



## **Request for Proposals – Clean Cooking Behavior Change Communication Fund FAQs**

*Last update: March 9, 2106*

### **What types of organizations are eligible for this funding?**

Any type of organization is eligible to apply, including for-profit companies, social enterprises, foundations, non-profits, universities, research institutes and faith-based institutions. The only restriction is that applicants must be registered as an Alliance partner. Registration is easy, and only requires you fill out a short form. Please follow the instructions on how to do so here: <http://cleancookstoves.org/partners/login.html>.

### **Can this funding be used in any country?**

No, due to donor restrictions, this funding can only be used for interventions in the following Alliance focus countries: Bangladesh, Ghana, Guatemala, Kenya, Nigeria, and Uganda.

### **Can this funding be used in multiple countries?**

The funding can be used in multiple countries (within those listed above), but given the size of the awards, we would prefer to seek maximum impact in one country per grant. We do not expect to fund interventions through this RFP in every country that is eligible.

### **Can multiple organizations submit one proposal together?**

Multiple organizations can indeed submit a proposal together; in fact, consortia are strongly encouraged. While this funding is not intended to support individual stove and fuel enterprises in marketing only their brands, partnerships among multiple enterprises and organizations with behavior change communication expertise are encouraged.

### **Why can't enterprises apply to this fund for marketing support?**

This fund is meant to support communication interventions that drive demand and adoption across the category of clean and efficient cooking technologies and so is therefore designed to support multiple enterprises and organizations. Interventions that promote a relatively broad sub-category would be considered, e.g. biomass stoves. We do understand that brand level promotion is also important in driving demand and so we will be issuing another set of RFPs to fund the marketing efforts of individual enterprises.

**When will the RFP for enterprise marketing support be available?**

The enterprise marketing support will be funded through multiple RFPs on a country by country basis. The country specific RFPs will be released starting in 2-3 countries in March 2016, with additional countries released later in 2016. The country restrictions apply here as well so these RFPs will only be released for the following 6 countries: Bangladesh, Ghana, Guatemala, Kenya, Nigeria, and Uganda. We will continue to fundraise for this support, however, with hopes of providing this type of funding to partners working in other countries. These grants do not replace our other mechanisms for supporting enterprises and organizations for product development, capacity development, etc.; that support will continue to be available (subject to funding).

**How many awards will you make through this RFP? What is the minimum and maximum amount of the awards?**

We expect to make 3 to 4 awards through this RFP. There is no set minimum, but we expect that no single award would exceed \$2 million.

**What is the top priority for this funding, achieving scaled impact or testing different BCC approaches?**

The priority is to increase the number of households adopting cleaner and more efficient cookstoves and fuels. Learning more about which BCC methods are most effective for driving change in the cooking context is also an important outcome of this work.

**How will these interventions be evaluated? Do applicants need to budget for monitoring and evaluation (M&E)?**

Evaluation at the behavioral level (i.e. purchase and correct and consistent use of the technologies by households) will be conducted by a third party selected by the Alliance and funded separately. The third party will work in consultation and coordination with grantees. However, applicants should budget for and expect to implement M&E activities at the intermediate outcome, output and activities levels. Applicants should fill out a results framework proposing indicators for measuring progress at these levels and outlining the methods (and budget) they will use to measure them. Please refer to the Results Framework Template included in the application instructions.

**What are the performance requirements for technologies promoted under these interventions?**

The Alliance remains technology neutral, but we are interested in delivering the maximum impact to households. Interventions that emphasize stoves and fuels that achieve laboratory testing above tier 2 for efficiency and/or emissions will be preferred over those that focus on

lower performing technologies. For more detail on standards and testing methods used to evaluate stove and fuel performance and how the Alliance defines “clean and efficient”, please see our website: <http://cleancookstoves.org/technology-and-fuels/>. Testing results for various technologies can be found in the Clean Cooking Catalog: <http://catalog.cleancookstoves.org/>

**Will preference be given to interventions that use proven BCC approaches from other sectors or is there room for trying new things?**

We are interested in leveraging what has been proven to work in other sectors, but there is certainly room for trying new things, in particular if there is evidence to support that these new methods may be successful. Applicants may include and budget for primary formative research and/or other methods for gathering insights to refine the methods they will use.

