



## DRAFT

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

*Expected release date: February 1, 2016*

*Anticipated deadline for proposals: March 15, 2016*

The Global Alliance for Clean Cookstoves (Alliance) is accepting proposals for the design and implementation of behavior change communication (BCC) interventions to accelerate market growth and drive adoption of clean and efficient cookstoves and fuels in households. Proposed interventions should be designed to help build the clean and efficient cookstoves and fuels category by increasing purchase and consistent use. (The Alliance will issue a separate request for proposals to support enterprises in promoting specific brands of cookstoves and fuels.)

The Alliance expects to make several grants under this fund – awarding in total up to \$4.5 million. We expect that grants will be signed in May 2016 and will be 24 months in duration. No single grantee will receive more than \$2 million in funding.

All Alliance partners are eligible to apply, however implementation is limited to the following Alliance focus countries: Bangladesh, Ghana, Guatemala, Kenya, Nigeria, and Uganda.

Applicants who are not currently Alliance partners must be registered prior to submitting their application. Please follow the instructions on how to do so here:

<http://cleancookstoves.org/partners/login.html>

### **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. In consultation with partners, the Alliance has selected eight focus countries for its work: Bangladesh, China, Ghana, Guatemala, India, Kenya, Nigeria, and Uganda. (Due to our donor's restrictions, funding under this RFP may not be used in China or India.)

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 the time for more productive work, retain more household income for food, medicine, and school fees, and spend more time caring for their families.

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; and capacity-building of local institutions. Our objective in this program area is to ensure that appropriate, evidence-based communications achieve greater scale and effectiveness to complement supply-side interventions.

### **Behavior Change Communication in the Clean Cooking Sector**

Behavior change communication (BCC) targeted to consumers and decision-makers in the household can address many of the barriers to adoption (purchase and consistent correct use). These barriers may include low perception of the risks of traditional cooking, low awareness of other options, cultural beliefs around traditional cooking, prevailing gender norms, low self-efficacy in switching to new technology, concerns about the durability of better options, lack of social support for switching to something new, gender dynamics related to large household purchases, etc. The behavior change challenge is compounded by the need to reduce stove "stacking" – mixing the use of old and new technologies in the same household. Consumers who add a cleaner stove to their household mix must substantially reduce the use of any remaining traditional stoves to fully realize health benefits. Thus, in addition to purchasing the product, households must be motivated to make the shift away from a way of cooking that their families and communities have used for generations.

BCC that builds on an evidence base around the factors that influence consumers' purchase and consistent use will enhance the effectiveness of interventions. However, designing and implementing successful BCC interventions in the sector has been challenging. The sector has

historically devoted more resources to optimizing stove design for improved combustion and efficiency, although there is a growing emphasis on human-centered design – designing hardware that meets consumer cooking needs and preferences. The financial resources directed toward the behavioral challenges in the cookstove sector, while growing, are still relatively small compared to the resources devoted to other sectors such as HIV and family planning. As a result, interventions have been limited in scope and scale.

In addition, many of the interventions in the clean cooking sector have been implemented by institutions and businesses with greater experience in technology development and stove production than in behavior change or marketing to base of the pyramid consumers. Few of the frameworks and models that have added depth to behavior change programs in other sectors have emerged in the clean cooking sector, limiting the potential to design and implement multilevel behavior change interventions that address dynamics at the individual, household, community, and societal level. Clean cooking behavioral interventions have not benefited as much as they could from lessons in other sectors, and have not been rigorously evaluated or had results published. While there has been some coordination around research on behavior change and adoption, efforts have been limited mostly to the research community and a small group of implementers, with lessons learned not widely disseminated.

These challenges are documented in two reviews supported by DFID: “Factors influencing the large scale uptake by households of cleaner and more efficient household energy technologies” (2013) and “The use of behavior change techniques in clean cooking interventions to achieve health, economic, and environmental impact” (2014). The Alliance’s research publications (all available on [cleancookstoves.org](http://cleancookstoves.org)) also provide insights about behavior change challenges.

### **Fund Objectives**

The Clean Cooking BCC Fund is intended to support innovative approaches that will contribute to a more systematic, coordinated and inclusive effort to increase consumer demand for clean and efficient cookstoves at scale – moving large numbers of households from their current cooking practices to cleaner and more efficient practices, and creating a culture in which households aspire to move up the energy ladder as far as they can over a period of time.

We are looking to fund organizations or consortia who can design and implement strategies that will drive increased purchase and consistent use, while advancing the state of the art for BCC in the sector. Interventions must integrate with other market development efforts, demonstrate scale and potential for replicability, and add to the evidence base. Ideally, the portfolio of Alliance BCC grants would lead to creative, impactful partnerships among organizations with behavior change expertise, cookstoves and fuels enterprises, governments, and civil society organizations – those with experience in the sector as well as those bringing a new perspective to the sector.

While we are emphasizing driving demand and adoption through communication in this request for proposals, we recognize that ensuring an adequate response on the supply side is essential.

Applicants should design interventions that are complementary to existing supply-side activities, demonstrating a likelihood that supply will respond to increased consumer pull in the target geographic areas.

While interventions should seek to build the entire cookstove and fuels category – or subcategories within that – we will also consider creative partnerships between institutions with behavior change expertise and one or more producers, provided those partnerships demonstrate that the category will benefit (and not just one enterprise or brand). We welcome interventions that include BCC directed toward “small doable actions” – behaviors that mitigate the effects of harmful emissions by changing where, when, how, and by whom cooking takes place in the household.

