



Terms of Reference:

Pilot Demand Creation Campaign for Clean Cooking in Bangladesh

**Closing Date and Time for Applications:
March 31, 2016, 11:59 pm (BST)**

Applications must be emailed to: proposals@cleancookstoves.org

PRIMARY CONTACT PERSON: Asna Towfiq, Bangladesh Market Manager

Email: atowfiq@cleancookstoves.org

SUMMARY

The Global Alliance for Clean Cookstoves (Alliance), in partnership with the Sustainable and Renewable Energy Development Authority (SREDA) of Bangladesh, is seeking an agency to design and execute a communication campaign pilot aimed at generating demand and increased use of clean and efficient cookstoves and fuels in 1-2 areas of Bangladesh (likely in Dhaka and Khulna divisions). The target audience, objectives, and general approach of the campaign can be found in the attached creative brief.

These Terms of Reference (TOR) outline the scope of work for a firm to undertake the design, execution, and monitoring of the six month campaign starting in May 2016. This will include, but is not limited to, development of the campaign brand and creative concept, conceptualization and execution of the campaign activities, production of visual and other support materials, and monitoring of activities.

BACKGROUND

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

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. While the Alliance supports partners globally, we have prioritized eight countries for deeper in-country engagement to allow for maximum impact in the field. Bangladesh has been selected as one of these focus countries.

PROJECT OVERVIEW

There are more than 30 million households in Bangladesh and over 90% depend on biomass fuels for cooking. The Government of Bangladesh (GoB) set a target of 70% market share of improved biomass cookstoves, reaching 20 million households by 2030, in its Intended Nationally Determined Contribution (INDC) to limit the country's GHG emissions. The GoB also launched a Country Action Plan (CAP) for Clean Cooking Solutions in 2013.

Among lower middle class urban and peri-urban households, wood is the most common biomass fuel used and the vast majority is purchased. It is estimated that wood fuel costs the average household 12.5 BDT per meal cooked. In recent years, as scarcity has increased wood fuel has become more expensive. Additionally, the GoB's policy to limit new natural gas connections has placed additional pressure on the wood fuel market in urban and peri-urban areas.

Historically, imported biomass ICS have been prohibitively expensive for lower middle class urban and peri-urban households due to high import duties. However, in the last two years, several local ICS manufacturers have been established and lower cost options are now available in the market.

Despite these efforts, it is estimated that only about half a million ICS are in use in Bangladesh, which equals just 2% of overall estimated need. Lack of awareness of the availability and benefits of ICS is thought to be one of the principal reasons so few households have purchased an ICS. One strategy identified in the 2013 CAP was the development and implementation of demand creation activities to promote the entire ICS category.

In collaboration with SREDA, the Alliance will implement a six-month pilot campaign aimed at generating demand and increased use of ICS in 1-2 areas of Bangladesh (likely in Khulna and Dhaka divisions). This pilot will serve as a learning opportunity to assess the effectiveness of multiple messages and channels, and capture overall best practices that will be incorporated into scaled efforts.

The Alliance requires an agency to design, execute and monitor the pilot demand creation campaign. (See appendix 1 for a catalog of the ICS models that will be promoted under the umbrella of the pilot demand creation campaign.)

SCOPE OF WORK

The specific tasks related to the consultancy are:

1. Conceptualization of two campaign branding concepts, including name, logo, slogan (if any), and color scheme. These two concepts should have different creative directions. Stakeholder review and pre-testing with the intended audience will be used to select and refine the final branding concept. This branding concept will tie together all campaign elements to project a unified look and feel to intended audiences.
2. Conceptualization of market activation activities and production of support materials to reach intended audiences in community settings. The agency will also manage execution of these market activation activities during the six-month implementation period of the pilot campaign. During the pilot campaign, market activation activities will be implemented several times in the same communities to maximize exposure and reinforce key messages with the intended audience.
3. Conceptualization of interpersonal communication activities and production of support tools/materials. These activities will be implemented by partner organizations with technical support from the agency.