**What role is there for government in these interventions?**

Government collaboration is a critical piece of many successful BCC campaigns. While we cannot fund governments directly with this funding, their engagement in this work is encouraged.

**How will applications be evaluated?**

Applications will be evaluated by a panel that includes an external reference group and Alliance staff. The external reference group was formed by the Alliance to advise its overall BCC strategy, and includes a cross-section of experts in behavior change including researchers, donors, and implementers with experience in the cooking sector, as well as other sectors.

**When will final awards be announced?**

We expect to notify finalists by early April, with final selections made in early May.

**Can organizations apply as part of multiple proposals?**

Yes. We are looking for creative and interesting partnerships, particularly among organizations with BCC expertise and those with clean cooking sector expertise, and would encourage organizations to explore multiple opportunities if applicable. We would also emphasize that a key criteria for us in the evaluation will be demonstrated capacity to manage large scale BCC interventions, and so would encourage organizations who are newer to this type of work to consider partnerships with more experienced organizations.

**Will these campaigns be followed by brand specific campaigns?**

Brand specific marketing is already taking place in the focus countries where the interventions will take place. We envision that this brand level marketing will continue to grow alongside the category building BCC interventions.

**Will the Alliance assist in facilitating contact with cookstove/fuel suppliers in country? In the case where multiple suppliers exist, will the Alliance assist in facilitating those that are best suited to meet increased demand?**

The Alliance is technology and fuel neutral and is therefore not in a position to recommend that applicants work with particular suppliers in a given country. That said, we will give preference to interventions that place emphasis on stoves and fuels that achieve laboratory testing *above* tier 2 for efficiency and/or emissions. The ability to reach scale will also be an important criteria in our proposal evaluations, so we would encourage applicants to review available information on the status of the clean cookstove and fuel markets in our focus countries. Below are resources that provide more information on stove and fuel performance and markets:

Partner Directory: <http://cleancookstoves.org/partners/>

Clean Cooking Catalog: <http://catalog.cleancookstoves.org/>

Market Assessments, Consumer Research, and Country Action Plans:

<http://cleancookstoves.org/resources/>

Results Report: <http://cleancookstoves.org/research-and-evaluation/measuring-progress/>

**Is it possible to have funds from the grant for the purchase of cookstoves or to fund as seed money to create small community enterprises to produce and market locally cookstoves?**

While we recognize that ensuring supply is critical, and that in some cases this supply would need to be produced locally, interventions supported through this fund will be focused on communication and so we would **not** fund efforts to develop local enterprise production and/or train local entrepreneurs. We would also not fund the purchase of cookstoves and fuels for bulk give aways. However, we would fund limited quantities of stoves and fuels to be used in demonstrations by outreach workers, at promotional events, etc.

**If working with various partners (as a Consortium) is it mandatory to have a Prime organization that will present and receive the grant?**

Yes. Each of the 3-4 awards we'll make will be granted to a prime organizations who will then need to subcontract to other organizations in the consortium.

**Do all members of the consortium need to be registered as partners of the Alliance?**

No. Only the prime organization needs to be registered as a partner of the Alliance.

**Can employees of the organization receiving the award be seconded to a government?**

We cannot fund governments directly, but grantees under these awards could second employees to a government. Training and capacity building of governments would also be acceptable.

**What is the policy for overhead/indirect costs/profit?**

Overhead/indirect costs are capped at 13% of direct costs. See budget template for more detail on direct cost categories. Given the nature of the interventions and the fact that these awards will be in the form of grants, we are not anticipating grantees will realize a *direct* profit from the award funds.

**Are there funding guidelines from DFID that you can reference?**

All of the funding restrictions that apply have been expressed in the RFP and FAQs.

**What is included in direct costs?**

See budget template for more detail on direct cost categories.

**Is it required to form a consortium to apply for these funds? If so, could a consortium comprise of both CSOs/NGOs and cookstove and fuel producers/distributors?**

It is not mandatory that applicants form a consortium. Consortia can be comprised of all of the types of organizations listed above, including NGOs and stove and fuel enterprises. However, if stove and fuel enterprises form part of the consortium, the proposal should clearly outline how the intervention will build demand across the category (or sub-category) of clean and efficient stoves rather than just the enterprise brand (s).

