



Terms of Reference

Consumer Awareness and Comprehension Market Research of Prospective Cookstoves Labeling Program in Ghana

1.0 Background

More than three billion people in low and middle income countries rely primarily on polluting fuels and technologies for cooking which creates health risks associated to household air pollution (HAC), especially for women and children, and produces emissions that contribute to global climate change. ¹

The government of Ghana seeks to transition households to cleaner, safer, and more efficient biomass cookstoves and fuels by developing and implementing performance standards and labels (S&L) for cookstoves. In well-designed S&L programs, standards transform markets by removing low-performing products, while labels empower consumers to make informed choices about the products they buy. Standards, developed by national and international bodies, provide comparable and transparent guidelines for product performance and product testing. Labels are affixed to manufactured products and describe a product's performance (usually in the form of energy usage, efficiency, or emissions) to provide consumers with the information necessary for making informed purchases. Cookstove labels will allow consumers to select cleaner, safer, and more efficient models. Labels also provide a common performance benchmark that makes it easier for governments to offer consumers incentives to buy cleaner, safer, more efficient products. **The effectiveness of energy labels is highly dependent on the consumer understanding of the labels.**

Ghana operates a highly successful mandatory S&L program for domestic refrigerators, air conditioners, and compact fluorescent lamps (CFLs), which is led by the Ghana Energy Commissions (EC) in partnership with the Ghana Standards Authority (GSA). The Ghana Electrical Appliance Labelling and Standards Programme (GEALSP) mandates that all domestic refrigerators, air conditioners, and CFLs sold within Ghana must meet a minimum energy performance standard and be marked with a Ghana energy efficiency label.

While some Ghanaian consumers are already familiar with energy labels on refrigerators, ACs and CFLs, cookstoves are used by a much broader population,

¹ World Health Organization. Burning Opportunity: Clean Household Energy for Health, Sustainable Development, and Wellbeing of Women and Children. 2016

including rural communities, which may not be familiar with product labels. Consumers' lack of familiarity or misunderstanding of labels could lessen a label's positive impacts and potentially undermine product labeling or the cookstoves market more broadly. Even those familiar with labels could struggle to interpret cookstove labels, which will require multiple product characteristics, including: emissions, which conveys overall health and environmental impacts, and efficiency, which conveys fuel savings and environmental impacts.

The Ghana Energy Commission has partnered with the Global Alliance for Clean Cookstoves (Alliance) and CLASP in the development and implementation of a national cookstoves S&L program. The Alliance is a public-private partnership hosted by the UN Foundation to save lives, improve livelihoods, empower women, and protect the environment by creating a thriving global market for clean and efficient household cooking solutions. CLASP is a non-governmental organization (NGO) that improves the environmental and energy performance of daily-use appliances and related systems.

The Alliance is releasing this Term of Reference to request proposals for a consumer, awareness and comprehension research effort as part of the larger EC, Alliance, and CLASP initiative to develop and implement a national S&L program for cookstoves in Ghana.

2.0 Objective of Market Research

The primary objectives of this market research are:

- *Objective 1: Test the level of consumer comprehension of the EC's draft cookstove labels and investigate the effectiveness of various label elements (e.g. color scheme, star, text, font, etc.).*

The Energy Commission has proposed a draft cookstove star label, and a draft voluntary endorsement label, as shown in Annex 1. The purpose of the star label is to provide consumers with necessary information, particularly thermal efficiency and emissions, so that they can make informed decisions when purchasing cookstoves. Additional variations on these labels will be developed and studied for this project.

Objective 1 will test how consumer interpret labels with various thermal efficiency and emissions and the results will directly feed into the revision of the draft label. This research should also address label options that are focused on specific stove or fuel types and how consumers interpret stove and fuel categories that are not labeled. The purpose of the voluntary endorsement label is to act as a stamp of approval, indicating that stove is endorsed by the Energy Commission as a high-performing product. Objective 1 will also test how consumers interpret the voluntary endorsement label. Testing of both labels (and possibly 2-3 additional mock-up labels) can be done through experiments, focus group meetings,

interviews, surveys or a combination of any testing methods. In order to complete Objective 1, the applicant is required to propose an appropriate and comprehensive methodology and provide justification of the methodology.

- *Objective 2: Investigate the consumer behaviors and attitudes in response to the prospective cookstove labeling program.*

This objective is to look into consumer behavior and attitudes towards, and in response to, prospective cookstove labels. This information is absolutely essential for EC to formulate key awareness messages and awareness campaigns that will resonate with cookstove consumers and maximize the awareness raising effort. Objective 2 is aimed to understand factors that will influence consumer response to the prospective cookstove labels. This objective should include, but is not limited to, how label options influence:

- Consumer priorities while buying cookstoves – including:
 - Stove type (traditional/improved, wood/charcoal)
 - Stove retail price,
 - Stove efficiency or fuel economics,
 - Stove emissions/health,
 - Stove safety or material,
 - Stove size or visual appeal,
 - After sales service.
- Purchasing decisions, including the influence of labels, advertisements, and selling techniques.
- Understanding of multiple stove and fuel types and their relative strengths and weaknesses.
- Awareness and attitudes towards health, energy, and environmental issues (awareness).
- Awareness and attitudes towards existing labels and awareness campaigns (not necessarily related to cookstoves).

