



## Request for Proposals

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### Enterprise Marketing Fund (EMF) – Kenya Round 1

Date of Issue: April 21, 2016

**Closing Date and Time for Applications:  
May 19, 11:59 pm (EAT)**

**Applications must be emailed to  
[proposals@cleancookstoves.org](mailto:proposals@cleancookstoves.org)**

## OVERVIEW

The Global Alliance for Clean Cookstoves (Alliance) and the Clean Cookstoves Association of Kenya (CCAK) are accepting proposals from enterprises working in the cookstoves and fuels value chain to support consumer-facing communications aimed at increasing purchase and use of clean and efficient cookstoves and fuels in Kenyan households.

Funding awarded under the enterprise marketing fund (EMF) is intended to enable individual enterprises to support promotion of their brands and products. (The Alliance issued a separate call for proposals to support behavior change communication interventions intended to promote the clean cooking category more broadly.)

The Alliance expects to make multiple grants in this round. No individual grant will exceed \$25,000. Enterprises with 2015 annual revenue greater than \$250,000 will be required to contribute 25% in matching marketing funds. All other enterprises will be required to contribute 10% in matching marketing funds.

Grantees will have six months from the disbursement of the grant to complete their activities. Only businesses legally operating in Kenya, who are selling cookstoves and/or fuels and are Alliance partners and CCAK members are eligible to apply.

## 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 cleaner and more 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 1,500 partners from all sectors supporting and acting within the sector.

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. Communications 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.

The Alliance secretariat has developed a number of grant mechanisms (e.g., SPARK, PIF, etc.) to support the scale up of enterprises in the clean cookstoves and fuels sector. Growth initiatives focus on positioning the enterprise for long-term growth and can include support in the areas of technology development, building manufacturing capacity, strengthening enterprise systems, marketing and branding, expanding distribution channels, etc. The EMF is intended to complement these grant mechanisms.

## PROGRAM OBJECTIVES: WHAT WE ARE LOOKING FOR

The EMF is intended to drive demand by supporting enterprises in reaching more consumers with marketing communication. This fits within the Alliance's efforts to contribute to a more systematic, coordinated and inclusive effort to use communication to increase consumer demand for cleaner and more efficient cookstoves at scale – moving large numbers of households from their current cooking practices to cleaner and more efficient practices.

While we recognize that effective marketing strategies involve considerations and activities beyond communication, the primary focus of the EMF will be on testing marketing messages and channels to promote brands and products. Applicants should, however, demonstrate how EMF activities fit into the applicant's overall marketing strategy, including how they address affordability and accessibility of their products. Marketing activities beyond communication may be eligible for funding under the EMF, although communication with potential customers should be the primary focus.

Under the EMF, we are looking for proposals that have a well-justified approach to audience and channel selection; demonstrate insight about what will drive target audience decisions about purchase and use; have a strong approach to addressing gender issues, and set realistic objectives for numbers of people reached and the impact of exposure to communications efforts.

EMF funds may support the use of one or many communications channels, including but not limited to TV, radio, outdoor, mobile, print, interpersonal communications, market days, roadshows, and other events. Funds may be used to draw on expertise of creative agencies and/or partnership with organizations or enterprises with existing platforms for reaching consumers. Funds may also be used to scale up the dissemination of an enterprise's existing marketing materials.

The Alliance understands that not all marketing efforts will be immediately successful and encourages applicants to experiment with new messages and channels, with a view to learning and adapting. Documenting the lessons learned is a priority for the Alliance so applicants must provide a plan for how they will track and assess the reach and relative effectiveness of the marketing activities funded through the EMF.

Lastly, applicants must demonstrate that they will be able to meet additional consumer demand (on the supply side) generated by communication and marketing activities.

## APPLICANT ORGANIZATION CRITERIA

*Alliance and CCAK Partnership:* The applicant must be a registered partner of the Alliance and CCAK. 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>.

*Organizational Type/Legal Structure:* Applicants must be registered enterprises already selling stoves and/or fuels as part of their business in Kenya. Enterprises may submit joint applications if they can demonstrate the value add in this approach.

*Technologies supported:* 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 technologies that achieve higher tiers in laboratory testing. Applicants for this fund must focus on cookstoves and fuels with demonstrated performance that is IWA Tier 2 or higher for efficiency OR Tier 2 or higher for indoor emissions. Preference will be given to technologies that can meet both criteria, i.e. Tier 2 for efficiency AND Tier 2 for indoor emissions.

## GRANT TERMS

Under this competition, the EMF will award grants of up to US\$25,000 to selected organizations. Selected projects should complete activities within 6 months from the disbursement of the grant and meet agreed to objectives and performance milestones. Regular reporting on activities and milestones will be required throughout project execution, in addition to a final results report after the end of the project. Recipients are also required to submit the Alliance's annual Results Reporting Survey.

## APPLICATION PROCESS & DEADLINES

The application process will be open from April 21 to May 19, 2016. **Applications must be emailed to [proposals@cleancookstoves.org](mailto:proposals@cleancookstoves.org) not later than May 19, 2016 at 11:59 PM EAT.**

Applicants will be asked to submit the following:

- 1) Proposal narrative and budget; please follow the guidelines below for the narrative and budget.
- 2) Proof of legal incorporation
- 3) Results of third-party testing (following the Alliance's Grant Applicants Test Results Reporting Guidelines & Requirements<sup>1</sup>). Results of internal testing should be shared using this [template](#).
- 4) C.V.s of key team members. Note that as part of the award agreement, the Alliance may request that all key team members remain on staff for the duration of the project.

