



## Terms of Reference

### Clean Cooking Alliance China Pilot Projects (2015-2017) Evaluation

#### Background

Today, about 700 million people in China are still primarily dependent on solid fuels (coal and biomass) for cooking and heating, and most of them will remain so in the near future without further intervention. Despite progress in reducing this dependence on solid fuels, including a successful national program in the 1980s and 1990s, challenges remain to accelerate market-based distribution and shift away from a government subsidy-driven model. The Government of China joined the Alliance in 2012 as an Implementing Partner and announced a goal of 40 million households adopting clean stoves by 2020.

To achieve these outcomes, China's Ministry of Agriculture (MoA) invited the Alliance to collaborate on a three-year pilot program. During the course of this program, the Alliance launched seven pilot projects in Liaoning, Hebei, Henan, Hubei, Sichuan, Chongqing and Gansu Provinces from 2015 -2017 with a diverse set of market-based interventions. Each pilot location is unique and representative in terms of local fuel availability, climate, income level, and the cooking and heating habits of users. Interventions in these pilot projects are a mix of market-based demand and supply efforts, including awareness building, revised subsidy policy, technology innovation, and improved distribution and marketing strategies. The goal of the interventions was to explore options of non-subsidy driven distribution models and to showcase the outcomes and results to top government leaders for larger-scale support.

These pilot projects offered important insights to the sector and will support the Chinese Government's planning for a large-scale stoves program and other clean cookstoves initiatives in the future. **The Alliance now is seeking a consultant to conduct an evaluation of these pilot intervention results.**

## Objectives of the Project

These seven pilot projects can be grouped into two categories based on intervention type<sup>1</sup>:

Infrastructure & Marketing	Enterprise Strengthening
<b>Liaoning</b> – support pellets facility improvement and pellets distribution	<b>Hubei</b> – innovative marketing and distribution network strengthening
<b>Hebei</b> – new briquettes facility and innovative briquette distribution strategy	<b>Chongqing</b> – technology R&D and new product development
<b>Henan</b> – new pellets facility, innovative marketing, and distribution network strengthening	<b>Gansu</b> – innovative marketing and distribution network strengthening
	<b>Sichuan</b> – technology R&D and new product development

The consultant should pick two pilot projects from each category (a total of four) to design and develop a single evaluation of the selected interventions and results, with recommendations for future actions. For each of the selected four projects, the evaluation should address the following research questions:

1. Summary of the pilot project and intervention; and
2. What is the current status of the project? Specifically,
  - a) For the Infrastructure & Marketing projects, are the improvements made to the facilities still operational? Are the project implementors still distributing the products?
  - b) For the Enterprise Strengthening projects, are the intervention activities still ongoing?
  - c) Are the households in all four pilot projects still using the products?

The consultant should plan to visit each of the selected pilot enterprises or project sites, including at least 30 households for each project. The Alliance will connect the consultant with relevant companies, local governments, and the national government.

---

<sup>1</sup> More information of the seven pilot projects can be found in the Annex

## **Scope of Work**

### Task 1: Kick-off Meeting

The consultant is required to participate in an on-line or in-person project kick-off meeting with the Alliance M&E Manager and China Program Manager to go over the work plans and evaluation strategy.

### Task 2: Evaluation Design

Under guidance from the Alliance, the consultant will be responsible for designing and implementing the evaluation. An inception report including evaluation strategy, methods and work plans are due for submission to the Alliance by **November 8, 2019**.

### Task 3: Research Phase

The consultant is required to conduct document review and interviews to get initial information from existing Alliance and MoA reports on pilot projects. The consultant will also need to travel to selected pilot projects to collect data and intelligence from households and local partners.

### Task 4: Evaluation Report

The consultant is required to complete the final technical report with evaluation conclusions on intervention results as well as recommendations and insights for future and follow up actions by **December 15, 2019**.

## **Methodology**

The methodology adopted for the evaluation should be identified in proposals and should reflect the research objectives. Methodology will be finalized after consultation with the Alliance in the evaluation design document.