This market research will build off of existing data and studies including a consumer segmentation study commissioned by the Alliance (Executive summary: <http://cleancookstoves.org/resources/239.html>, Full results: <http://cleancookstoves.org/resources/244.html>)

3.0 Timeframe for the Study

The total time period of the study will be 12 weeks (including the reporting period) and it is expected that the Market Research Consultant (Consultant) should adhere to the timelines strictly. A detailed breakdown of tasks, deliverables and time frame is provided in Section 5.0 and Section 6.0. It is envisioned that this project will commence in October 2016.

4.0 Methodology

The methodology adopted for the study should be identified in proposals, and will be finalized after consultation with the Energy Commission, the Global Alliance for Clean Cookstoves, the CLASP team, and the selected Consultant.

5.0 Tasks

Task 1: Project Kick-off

The winning Market Research Consultant is required to host a project kick-off meeting (in-person or online) to start the project and to present the overall approach of the market research, key milestones, timelines, potential challenges, risks and mitigation measures, etc. The Alliance will also brief the Consultant on stove and fuel types, performance, and the current status of standards, labeling, and testing programs. EC, the Alliance and CLASP will provide feedback and recommendations for the Consultant to consider.

Task 2: Research plan

This winning Consultant is required to submit a detailed market research plan, including but not limited to,

- A detailed sampling plan that addresses the diversity of various Ghanaian cookstove consumer segments. The sampling plan needs to ensure that the research will yield statistically significant results;
- A detailed research methodology that will achieve both Objectives indicated in Section 2.0. The methodology may include the following:
 - Structured interviews
 - Experiments
 - Focus group meetings
 - Questionnaire / surveys
 - Or a mix of various techniques.
- Any necessary documents associated with the proposed research methodology, such as interview guides, experiment plan, and survey questionnaires etc.
- Sufficient justification for proposed sampling plan and research methodology.

Task 3: Implementation of market research

The winning Consultant will carry out the market research once the research plan is approved by EC. The Consultant will remain in close contact with EC, the Alliance and CLASP and provide progress updates on a regular basis (weekly or bi-weekly).

Task 4: Initial analysis and results presentation

Once the field work of market research is completed, the Consultant will carry out an initial analysis of the results and present key results and findings to EC, the Alliance and CLASP.

Task 5: Final report

Incorporating feedback from EC, the Alliance, and CLASP, the Consultant will develop a final report on the market research and to provide recommendations on label design and future awareness campaigns about the labeling program and for the cookstoves and fuels sector. EC will provide final approval of the report.

6.0 Deliverables and Timeline

The project is expected to be completed in a 12-week timeframe. Proposals should include a detailed outline of the anticipated timelines for completion of the work.

7.0 Proposal Evaluation Criteria

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

- Appropriate methodology and cost-effective budget for proposed work
- Be an expert in market research including both qualitative and quantitative methods with staff who are experienced focus group moderators, survey designers and interviewers. Applicants without significant track record in this area should not apply.
- The proposer should include examples of market research, media campaigns, etc. with goals and results. Experience of conducting similar Market Research for the Energy Commission or other government agency in Ghana is preferred.
- Experience and knowledge of the cookstoves and fuel sector in Ghana is preferred
- Strong creative capabilities including concept development and copywriting are required, while layout art and graphic design are preferred. The proposer must show demonstrated ability to communicate technical information (e.g. emissions and thermal efficiency) to consumers in an engaging and motivating way, using a variety of communication tools.
- Capabilities must also include effective skills or media channels/mediums to identify and reach the target audiences to administer research.
- Should have budget/reach/frequency allocation modeling software and market prioritization model (key to market research).
- Access to primary and secondary market research in relevant subject areas, and capabilities in applying research to this market research objective.

8.0 Application Template

Applicants are required to submit the following information by **10 October 2016 at 11:59 pm in Washington, DC** to Ranyee Chiang, Director of Standards, Technology, and Fuels (rchiang@cleancookstoves.org):

- Introduction and qualifications of the organization. (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. (Bios should be a maximum of one (1) page in length for each member).
- Detailed budget that includes all direct and indirect cost estimates for executing the project, including a breakdown (in days) of the level of effort and costs associated with each team member that will be engaged in the project.

Annex 1:

Additional mockups will be shared with the selected firm for what other label designs should be evaluated. These two are provided for applicants as initial examples

PROPOSED MANDATORY COOKSTOVE LABELS FOR GHANA



PROPOSED VOLUNTARY COOKSTOVE LABELS FOR GHANA