4. Conceptualization and production of point-of-sale materials that will identify and visually link ICS distribution points to market activation and interpersonal communication activities.
5. Execution of a campaign monitoring plan to collect and ensure the quality of data necessary to track the impact of the campaign. Note that this monitoring plan and all collection tools will be developed in consultation with staff from the Alliance. This monitoring plan will include:
 - a. Documentation of all activities to capture the number of activities and individuals reached. These data will be disaggregated by activity type, gender, and location and will be submitted on a monthly basis.
 - b. Supervision and auditing of activities implemented by campaign staff and/or contractors. Standard forms are used to guide session observation and focus on quality of session delivery.

TIMELINE

- Implementation of campaign: 15 May 2016 – 15 December 2016
- Briefing session for interested agencies: March 21, 2016
(Please email Asna Towfiq by March 17 if you are interested in attending the briefing)
- Deadline for submission of proposals: March 31, 2016
- Oral briefs conducted by submitting agencies: April 3-5, 2016
- Notification of selected agency: April 17, 2016

APPLICATION INSTRUCTIONS

Interested agencies should submit:

1. **Creative proposal** outlining concepts in response to the SOW outlined above;
2. **Portfolio of past similar work**, including a discussion of the reach and impact of those campaigns;
3. **Informative budget** scenarios that would provide options for the number of creative executions and for different levels of intensity. **The maximum budget for this work (both design and execution) is USD \$250,000.**

Proposals will be evaluated based on the following criteria:

1. How well does the campaign branding concept match with the positioning and personality described in the brief?
2. How well do the proposed market activation and interpersonal communication activities/materials respond to the needs and preferences of the intended audiences
3. How unique are the concepts and proposed activities
4. How well do the proposed activities maximize the available budget to achieve needed reach?
5. Does the creative approach draw on lessons learned from previous cookstove campaigns or related campaigns in Bangladesh or elsewhere?

Proposals should be submitted to Asna Towfiq at atowfiq@cleancookstoves.org with cc: to proposals@cleancookstoves.org **no later than March 31, 2016.**

APPENDICES

- Creative Brief
- Full Audience Profiles
- Estimated audience size by upazilla
- Catalog of ICS models



Appendix 1: Creative Brief

Intended Audiences	<p>The campaign will reach lower middle class households living in urban and peri-urban areas of 12 upazillas of Dhaka, Gazipur, and Khulna. Communication activities will specifically target male heads of household age 25-35 as the primary audience and their wives age 20-30 as the secondary audience. See Appendix 2 for detailed profiles describing each intended audience.</p> <p>The estimated size of the primary intended audience (heads of household) living in the intervention zones is 81,884. See Appendix 3 for detailed estimates by upazilla.</p>
Behavioral Objective	<p>To significantly increase the number of households in the intervention zone that purchase and use an ICS.</p>
Communication Objectives	<p>To achieve its behavioral objective, the campaign will significantly:</p> <ol style="list-style-type: none"> 1. Increase the portion of the primary audience (male heads of household age 25-35) who state that ICS can reduce their fuel costs. 2. Increase the portion of the secondary audience (married women age 20-30) who state that ICS emit less soot/smoke. 3. Increase the portion of both audiences who state that important people in their community support the purchase of ICS. 4. Increase the portion of both audiences who have heard of ICS and know where to buy one.
Positioning	<p>For Riad and Salma, an improved cook stove is the best way to reduce the amount of cooking fuel they consume each month. Unlike traditional cook stoves, an improved cook stove delivers the same great tasting food with less smoke, making it easier to keep a clean kitchen. An improved cook stove tells their friends, “This is a family that keeps up with the latest trends in home appliances, AND knows how to take care of themselves and their wallet.”</p>
Personality	<p>Your trusted advisor who is supportive, optimistic, playful, and confident. He knows where you are coming from and what you care about in life.</p>
Tone	<p>The campaign should be:</p> <ul style="list-style-type: none"> • Upbeat and positive • Playful without being childish • About the household, not the individual alone

