



TERMS OF REFERENCE:

Evaluation of Behavior Change Communication Interventions in the Clean and Efficient Cookstoves and Fuel Sector

Date of Issue: March 28, 2016

**Closing Date and Time for Applications:
April 25, 11:59 pm (EST)**

Applications must be emailed to: proposals@cleancookstoves.org

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OVERVIEW

The Global Alliance for Clean Cookstoves (Alliance) is seeking a consultant to support the evaluation of marketing and behavior change communication (BCC) interventions aimed at accelerating market growth and driving adoption of clean and efficient cookstoves and fuels in households. Implementation of the interventions will be undertaken separately by organizations selected through a competitive proposal process. Implementing organizations will also be responsible for monitoring activities, outputs and intermediate results related to their intervention. **The primary duty of the consultant hired under this TOR will be to design and implement an evaluation strategy to assess the effectiveness of the interventions; particularly as it relates to changes at the behavioral level (i.e. purchase and correct and consistent use of the technologies by households) among the target audiences as a result of the interventions.** It is anticipated that this project will take approximately 24 months to complete.

BACKGROUND

The Alliance is a public-private partnership created to save lives, improve livelihoods, empower women, and protect the environment by creating a thriving global market for clean and efficient cookstoves and fuels. We aim to increase by 100 million the number of households using cleaner and more efficient cookstoves and fuels by 2020. The Alliance includes over 1,300 partners from all sectors supporting and acting within the clean cooking market.

The use of open fires and traditional cookstoves and fuels by close to 3 billion people is one of the world's most pressing health and environmental problems. According to the World Health Organization, household air pollution (HAP) from cookstove smoke kills over 4 million people every year. Open fires and traditional cookstoves also have a serious impact on the climate, accounting for approximately 25% of global black carbon emissions. Women and girls, as the primary cooks and fuel gatherers for their families, suffer disproportionately from reliance on traditional cooking methods and the effects of HAP.

By reducing fuel use and exposure to cooking smoke, clean and efficient cookstoves are a cross-cutting and effective solution. In particular, women and girls who adopt improved stoves and cleaner fuels reap considerable health benefits by inhaling lower amounts of toxic smoke and decreasing their risk of burns and injury from accidents related to open fires. In addition, the time and money saved from more efficient cooking solutions allow women to spend more time on productive work and caring for their families, and to retain more household income for food, medicine, and school fees.

Over the last five years, the Alliance has made significant progress toward creating an enabling environment and strengthening supply within the sector. This provides a greater opportunity for effective engagement on the demand side. Consumer and household-facing communication aimed at influencing purchase decisions and encouraging consistent use will play an important part in expanding and sustaining demand across the category of clean and efficient cookstoves and fuels, and will enhance the marketing efforts of individual enterprises and organizations active in the sector.

The Alliance's engagement in BCC and marketing includes: commissioning formative research to deepen consumer insight; grants for intervention design, execution, and evaluation; dissemination of best practices; capacity-building of local institutions; and marketing support for enterprises. Our objective in this program area is to ensure that appropriate, evidence-based communications achieve greater scale and effectiveness to complement supply-side interventions.

PROJECT OVERVIEW

A key part of the Alliance's BCC strategy is the "Clean Cooking BCC Fund". This fund is designed to support innovative approaches that will use communication to change behaviors while contributing to a more systematic, coordinated and inclusive effort to increase consumer demand for clean and efficient cookstoves at scale. The primary behavioral goal of the fund is to increase the number of households purchasing and adopting cleaner and more efficient cookstoves and fuels.

We released a [Request for Proposals](#) (RFP) in February 2016 to solicit proposals from organizations to undertake the design and implementation of the interventions, and expect to award 3-4 grants under the fund – awarding in total up to \$4.5 million. The primary duty of the consultant hired under this TOR will be to design and implement an evaluation strategy to assess the effectiveness of the interventions; particularly as it relates to changes at the behavioral level (i.e. purchase and correct and consistent use of the technologies by households) among the target audiences as a result of the interventions. The primary questions we'd like to answer are:

- Did our desired outcome of more households purchasing and adopting cleaner and more efficient cookstoves and fuels take place?
- To what extent did the funded interventions contribute to this change?
- What parts of the interventions were successful and could be scaled up and/or replicated?
- What parts of the interventions were less successful and would need to be changed?

The details and geographic locations for each intervention are still to be determined. However, the geographic scope is limited to the following Alliance focus countries: Bangladesh, Ghana, Guatemala, Kenya, Nigeria, and Uganda. We expect that each individual grant will be focused in one country so we do not expect to fund interventions in all of these countries under the fund. We expect the duration of the grants to be approximately 24 months (with intervention activities taking place for about 16-20 months). The awards for the implementation will be announced in May 2016.

Interventions supported through the fund will be designed to help build the clean and efficient cookstoves and fuels *category*, and will not directly support the marketing of individual brands. The primary activity of the interventions will be communication targeted at households. This communication will take place via a variety of channels and techniques, and could include, but is not limited to, mass media, interpersonal communication, demonstrations and mobile messaging.

Clean Cooking BCC Fund grantees will be responsible for (and have a budget for) monitoring activities, outputs and intermediate results related to their intervention. Interventions will not be directly evaluated for their social impacts (e.g., health, environment, etc.), but modeling may be used to estimate these impacts. Please refer to the attached Results Framework template for more detail on the expected division of duties between the consultant and grantees.

