



## **REQUEST FOR EXPRESSION OF INTEREST TO PROVIDE CONSULTANCY SERVICES: TRAINING OF CCAK MEMBERS IN SOCIAL BEHAVIOUR CHANGE COMMUNICATION AND MARKETING**

### **Background**

In 2016, Netherlands Enterprise Agency (RVO) committed to provide institutional support to CCAK towards improving governance and sustainability of CCAK, improving capacity of CCAK to provide services, increasing the capacity of CCAK to represent members and stakeholder interest, assisting in development of monitoring and results tracking of the cookstove sector and updating of the Country Action Plan.

Since December 2016, CCAK has been implementing various activities towards achievement of the aforesaid outcomes.

### **About Clean Cookstoves Association of Kenya (CCAK)**

CCAK is a registered association formed in 2012. It currently has 40 members comprising representatives from government, academia, private sector, donor agencies, NGOs and others active in the clean cooking sector.

CCAK's mission is to facilitate the scaling up of the clean and efficient cookstoves and fuels market in Kenya through convening and coordinating the sector, advocating for enabling government policies, creating public awareness and capacity building. The association strives to build solidarity amongst clean cookstoves and fuels stakeholders and create effective partnerships to ensure the use of clean cookstoves and fuels is the norm in Kenyan households and institutions. CCAK is dedicated to this goal because clean cookstoves and fuels save time, lives, money, forests and provide employment. CCAK aims to facilitate the increase of adoption of clean cookstoves and fuels by all institutions and 5 million households in Kenya by 2020.

In the past three years since its formation, CCAK has realised various achievements:

1. CCAK is now recognised as the “voice” of clean cooking in Kenya. Stakeholders call upon CCAK to provide guidance on interventions to effect change in the sector.
2. CCAK is now sought as a partner in project implementation.
3. CCAK is now recognised as a source of information on clean cooking in Kenya. Frequent enquiries are made by academia, government officials, private sector and the media.
4. CCAK's convening power is recognised. The most prominent example is the formation of the clean cooking Inter-ministerial Committee.

In spite of these achievements, CCAK faces various challenges such as developing a clear set of value propositions to meet the needs of a diverse set of members and stakeholders; financial sustainability and obtaining greater buy-in from sector stakeholders.

## **Rationale**

CCAK membership is evolving and members' needs are changing, therefore there is a need to address these changes to enhance growth and improvement within the sector. Previously through the Members' Technical Working Group meetings, several training needs had been identified as key areas of focus as described in this document.

With the support of RVO, CCAK is set to coordinate a membership training that will strengthen members' understanding of social behaviour change communication (BCC) and marketing as in order to enhance the impact of their activities and engagements within the sector.

## **Scope of Work**

The Clean Cookstoves Association of Kenya (CCAK) is seeking the services of a consultant to provide training to its members on social behavior change communication (BCC) and Marketing.

The consultant, in close collaboration with CCAK, is expected to:

- i. Conduct a training needs assessment of CCAK members specifically in BCC and marketing
- ii. Prepare a report on the findings of the assessment
- iii. Prepare the final content (including tools, templates and other handouts) and schedule for the training
- iv. Include in the report a monitoring and evaluation (M&E) framework to be used to measure the short, medium and long-term outcomes of the training: identify Key Performance Indicators, establish a baseline and propose an M&E schedule
- v. Conduct and convene a 3-day residential training workshop in April 2018
- vi. Conduct a survey at the completion of the training to measure the satisfaction of members with the training
- vii. Undertake any other tasks related to this assignment as may be requested by CCAK.

The consultant is required to undertake this assignment with reference to CCAK's strategic plan, business plan and members contributions, directly and through liaison with any other consultants as required by CCAK.

## **Initial Training Content and Schedule - BCC**

The training will focus on messaging for a diverse range of institutions which aim to initiate or increase consumer awareness and adoption of products and/or services in the clean cooking sector.

The main objective of the training is to enhance the institutions' understanding of their strategic communication goals, the opportunities and barriers to effective communication, potential messaging strategies that can be adopted, and decision making and operationalization of these strategies.

The main outcome of the training is to build the capacity of participating institutions to design and apply suitable messaging strategies.