**Is it ok to budget a portion of funding to assist in supplying demand?**

This fund is focused on communication and cannot be used to purchase stoves and fuels in bulk for giving away and/or directly support supply side interventions.

**What costs do you anticipate for formative research and M&E that would not fall under the other budget categories?**

We anticipate that formative research and M&E costs could include contracting out to a research firm for research/M&E design and implementation of surveys and other data collection (if this capacity is not present within the consortium). We would expect to see detail on how you plan to approach the formative research (gathering insights about consumers, context, etc.) and M&E in the proposal narrative.

**Does the Alliance have any goals for scale? Would this be state, regional or national level? Could a robust state level campaign be adequate to demonstrate success and allow for campaigning for national scale up?**

The appropriate “level” for the interventions will be somewhat dependent on context (e.g. targeting 2 states in Nigeria could exceed the entire population of Guatemala). In addition, given the limited amount of BCC conducted and evaluated in the clean cooking sector to date, we don’t have a lot of previous work to benchmark against. That said, we do not anticipate that these interventions would take place at a national scale, so state or regional level campaigns would be acceptable. And an important goal for this fund is that the interventions that are funded contribute to making the case for increased funding and scale up of BCC in the sector, which could include national level campaigns.

**Would a proposal focused on one fuel only be acceptable?**

Yes, interventions that promote sub-categories within the overall cookstove and fuel category are acceptable; a fuel type would be considered a sub-category.

**Can you share how many LOIs have been received?**

No, we will not be sharing that info.

**Will the proposal evaluation panel include experts from both the non-profit and for-profit sectors?**

Yes, our reference group members have a diverse set of backgrounds with experience in both the non-profit and for-profit sectors.

**Will commercial and institutional consumers of energy be included as targets of these interventions?**

Households will be the direct targets of the interventions funded under this RFP; if communication reaches commercial and institutional consumers, that’s great, but they will not be the direct targets.

**What is the budget range and timeline for the enterprise marketing support? Will the enterprise marketing activities need to be linked to the BCC interventions?**

We anticipate making awards to approximately 5 enterprises for each country that is eligible (see above list). RFPs for these awards will be released on a rolling basis starting in March 2016. The budget range is up to \$25,000 per award. There are no set expectations that the BCC interventions and enterprise support are linked; however, once we identify where the BCC interventions will take place, this will be considered when making the enterprise awards.

### **When will you select the third party evaluator?**

We will release the tender for the third party evaluator in March, and anticipate the selected firm will lead the work on collecting baseline data in advance of the launch of the actual intervention activities. The data that we'll collect during the pre-intervention or baseline phase will be dependent on the nature of the interventions and so we would expect that grantees and the external firm will work together to determine the evaluation plans. This means that the baseline work will likely start after grant agreements have been signed, as the formative research and finalization of the implementation plans takes place.

### **Can the proposed M&E indicators be indicative in the proposal?**

The M&E indicators for each grant will be subject to the final activities and strategy approved, so we do anticipate there will be refinements between the proposal and implementation phases, particularly after the formative research is conducted. That said, we expect that organizations should already have a strong sense of their theory of change and the context of the market they are proposing to work in when they submit their proposal.

### **How will you measure and define correct and consistent use, particularly given that it varies by stove/fuel? Will SUMs monitors be used?**

As outlined above, evaluation at the behavioral level (i.e. purchase and correct and consistent use of the technologies by households) will be conducted by a third party selected by the Alliance and funded separately. The third party will work in consultation and coordination with grantees. We may use SUMs at this level, but as of now we have not confirmed we will, and are envisioning we'll rely more on self-reported data from surveys at the household level to measure changes in behavior.

However, although that level of evaluation would be managed by an outside evaluator (and funded separately), applicants should budget for and expect to implement M&E activities at the intermediate outcome, output and activities levels. Applicants should fill out a results framework proposing indicators for measuring progress at these levels and outlining the methods (and budget) they will use to measure them. Please refer to the Results Framework Template included in the application instructions.