## **Deliverables, Timeline and Budget**

The key deliverables of this project are:

1. The project is expected to kick off by no later of **October 21, 2019**.
2. Evaluation design and workplan due by **November 8, 2019**.
3. Final technical report due by **December 15, 2019**.
4. Final reports including narrative and financial reports due by **December 31, 2019**.

The project is expected to be completed by December 31, 2019 including submission of all reports and required reporting materials. Proposals should include a detailed outline of the anticipated timelines for completion of the work.

The budget for the evaluation is \$50,000 including staff time and travel expenses.

## Proposal Evaluation Criteria

The proposals will be evaluated and compared based on the following criteria:

- Significant track record in evaluation work for the rural sector in China including excellent data and survey analysis ability.
- Appropriate methodology and cost-effective budget for proposed work.
- Commitment to project timeframe with no delays and extension.
- Experience and knowledge of the clean cooking sector in China is preferred.
- Good communication skills in working with the Chinese Government.
- Excellent English writing ability and fluent Chinese speaking ability.

## Submission and Application Template

Applicants are required to submit the following information by **October 13, 2019 at 11:59 pm in EST** to [china\\_cookstoves@cleancookingalliance.org](mailto:china_cookstoves@cleancookingalliance.org):

- Introduction and qualifications of the consultant(s). (Should not exceed one (1) page in length).
- Detailed approach and methodology for the design, implementation, and management of the project. (Should not exceed three (3) pages in length).
- Detailed timeline for all project activities, tasks, milestones, and deliverables for the project within the timeframe indicated above.
- Identification of the team that will execute the project, along with a description of each person's role. Bios and related summaries of experience and qualifications of proposed project team staff should be included in an Annex.
- Detailed budget that includes all direct and indirect cost estimates for executing the project.

Finalists will be notified by **October 18, 2019** and announcement of the selected candidate will be sent to all applicants. **Selected consultant must comply with United Nations Foundation and funder compliance requirements.**

## Questions about TOR

Questions should be sent by email to [china\\_cookstoves@cleancookingalliance.org](mailto:china_cookstoves@cleancookingalliance.org) prior to the submission deadline.

## About the Clean Cooking Alliance

The Clean Cooking Alliance works with a global network of partners to build an industry that makes clean cooking accessible to the 3 billion people who live each day without it. No one's life should be limited by how they cook. Yet, cooking over polluting open fires and inefficient stoves causes widespread health, climate, economic, and environmental impacts. Women and girls are disproportionately affected, spending hours cooking,

inhaling toxic smoke, and collecting fuels like wood and animal dung. The Clean Cooking Alliance is working to mitigate these far-reaching impacts by: driving consumer demand for cleaner-burning stoves and fuels; building a pipeline of investible businesses capable of answering this demand with affordable, high-quality, appropriate products; improving the policy environment to allow the sector to thrive; and increasing investment community participation and global engagement around clean cooking. In alignment with the Sustainable Development Goals, the Alliance is working to achieve universal access to clean cooking by 2030. Learn more about our work at [www.CleanCookingAlliance.org](http://www.CleanCookingAlliance.org).

## Annex 1: A Snapshot of Alliance China Pilot Projects 2015 – 2017

### Liaoning Province

- Time: April 2015 - April 2016
- Goals:
  - Promote market-based distribution of Kang stoves and pellets
  - Promote clean fuel – biomass pellets
  - Provide clean cooking solutions to at least 100 households
- Interventions:
  - Supported machinery improvement and productivity optimization of the pelletizing processes at an existing pellets factory in Jinzhou, Liaoning Province.
  - Launched a special marketing program: a household can get a free Kang (a heated sleeping platform powered by a stove) or heat pump if purchasing pellets (that will power the heat pump) and/or an improved stove.
- Results:
  - Improved productivity at local pellet factory.
  - Distributed improved stoves + pellets + heat pump to 100 households.

