



TERMS OF REFERENCE:

DESK STUDY ON POTENTIAL OF MOBILE TECHNOLOGY IN DRIVING DEMAND FOR CLEAN COOKSTOVES AND FUELS

The Global Alliance for Clean Cookstoves (Alliance) is seeking a consultant to conduct desk research on the viability of using mobile technology in driving demand for clean cookstoves and fuels, particularly around behavior change communication and marketing, facilitating product payments, monitoring, and after sales tracking. The consultant will compile an inventory of existing use of mobile technology in the clean cooking sector and develop case studies for more detailed analysis. The Alliance will use this research in designing its own market-enabling activities, and will also make the report available as an open source resource to its partners.

BACKGROUND

The use of open fires and traditional cookstoves and fuels by close to 500 million households globally is one of the world's most pressing health and environmental problems. According to the World Health Organization, household air pollution from cookstove smoke kills over 4 million people every year and sickens millions more.

The Alliance is a public-private partnership established in 2010 and dedicated to creating a thriving global market for cookstoves and fuels to save lives, improve livelihoods, empower women, and protect the environment. The sector's collective goal is to enable 100 million households to adopt cleaner and more efficient cookstoves and fuels by 2020. The Alliance includes 1,200+ partners including multinational corporations and small enterprises, international and national NGOs, donors, and governments – all committed to a market-based approach to developing the sector.

While significant progress has been made in laying the groundwork for a thriving global market for cleaner and more efficient cookstoves and fuels, many barriers remain, in particular on the demand side around awareness, availability and affordability of cleaner solutions. Addressing these barriers requires a range of multi-faceted, innovative approaches that mobile phones are well poised to facilitate, including communication about the negative impacts of using inefficient stoves and the availability and benefits of clean cooking solutions, reduced transaction costs for consumer financing, and cost effective customer support and follow up.

Given these opportunities and the already significant and increasing penetration of mobile phones among base of the pyramid households, many cookstove and fuel-related interventions have already incorporated mobile phones into their approaches. This offers an opportunity to take stock of the range of existing mobile phone usage, including examples of success and failure, and opportunities for scaling effective approaches.

The Alliance will use this research in designing its own activities, and will also make the report available as an open source resource to its partners.

ACTIVITY DESCRIPTION

The selected consultant will undertake the following activities:

1) **Create an inventory of existing use of mobile technology in the clean cooking sector.**

The inventory should summarize key objectives and scope of each project or initiative, how mobile technology is being used, actors involved, linkages to the private sector, and results and impact, where available. The inventory will be used to identify projects for further analysis.

2) **Develop detailed case studies on 5-7 projects/businesses**

The case studies should take a more in-depth look at 5-7 projects/businesses using mobile phones to increase purchase and consistent use of cookstoves and fuels. The case studies should describe the project/business model for integrating mobile, including partners/actors involved and their respective roles, responsibility, and associated costs. The case studies should examine key characteristics of success, and identify the risks and constraints to be overcome and opportunities and incentives necessary for setting up and maintaining successful models. The case study report should also include a list of general recommendations to undertake in supporting and scaling integration of mobile into cookstove and fuel interventions.

METHODOLOGIES

The study will consist of desk-based research of existing data and reports and other available literature on the use of mobile technologies in the clean cooking sector, as well as phone interviews and email communication with relevant sector organizations (development organizations, cookstove businesses, etc.).

TIMELINE

The time period to complete this study begins by February 2015 and ends no later than May 2015.

DELIVERABLES

The following deliverables are expected at the end of the research period, with the exception of the project work plan, which should be delivered within ten days of the start of the study. The consultant will be expected to have regular calls with the project manager throughout the project work period.

- Project work plan
- Interim report of inventory compiled to date, and recommendations for case studies
- Final report, including final inventory and case studies

APPLICATION INSTRUCTIONS:

Please submit cover letter and resume to Julie Ipe at proposals@cleancookstoves.org **no later than January 22, 2015**. Strong candidates will have:

- Practical and academic background in the subject matter: ideally both cookstoves and fuels and use of mobile for development
- Strong research skills; interviewing and research should be consistent among all case studies
- Excellent written English
- Strong analysis and presentation skills
- Consultants are encouraged to provide links to other publicly published research reports