Applicants are asked to only submit the documents indicated in the list above and to closely follow the provided guidelines, including length restrictions. Only one proposal per organization can be submitted.

The Alliance reserves the right to reject applications that are incomplete or that do not follow the requirements and guidelines in this RFP.

## PROPOSAL NARRATIVE & BUDGET INSTRUCTIONS

The proposal narrative must be 12 pages or less (not including the cover page and budget) in single-spaced, 12-point font and include the following:

- I. **Cover page:** Organization name, address and contact information; Project title and focus regions within Kenya
- II. **Executive Summary:** Provide a brief summary of the proposed marketing activities and why you think these activities will help drive demand for your products (up to 1 page)
- III. **Organizational Background:** Briefly describe your business model, current manufacturing/distribution capacity, and key achievements to date. Please also provide your annual revenue amount in 2015 (up to 1 page)

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<sup>1</sup> [http://cleancookstoves.org/resources\\_files/grant-applicant-test-results-reporting-guidelines.pdf](http://cleancookstoves.org/resources_files/grant-applicant-test-results-reporting-guidelines.pdf)

IV. **Current marketing strategy:** Describe your target customers and your approach in line with the categories and questions below (specify how your approach differs by customer segment if applicable) (up to 4 pages)

- Target Market & Customers: What is your current target market? Describe the different customer segments and corresponding market sizes. Be as specific as possible and outline key insights about your target customers gathered from your own market research if possible. *Note: General copy and pasted economic/demographic information does not demonstrate market knowledge.*
- Product: Describe the products you currently offer. Include pictures/graphics. What are the features, functions and benefits of the offered products for customers and end users?
- Price: What is your pricing strategy (e.g. financing plans, product bundling)? How does it compare to your competition? How does it allow for product affordability and business profitability?
- Place: How do you make your products available to customers? What are the main sales and distribution channels and/or partners that your business uses?
- Promotion: What is the core value proposition of your brand? What are you known for and how are your products/services positioned and differentiated in the market? How do you currently promote your brand and your product, i.e. what messaging and channels do you use?

V. **Proposed marketing activities under the EMF:** Describe how you would use funds provided through the EMF to address a current marketing challenge (particularly promotional/communications related) you are facing, e.g. not enough resources to expand existing efforts, need to revamp existing materials, etc. (up to 4 pages)

- If applying for funding to scale up existing promotional activities, please specify which channels from your marketing plan you would like to expand and why, and which promotional messages/visual materials you would use.
- If applying for funding to test a new activity or technique, please describe the activity in detail, and rationale for testing it, i.e. what evidence do you have to suggest it will help drive demand for your products. Also outline any support you would need in developing creative for this new activity, partnerships you would need to establish, etc.

- VI. **Management plan:** Provide background on key personnel who will be involved in the proposed activity and roles of partners where applicable (up to 1 page)
- VII. **Monitoring plan:** Describe how you will track and assess the reach and relative effectiveness of the marketing activities funded through the EMF (up to 1 page)
- VIII. **Budget:**

Budget should be submitted in USD and should clearly outline total costs for each of the categories listed below, with itemized details included as appropriate. Applicants should also include a brief (no more than 1 page) budget narrative outlining how costs were estimated and why they are necessary to meet the objectives of the project.

- Salaries
- Travel
- Communications
  - Creative Development/Production (e.g., of print, radio, TV, etc.)
  - Placement (e.g., of print, radio, TV, etc.)
  - Other (e.g., outreach, interpersonal communication)
- Monitoring
- Other Costs

## EVALUATION PROCESS

Final funding decisions will be made by the Alliance.

Responses will be reviewed by a committee comprised of representatives from the Alliance and the CCAK secretariat.

Submissions will be screened internally to flag non-responsive or non-competitive applications. The Alliance will develop a standardized response template to facilitate direct comparisons among proposals during the evaluation process.

### Other requirements

In some cases, the Alliance and CCAK may request modifications in project scope, scale, and/or budget to ensure maximum responsiveness to the sector's needs.

All materials development and dissemination funded under the EMF must be reviewed by the Alliance before dissemination to ensure adherence to minimum standards for accuracy. Applicants must also show a commitment to report during the entire implementation period and beyond to measure the impacts of the marketing campaign.

## CONTRACTING INFORMATION

### Grant Agreement

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 grants process.

### Reporting Requirements

Recipients under this call for proposals will be required to submit regular reports on activities and progress. The Alliance will provide a reporting template. All recipients under the EMF will also be required to complete the Alliance's annual Results Reporting questionnaire.

### Communication of Results

The Alliance is committed to ensuring that results achieved by grantees will inform the sector, as well as advance the adoption of cleaner, more efficient cooking technologies. The Alliance will work with funded projects to ensure that progress and results are widely disseminated, and profiled at technical meetings as relevant. Materials, reports, and results of grants may be available for dissemination to the public, i.e. through the Alliance website, newsletters, and webinars. The Alliance has the right to ensure that project results are made publicly available in a timely and transparent process, while ensuring intellectual property rights of grantees, as well as subject and manufacturer confidentiality as required.