### Hebei Province

- Time: April 2015 - April 2016
- Goals:
  - Promote market-based distribution of improved biomass stoves and briquettes
  - Promote clean fuel – biomass pellets
  - Provide clean cooking solutions to at least 100 households
- Interventions:
  - Provided supplementary financial support for the establishment of a new briquette factory, with matched government grants.
  - Launched a feedstock for briquette exchange program: households can trade 1 ton of briquette with 2 tons of feedstock, if not purchasing.
  - Supported the R&D, production and distribution of a new stove product.
- Results:
  - Distributed improved stoves to 112 households.
  - Distributed 260 tons of briquettes.

### Henan Province

- Time: April 2015 - April 2016
- Goals:
  - Promote market-based distribution of modern stoves and pellets

- Promote clean fuel – biomass pellet
- Provide clean cooking solutions to at least 100 households
- Distribute 10 improved sterilizing stoves and 10 improved dryer stoves for the local mushroom planting industry.
- Interventions:
  - Mushroom planting is the major local economy and wood logs is widely needed for the planting. Wood logs are dumped as waste after mushroom harvest. Alliance project collect the wood logs as feedstock for a new pellet factory also supported by this project.
  - Launched innovative marketing programs: lottery program to create incentives and drive consumer demand, and village level awareness campaigns (clean cooking banners and informational sessions at market fair)
  - Supported to improve distribution network including expending the service team and retail network.
- Results:
  - Contributed to the establishment of a new pellet factory with 2000 tons annual capacity.
  - Distributed 10 improved sterilizing stoves and 10 dryer stoves for the local mushroom planting industry.
  - Distributed induction stove, LPG stove and installed biogas digester, solar heater in 500 households.
  - Distributed 2873 cleaner and more efficient stoves including 288 improved biomass stoves.
  - Built an 80 people service team and launched 50 retail stores.

## **Hubei Province**

- Time: April 2015 - April 2016
- Goals:
  - Promote market-based distribution of improved biomass stoves
  - Provide clean cooking solutions to at least 100 households
- Interventions:
  - Conducted field testing and performance monitoring before and during distributing the new stoves to compare with the baseline results.
  - Launched a lottery program to create incentives and drive consumer demand.
  - Supported distribution system improvement, including service team building and launch of a new retail store.
- Results:
  - Distributed improved stoves to 200 households.
  - Launched a new retail store.

## **Chongqing**

- Time: April 2015 - April 2016
- Goals:
  - Promote market-based distribution of improved biomass stoves
  - Provide clean cooking solutions to at least 100 households
- Interventions:
  - Conducted consumer study and based on which designed a new stove with a water heating technology feature.
  - Conducted field testing to compare the new stove performance with the baseline.
  - Launched a marketing program (advertising) to promote the new stove.
- Results:
  - Distributed improved stoves to 160 households.

## **Gansu Province**

- Time: April 2015 - April 2016
- Goals:
  - Promote market-based distribution of improved biomass stoves
  - Provide clean cooking solutions to at least 100 households
- Interventions:
  - Launched a stove trade-in program: consumers can trade old stoves for new.
  - Strengthened marketing and distribution capacity, including launching new retails and an e-commerce platform.
  - Organized 2 training workshops and multiple promotion events.
- Results:
  - Distributed cleaner and more efficient stoves to 100 households
  - Launched 5 new retail stores.
  - An online sales website is up and running.

## **Sichuan Province**

- Time: 2017
- Goals:
  - Promote distribution of a new stove technology – the biomass pellets gasifier stove
  - Provide clean cooking solutions in at least 100 households
- Interventions:
  - Supported R&D and distribution of a new gasifier technology that was designed by Tsinghua University.
- Results:
  - Distributed improved stoves to 200 households



## **Annex 2: Detailed Alliance China Pilot Projects Summary Report by Ministry of Agriculture and Rural Affairs of Government of China**

This classified 69 pages report will only be provided to the selected consultant.