We are also interested in interventions that integrate with (or embed cookstove interventions into) behavior change and market development programs in other sectors, leveraging the expertise and reach of those programs. This may include integration with health, nutrition, agriculture, education, women’s empowerment and humanitarian programs, among others.

Learning from successes and failures is important to the Alliance. Funded projects must be designed, implemented, and monitored in a way that facilitates learning, and implementing organizations must be open to sharing successes and failures.

### **Project Evaluation**

The Alliance will fund a third party to evaluate project results at the behavioral level in consultation and coordination with the implementing organizations. We do not expect to evaluate all projects for their social impacts (e.g., health, environment, etc.). Applicants will be responsible for and should budget for monitoring at the activity, output, and intermediate results levels. Please refer to the attached Results Framework template for more information.

### **Application Criteria**

*Alliance Partnership:* The applicant organization must be a registered partner of the Alliance. For consortia, all members must be partners. Applicants who are not currently Alliance partners must be registered prior to submitting their application. Please follow the instructions on how to do so here: <http://community.cleancookstoves.org/become-a-partner>. It is not necessary to have experience in the cookstove and fuels sector to become a partner.

*Organizational Type/Legal Structure:* Organizations can include, but are not limited to, for-profit companies, social enterprises, foundations, non-profits, universities, research institutes, faith-based institutions, etc.

*Focus Geographies:* Due to restrictions flowing from the Alliance’s funding source (DFID), implementation is limited to one or more of the following countries: Bangladesh, Ghana, Guatemala, Kenya, Nigeria, and Uganda.

*Technologies:* The Alliance is technology neutral, but we are interested in cookstoves and fuels that maximize benefits to households. To that end, we have a strong preference for interventions that build consumer pull for and increase correct and consistent use of technologies that achieve higher tiers in laboratory testing.

### **Format for Proposals**

Proposals must be 12 pages or less (not including cover page, budget and annexes) in single-spaced, 12-point font, and should use clear and concise language that will enable the reviewers to easily understand the approach and ability to complete the work as described. Applications must include the following:

Cover page	Organization name, address and contact information; Project title and focus geography
Exec Summary	Brief summary of the intervention, rationale, and objectives (up to 1 page)
Section A.	Brief background about your organization and relevant experience for the application (1-2 pages)
Section B.	Project plan, including rationale for the proposed intervention, key objectives, how and where the intervention will be implemented (mode of delivery and geographic area), expected intensity and duration, technologies and/or behaviors being promoted, and prospects for replication and scaling (7-9 pages)
Section C.	Monitoring plan (up to 1 page)
Section D.	Management plan including information on key personnel and roles of partners where applicable (up to 1 page)
Annex 1	Illustrative budget (a one-page template will be provided)
Annex 2	Project results framework using the attached template

Proposals should:

- Present a clear “theory of change”, i.e., a clear description of how the applicant envisions their BCC approach will lead to behavior change, and how behavior change theory or best practice from clean cooking or other sectors supports this
- Have clear objectives described in terms of changes in behavior as well as the activities, outputs, and intermediate outcomes required to achieve the desired changes in behavior
- Demonstrate a thorough understanding of the context and challenges to justify the design of the proposed intervention

- Describe how the applicant will develop insight about target audiences to inform the BCC approach (the applicant may include and budget for primary formative research and/or other methods for gathering insights)
- Explain how supply-side issues will be addressed through complementarity with existing cookstove and fuel activities in the proposed geographic area
- Demonstrate how the approach will address prevailing gender norms that act as barriers or facilitators to improved behaviors and what the applicant will do to limit negative consequences that may be tied to gender i.e. reinforcing negative norms, inequality, etc.
- Describe how the applicant will monitor results described in the Results Framework
- Demonstrate creativity in how the applicant will capture emerging learning and document their evidence in a form that can be shared across the Alliance and with other sectors (applicants do not need to budget for production and dissemination of knowledge sharing products)
- Demonstrate potential for replication and scaling
- Address how progress would be sustained after the end of project funding
- Describe the applicant's track record of success in large-scale marketing and/or BCC programs
- Demonstrate the applicant's track record in the proposed geographic area, as well as a track record for collaboration, sharing lessons, and managing grants

Where consortia are applying, letters of commitment should be provided.

### **Proposal Evaluation Process**

The Alliance will make final funding decisions. Responses will be reviewed by an external review panel, which will make recommendations to the Alliance. Submissions will be screened internally to flag non-responsive or non-competitive applications. The Alliance will develop a standardized review template to facilitate direct comparisons among proposals during the evaluation process.

### **Grant Agreement**

The Alliance is an initiative of the United Nations Foundation, a U.S. based 501 (c) (3) non-profit organization. Agreements will be made between the Grantee and the United Nations Foundation. Funds will be disbursed in tranches based on the achievement of milestones outlined in the application and amended in the grant negotiation process.

### **Reporting Requirements**

Grant recipients will be required to submit quarterly reports on activities and progress including quarterly financial/budget statements. The Alliance will provide a general reporting template required of all recipients. Furthermore, the Alliance, on behalf of the United Nations Foundation will monitor and conduct assessments of operations under the grant, which may

include a visit from Alliance personnel or designee to observe projects and programs and to review financial and other records and materials connected with activities supported by the grant. In addition the Alliance requires a final report within 60 days from the end of the funding term that describes in narrative fashion what was achieved with the funds, a line item comparison of budgeted versus actual expenses as they relate specifically to the grant, a statement certifying that all funds were expended for the purposes of the grant and an explanation of any variance from the proposal budget submitted with the original proposal.

The Clean Cooking BCC fund is supported by DFID. All applicants should identify any potential conflicts of interest arising from the Alliance’s source of funding.

**Results Framework**

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