While the primary focus of the consultant will be on evaluation, they will be expected to participate in the review and finalization of the broader monitoring and evaluation strategy for each intervention, including identification of indicators, to ensure they align with the overall evaluation goals. The consultant will be required to work in close consultation and coordination with fund grantees throughout the interventions.

SCOPE OF WORK

The specific tasks related to the consultancy are to:

- Design an evaluation strategy and define methodologies for evaluating the effectiveness of interventions funded under the Clean Cooking BCC Fund in 3-4 countries
- Implement the evaluation activities; the evaluation should include a quantitative component, and the consultant will determine the sampling strategies.
- Work in collaboration with fund grantees to implement evaluation activities and contribute to design of monitoring activities conducted by grantees; this includes helping to define indicators across the entire monitoring and evaluation strategy.
- Design questionnaires and any other survey instruments to be used for data collection.
- Clean, analyze and present the data from the evaluation in a clear and concise manner.
- Contribute to midline and final reports outlining the results and key lessons learned as a result of the funded interventions.

TIMELINE

The time period to complete this project begins by May 2016 and is expected to take approximately 24 months. Baseline data collection requirements will depend on the nature of the interventions, so we expect data collection to take place after implementation grantees have been contracted in late May. Therefore we expect that baseline data collection should be completed by months 3-4, with interim activities carried out throughout the active intervention period as needed, and end line surveys and reporting carried out during months 21-24.

The consultant must be available to participate in a kick off meeting with grantees in May 2016, and subsequent meetings as scheduled.

DELIVERABLES

The main deliverables of this project include:

- Inception report outlining final evaluation strategy and implementation plan
- Survey and other data collection instruments;
- Implementation of evaluation activities;
- Baseline report;
- Mid line report (s);
- Final report presenting results.

Note that all deliverables would need to be completed for each funded intervention, but could be combined as appropriate.

APPLICATION INSTRUCTIONS

Since the geographic locations and activity details for each intervention are still to be determined, we request that applicants propose an evaluation strategy for the example below, indicating the approach they would use for assessing changes in behavior (i.e. purchase and correct and consistent use of the technologies by households) among the target audience as a result of the example intervention. The strategy should include a sample work plan for the proposed activities, indicating number and timing of surveys or other evaluative activities to be conducted, and sample size estimates. The plan should also outline the composition of the team required to design execute, and manage the strategy, and total budget.

Example Intervention:

The example intervention has a total budget of \$1.2 million and will be executed over 20 months, with formative research taking place in months 1-3, and communication activities taking place in months 4-20. The intervention budget includes an allocation for monitoring of activities, outputs and intermediate results. The budget for evaluation activities will be in addition to the \$1.2 million.

- **Geographic Focus:** 1 large region within a Sub-Saharan African country; estimated number of households in this region is 4 million
- **Target Audience:** urban and peri-urban middle-income charcoal using households; the population size of this group in the target location is estimated at 500,000 households; recent surveys suggest about 5% of these households already use an improved charcoal stove
- **Communication Channels:**
 - Radio campaign with 2 presenter mentions and 1 spot ad daily over the course of months 4-20
 - 300 community agents who will visit 3 households per day on average during months 6-10 and months 16-20
 - Mobile messaging campaign starting in month 13, actively running from months 13 - 15, and then again from months 18-20 (distribution list to be collected via radio and community agents in months 6-10)
 - “Clean Cookstove Clubs” set up in 25 schools in the target region, members host demonstration events monthly and conduct outreach in their communities; these activities will be ongoing during months 6 – 20.

In addition to the strategy, work plan and budget for the example intervention, proposals should also include a summary of the applicant’s background and relevant experience.

Therefore, **full proposals** should include:

- Strategy, work plan and budget for the example intervention
- Budget should include composition of team required to design execute, and manage the example strategy, including number of days and daily rates for all levels of staff, any sub-contracting necessary, and other direct costs.
- Qualifications of the organization and its staff, including experience conducting evaluation studies for behavior change communication interventions, and understanding of and experience in cookstove and fuel sector;
- Outline of past experience conducting this kind of evaluation work, including samples of previous work if applicable;
- CVs of key staff;

Proposals must be 10 pages or less (not including budget and CVs) in single-spaced, 12-point font. Appendices may be provided for supplementary materials as relevant, but review will be based mainly on the information provided in the proposal.

The proposal should be submitted to Julie Ipe at proposals@cleancookstoves.org **no later than April 25, 2016.** Finalists will be notified by **May 6** and may be asked to submit additional information.

Annex 1: Results Framework included in the BCC Fund application packet

Full RFP for the BCC Fund and FAQs document can be found on Alliance [website](#).

Clean Cooking Behavior Change Communication Fund Results Framework				
	Summary	Indicators	Measurement Method	Risks/Assumptions
Impact	Save lives, improve livelihoods, empower women, and protect the environment	Evaluation at impact and outcome level to be designed and implemented by third party (in consultation and coordination with grantees)		
Outcome	Adoption (correct and consistent use) of clean and efficient cookstoves and fuels in households			
	Applicants fill in cells highlighted in yellow below <u>Proposal narrative should describe how these areas will be monitored and evaluated.</u>			
Intermediate Outcomes (e.g. changes in audience motivation and other presumed behavioral determinants; increase in cookstove and fuel distribution in target areas, etc.)				
Outputs (e.g. number of people reached, recall of messages)				
Activities (e.g. radio campaign, outreach by community workers)				