMEs: These are installers, stockists, and distributors of ICS.

2. Task to be performed by consultant

2.1. Objective and purpose of the assignment

The objective of the assignment is to stimulate demand of ICS at the community level leading to an increase in the sales and adoption of ICS by households.

The Consultant shall therefore:

- Develop specific and targeted sales and marketing messages that resonate with the target market (rural communities) that would facilitate in increased awareness and adoption of ICS by households.
- Identify the most viable, efficient and cost-effective outdoor channels focusing on crowds, public and market venues for wider reach without contravening COVID 19 guidelines by GoK and E4I standard operating procedures. The E4I SOPs shall be provided during contracting.
- Undertake marketing campaigns at selected venues with support from selected producers and LMEs.
- Engage in mobilization of the participating producers and LMEs at the county level.

The assignment is structured into two work packages:

1. Develop specific and targeted sales and marketing messages to stimulate interest in the purchase of ICS by households. These messages shall be agreed upon with E4I before commencement of the marketing campaigns.
2. Plan and execute marketing campaigns in agreed areas and within agreed timelines and commit to observe all COVID-19 protocols

2.2. Specific tasks

The Consultant shall be responsible for implementing the following specific tasks to achieve desired objectives of the assignment

- 1. Work package 1: Develop key communication messages to stimulate interest in the purchase of ICS by households**
 - a) Develop key Call to Action (CTA) sales and marketing messages that will communicate the benefits of the ICS, create awareness leading to activating demand and sale of ICS;
 - b) The message should be simple and easy to understand in both English and Swahili languages;
 - c) Develop activities to be implemented during the road show that will deliver the message convincingly, efficiently and cost effectively. This include but not limited to dance, skits and prize give away competitions during the events
 - d) Align the messages with the GCF project's awareness messaged designed for use at country level.
- 2. Work package 2: Plan and execute marketing campaigns in agreed areas and within agreed timelines and commit to observe all COVID-19 protocols**
 - a) Prepare a detailed route plan, with specific activities to be undertaken at each venue, roles and responsibilities of all stakeholders (E4I, ICS producers, LMEs e.t.c) during the event;
 - b) Secure all local and national licenses required to conduct the roadshow unhindered;
 - c) Conduct a pre-campaign advertising across specified venues to sensitize the public on the marketing campaigns;

- d) To support the Last Mile Entrepreneurs (LMEs) in setting up of ICS selling points during marketing activities, and coordinate live demonstration of stoves (cooking) while ensuring the safety of publics;
- e) Collect and collate feedback from the public outlining key observations, learnings, and recommendations.

2.3 Timelines and deliverables

Specific deliverables and respective timelines are presented below and shall be preceded by an inception report:

Deliverables	Planned Deadlines
Inception report including a detailed work plan	Within 2 weeks after signing the contract
Call to action message to be used during the road show campaign aligned to GCF project’s awareness message designed for use at country level.	Within 3 weeks after signing the contract
Detailed route plan and activities to be implemented during the road show	Within 4 weeks after signing the contract
Implementation of the marketing campaign. The consultant is expected to provide evidence of implementation of marketing campaign in the form of video, photographs and sales evidence)	Within 8 weeks after signing the contract
Marketing campaign report providing the feedback on the impact of the campaign especially in the form of increase in number of ICS sold, challenges and areas of improvement	Within 12 weeks after signing the contract

3. Concept

The bidders shall submit a technical proposal responding on the following:

- The profile and experience of the bidders including demonstration of the eligibility criteria.
- Technical concept and approach on how the tasks listed in the section above (section 2) shall be delivered and achieved.

3.1. Eligibility criteria

To qualify, the bidders must provide a brief profile of the firm and be able to meet and demonstrate (with proof) the following eligibility criteria. Note that a separate eligibility criteria grid is provided with this ToR.

- Legal business entity incorporated in Kenya with at least 5 years operation (supported by the Certificate of Incorporation and Tax Compliance Certificate)
- Minimum of 5 employees

- Handling similar assignment of at least KES 2,000,000 (approx. EUR 15,625) per assignment
- Demonstrable relevant experience of at least 3 similar assignments (in terms of type and magnitude) with references providing:
 - Assignment details such as client, type of services, duration of implementation, budget & deliverables
 - Reference letters and contact details of referees (NB: consent from the referees to share their information should be provided).
- Demonstrate the availability of the equipment relevant for implementing effective marketing campaigns
- Experience in implementing marketing campaigns for clean cooking solutions or off-grid energy solutions is preferred (should be included as part of the reference assignments)

NB: E4I has an option of selecting more than one consultant based on the technical and financial proposals as well as the consultant’s experience in implementing marketing campaigns in the respective counties (see section 1.6).

3.2. Technical-methodological concept

The proposal should focus on the following key areas. Each area shall be scored as indicated in the provided assessment grid which is part and parcel of this ToR.