### **Will grantees be compared to each other?**

We're planning to work with a single firm to lead the evaluation across all of the interventions, and so would anticipate that the indicators we develop will be somewhat harmonized across them, but we are not planning to make formal comparisons. We anticipate that the context for each intervention and the technologies being promoted would be different, making comparisons difficult. However, given our emphasis on learning and knowledge sharing in our approach, we will be bringing the grantees together to discuss their experiences so they can

learn from each other and will encourage grantees to be open about what's working/not working.

**Is it ok to use a portion of the funding to supply access to financing households for the purchase of stoves/fuels? Can a portion of the funds be used to purchase stoves/fuels for demonstrations?**

The focus of this fund is on communication so we would not fund consumer finance support under these grants. Purchase of stoves for demonstrations would be acceptable.

**Do you have a specific definition for an improved cookstove?**

For more information on how the Alliance defines “clean and efficient” cookstoves and fuels, please see our website: <http://cleancookstoves.org/technology-and-fuels/>. As outlined in the RFP, interventions that emphasize stoves and fuels that achieve laboratory testing above tier 2 for efficiency and/or emissions will be preferred over those that focus on lower performing technologies.

**Will organizations who submitted an LOI receive preferential treatment over those who did not?**

There was no requirement to submit an LOI and there will be no preferential treatment for those who did. We do very much appreciate those who did send one – it is very useful for us to have for planning purposes.

**Which budget line covers activities like street theater, courtyard meetings, etc.?**

We envision those would be included under the “Communications - Other (e.g., outreach, interpersonal communication)” category outlined in the budget guidance provided in the RFP.

**Where can I find the budget template?**

It's not required to use a specific Excel template for the budget, but we request that you present your budget using the categories listed in page 9 of the RFP (with itemized details included as appropriate).

**Do applicants need to budget for a financial audit?**

No, you do not.

**Will you be evaluating proposals on whether supply in a given market would be able to respond to increased demand from the BCC activities?**



We do think it will be important to see the supply side addressed in the narrative proposals, including why the applicant believes supply will be able to respond, either because of your knowledge of existing capacity, or confirmation from new producers/suppliers that they are interested in entering a given market. However, we will not be doing a formal scoping of supply in each geographic area proposed.

**Would it be possible for the fund to cover work related to strengthening national policies regarding the use of firewood, intended to build a regulatory framework?**

The focus of the fund is on communication, primarily with households. Some of the communication funded by these awards may take place with opinion leaders and policy makers, but we would not fund an intervention where this is the primary focus.

**Is it mandatory to submit an LOI? Can I still submit an application if I have not submitted an LOI?**

It was not mandatory to submit an LOI. Organizations are still eligible to submit an application even if they did not submit an LOI.

**What are the requirements for the letters of commitment, specifically:**

- **To whom should it be addressed?**
- **What information should it contain?**
- **Do you expect one letter signed by all the partners, or individual letters from each of the partners?**

There is no mandatory format for the letters of commitment. Generally these types of letters would be addressed to the lead organization submitting the application, and state that the organization or individual is committed and available to support the consortia in the role outlined in the proposal, if the award is made. If there are multiple organizations applying as part of the consortia, they can provide individual letters, or you can provide one letter signed by all supporting organizations.

**Can letters of commitment be submitted for organizations that would be involved in the intervention (e.g. stove suppliers), but who would not receive direct funding as a sub-grantee?**

Yes. We are happy to review letters of commitment from any organization that has committed to being part of a proposed intervention, whether directly funded or not.

**Can for-profit companies apply to the fund? Do they need to implement the project on a cost basis or can they build profit into their fees?**

There is not an explicit requirement that the projects be implemented on a cost-basis.

**Is there any flexibility in the funding mechanism for the awards?**

We do not have flexibility on the mechanism; the funds will have to be awarded under a grant agreement.

**I'm a manufacturer of stoves and am interested in taking part in a consortium, can you suggest one I could join?**

We cannot make any recommendations on a specific consortium to join. We would suggest you contact the local alliance in the countries you are interested in to get more information on partners and BCC organizations active in the country. You can find contact information for the local alliances here:

<http://cleancookstoves.org/country-profiles/alliances.html>

**I still have questions. How can I get answers?**

Please email any additional questions to [proposals@cleancookstoves.org](mailto:proposals@cleancookstoves.org). We will continue to post answers to questions by updating this FAQ document.