The long-term sustainability of the training will be assessed based on the number of participating institutions:

- Currently without a messaging strategy who go on to define one because of the training
- Currently with a messaging strategy who go on to refine it because of the training
- Reporting an increase in investment in messaging strategies because of the training
- Reporting an increase in revenue because of this shift in messaging strategy (strategic or financial)

The main topics to be covered in this training program include:

- 1) Strategic communication in marketing: audience, intent and messaging.
- 2) Assessing consumer motivations/pain point for products and services (drivers of choice): efficiency, cooking speed, etc.
- 3) Crafting messages to drive responses: emotion, function, etc.
- 4) Tailoring BCC to market segments: gender, geography, etc.
- 5) Quantifying/benchmarking BCC: input, output, criteria/leveraging.

### **Initial Training Content and Schedule - Marketing**

This aspect of the training will focus on go to market strategies for institutions aiming to initiate or increase sales of products and/or services.

The main objective of the training is to enhance the institutions' understanding of their market environment, internal operations regarding their current marketing functions, a menu of potential go-to market strategies that can be adopted, decision making and operationalization of these strategies.

The main outcome of the training is to build the capacity of participating institutions to design and apply suitable marketing strategies.

The long-term sustainability of the training will be assessed based on the number of participating institutions:

- Currently without a marketing strategy who go on to define one because of the training
- Currently with a marketing strategy who go on to refine it because of the training
- Reporting an increase in investment in marketing strategies because of the training
- Reporting an increase in revenue because of this shift in marketing strategy (strategic or financial)

The main topics to be covered in this training program include:

- 1) Available go-to market strategies: direct selling through sales personnel, advertising, tele sales, internet etc.
- 2) Role of the sales personnel within an institution.
- 3) Market segmentation
  - a. How to categorize or group potential customers
  - b. How to prioritize different marketing strategies
  - c. How to tailor the marketing strategy to each market segment to reach all potential customers

- 4) Designing and implementing marketing strategies
  - a. How to determine the activities/tasks to be implemented to reach each market segment
  - b. Budgeting for marketing activities
  - c. Assessing the marketing capabilities within the institution
  - d. Determining the most efficient and effective ways to implement activities/tasks for each tailor-made marketing strategy for each market segment
  
- 5) Structuring the marketing function/strategy within an institution: direct/internal sales services, indirect/external sales services.

### Proposed Programme

Session	Day 1	Day 2	Day 3
Early Morning	Introduction to Marketing	Go-to market activities  Direct and indirect sales	Tailoring BCC to market segments: gender, geography, etc.
Mid-morning	Market segmentation: Industry, customer size, customer behaviour, geography, application, benefits, customer capabilities, usage situation, contribution to profitability etc.	Case study (to be prepared)  Possibly invite institution's representative to discuss case	Quantifying/benchmarking BCC: input, output, criteria/leveraging
Early Afternoon	Activities/tasks: interest creation, pre-purchase, purchase, post purchase	Strategic communication in marketing: audience, intent and messaging	Facilitate group work: Template (to be prepared)
Mid Afternoon	Introduction to case study  Facilitate group work: Template (to be prepared)	Social behaviour change communication;  Assessing consumer motivations/pain point for products and services (drivers of choice): efficiency, cooking speed, etc.  Crafting messages to drive responses: emotion, function, etc.	One on one advisory

### Duration

This assignment is expected to take 15 working days. The work will begin on 9<sup>th</sup> April 2018 but should not go beyond 30<sup>th</sup> April 2018.

### **Desired Qualifications (Individual or Consortia)**

- a) A minimum of a post-graduate degree in the social sciences, energy, development work or relevant fields with over 5 years' experience.
- b) 5 years' experience designing and conducting training activities.
- c) 5 years' experience supporting and guiding multi-stakeholder organizations/associations in Africa to identify training needs and apply lessons learnt from the training.
- d) Proven experience providing training to member based associations and/or their members.
- e) Understanding member based association's context, challenges, opportunities and limitations.
- f) Extensive knowledge of BCC and marketing.
- g) Experience working in the clean cooking sector is an advantage.
- h) Possession of a Valid Registration Certificate, and tax Compliance.

### **Submission**

Qualified candidates are requested to send their applications via e-mail to the Clean Cookstoves Association of Kenya not later than 28<sup>th</sup> March 2018 using the address [info@kenyacookstoves.org](mailto:info@kenyacookstoves.org)

The application should comprise:

1. A cover letter outlining how the applicant(s)/consultancy firm(s) meets the specifications
2. A technical and financial proposal
3. Work plan on how the assignment will be undertaken
4. An itemized detailed budget proposal
5. CVs of the applicant(s)/consultant(s) who will carry out the work
6. List of related work undertaken in the past including references
7. Tax Compliance certificates