#	Area	Scoring weight (%)
1	Interpretation of the objective in the TOR and critical examination of the tasks	15%
2	Description and justification of the consultant’s strategy for delivering the services put out to tender	10%
3	Strategy for cooperation and interaction of the consultant and relevant actors	15%
4	Proposed workplan and milestones	5%
5	Consultant’s contribution to the learning and innovation to promote scaling up effects	10%
6	Proposed team (qualification and adequacy)	5%
7	Financial Proposal	40%

4. Personnel concept

The bidder should provide the structure of the team that will be involved in the assignment including profile and CVs of the core team and the details of outsourced services (e.g., MC, DJs)

The core team and the firm should demonstrate the following qualification, experience and competencies:

- Minimum of Post graduate degree for the team leader and senior team members and over 5 years relevant experience;
- At least five years’ experience in managing roadshows, customer activation campaigns and on the ground activations;
- The firm should have adequate and appropriate logistical facilities and human resources including expert/specialized to organize, implement, management, coordination, monitoring and reporting for such a campaign;
- Experience in awareness creation campaign specifically for clean/improved cooking or off-grid energy solutions will be an added advantage.

4.1. Other specific requirements

All the messages/materials developed and produced during the assignment shall follow the following principles:

- The content should be suitable for general public audience
- The content should be non-discriminatory
- Compliance with EU and Kenya data privacy laws/regulations
- The content should be in-line with the social and cultural norms in Kenya
- The content should be gender responsive
- All the songs used in the campaign should have consent from the original producers (if not publicly available)

5. Costing of requirements

As the contract to be concluded is a contract for works in line with the milestones/deliverables, the bidder should offer a lump sum price that covers all applicable costs but should be provided for each deliverable/milestone as illustrated in the table below. The price bid will be evaluated based on the specified lump sum price per deliverable.

#	Milestone/deliverable (see section 2.2)	Unit type	Units	Unit price	Number of counties (see section 1.6)	Total	Remarks/Justification
1	Inception report including a detailed work plan	Days (max 5)			N/A		

#	Milestone/deliverable (see section 2.2)	Unit type	Units	Unit price	Number of counties (see section 1.6)	Total	Remarks/Justification
2	Call to action message to be used during the road show campaign aligned to GCF project's awareness message designed for use at country level.	Days (max 5)			N/A		
3	Detailed route plan and activities to be implemented during the road show	Days (max 5)			N/A		
4	Implementation of the marketing campaign	Days (max 20 per cluster)					
5	Marketing campaign report	Days (max 5)			N/A		
	Total						

Note:

If restrictions are introduced to combat coronavirus/COVID-19 (restrictions on travel, entry restrictions, quarantine measures, etc.), E4I and the consultant are obliged to make adjustments to their contractual services to reflect the changed circumstances on the basis of good faith; this may involve changes to the service delivery period and, if necessary, to the remuneration.

6. Requirements on the format of the bid

The technical and financial proposals should be submitted as two separate documents. The structure of the technical proposal must correspond to the structure outlines in these ToRs in section 2 and 3 above. It must be legible (font size 11 or larger) and clearly formulated. The bid is to be drawn up in English language. The technical-methodological concept of the offer (section 3) must not exceed 20 pages (excluding annexes).

The financial proposal should be structured in line with section 5 of this ToRs and should not exceed 2 pages.

7. Annexes

- Eligibility criteria grid
- Technical assessment grid

8. Clarifications of bids

A bidder requiring any clarification may contact Elly O Akinyi at elly.akinyi@energy4impact.org and copying gsanga@mercycorps.org by Friday, 22nd April 2022. Only clarifications sent to these email addresses will be considered. E4I will respond in writing to all interested bidders to any request for clarification and provide the responses to all interested bidders as an addendum.

8.1 Submission of bids

Bids should be submitted to E4I in electronic format (PDF file) via e-mail to procurement@energy4impact.org by 11:59pm on Wednesday 27th April 2022. Bids submitted on later than this time will not be considered.

9. Bids Evaluation Criteria

E4I will use a two-stage procedure for evaluating the proposals: with the financial quotations of all proposals received being completed prior to evaluation of technical requirement.

The relative split between technical and financial scores will be as follows:

- a). Financial Requirements - 40 %
- b). Technical Requirements - 60 %

Total - 100%

10. Mode of payment

Payment will be made upon satisfactory delivery of the following deliverables. E4I's Project Manager, or his representative, will receive and accept the deliverables first before processing payments.

Payment	Percentage	Description of the required deliverable(s)	Date for submission
Payment 1 (Advance payment)	15%	Inception report including a detailed work plan	22 nd May 2022
Payment 2	30%	Call to action message to be used during the road show campaign. Detailed route plan and activities to be implemented during the road show.	2 nd June 2022
Payment 3	40%	Implementation of the marketing campaign. The consultant is expected to provide evidence of implementation of marketing campaign in the form of video, photographs, name of the locations, names of entrepreneurs who participated in the activity, and sales).	13 th July 2022
Payment 4	15%	Marketing campaign report providing the feedback on the impact of the campaign especially in the form of increase in number of ICS sold, challenges and areas of improvement.	5 th August 2022