		The campaign should not be: <ul style="list-style-type: none"> • Directive or preachy • Immature
KEY MESSAGES	Message 1 Audience: Riad	An ICS consumes less fuel, saving you money. With more money, you can afford the things that give you pride and show your friends and community that you are a successful provider for your family. Purchase an ICS.
	Message 2 Audience: Salma	An ICS emits less smoke and soot while you're cooking, making it easier for you to keep your kitchen clean. When your kitchen is clean, your family and community will know that you're a good homemaker. Talk to your husband about purchasing an ICS.
	Message 3 Audience: Both	Respected people in your community are purchasing an ICS, which has become an essential home appliance. To "keep up" with your neighbors you too need an ICS in your kitchen. Purchase an ICS.
	Message 3 Audience: Both	ICS are available in your community, lookout for our symbol to find a place where you can buy one. Purchase an ICS.
Suggested Channels		Research from other countries suggests that the time between first exposure to an ICS promotion message and purchase can be as long as three weeks. Additionally, behavioral and marketing research suggests that individuals require repeat exposure via multiple channels before a message is retained and the recommended action taken. Based on these findings and consumer preferences, the following channels are suggested for each key message of the pilot demand creation campaign. The agency is expected only to examine these suggested channels and should recommend appropriate channels based on the proposed concepts.
	Message 1 Audience: Riad	<ul style="list-style-type: none"> • Market activations/community events • Posters and pamphlets in tea stalls, shops, during events • Radio commercials • SMS through mobile phones • Advertisements on public transportation
	Message 2 Audience: Salma	<ul style="list-style-type: none"> • Community events at schools and women's groups with testimonials from female opinion leaders and demonstrations/side-by-side comparisons with traditional stoves and tastings • Courtyard meetings with testimonials from opinion leaders and demonstrations/side-by-side comparisons with traditional stoves and tastings • Interpersonal communication through home visits
	Message 3 Audience: Both	<ul style="list-style-type: none"> • Market activations/community events with testimonials from opinion leaders • Community events at schools with testimonials from opinion leaders
	Message 4	<ul style="list-style-type: none"> • Market activations/community events

Audience: Both	<ul style="list-style-type: none"> • Posters and pamphlets in tea stalls, shops, during events • Point of sale branding (with campaign brand) • Interpersonal communication through home visits and tea stalls
Insight	<p>Riad is a man who works hard for his money and takes pride in his ability to provide for his wife and children. He is always looking for a way to make his money go further so that he can keep up with his peers and their new home appliances. Salma takes pride in her cooking and her kitchen. A clean kitchen is the mark of a good homemaker. She wants her family and her community to view her as a good mother and homemaker. Both are influenced by the purchase decisions of others in their community, especially those people they respect. They want to “keep up” with their peers by having the same (or better) home appliances.</p>
Reasons to Believe the Promised Benefits	<ul style="list-style-type: none"> • These ICS models have been tested and have been shown to require less fuel to produce the same result. • These ICS models have been tested and have been shown to emit less smoke, leaving kitchens and pots cleaner. • People just like you have experience with these ICS and have found that they consume less fuel and emit less smoke. • These ICS are easily available in highly visible distribution points.
Barrier to Desired Response	<ul style="list-style-type: none"> • Riad is sensitive to price and needs to know that his money is going for something that will last. • Riad is not always able to make big purchases in one go and will usually wait to make big purchases around holidays. • Selma takes pride in her traditional stove since she built it herself. • Salma needs to be convinced that an ICS won’t require more of her time or attention, it needs to perform as well or better than her current stove. • Salma doesn’t make purchase decisions but she can influence her husband’s decisions. • Neither have heard much about the ICS so they are unaware of their benefits and where they can be purchased.

Appendix 2: Audience Profiles

Primary Audience

Riad – The Successful Provider – Males 25 – 35 years

Riad is a 30-year-old married man who has two children. He has finished secondary school and owns his own small business, where he works at least 10 hours each day. He's proud of his hard work since it allows him to provide for his family and to buy nice things, like a TV. He usually earns between 13,000-15,000 BDT each month. He and his family live in a rented home since they moved to Savar from another town on the other side of Bangladesh. Riad loves his wife's cooking but has noticed that it has become pricey because of rising wood fuel costs. He and his wife have talked about how to keep the cost of fuel down but they need to feed their growing children so have little choice. They own a kerosene stove but only use it to heat things up and make snacks. Riad makes the purchase decisions in his home. He would be interested in a new stove but it is sometimes difficult to make large purchases in one go. Also, he needs to know that any new stove will be durable and comes with reliable after-sales support in case there are problems.

Psychographics:

- Very family-oriented and takes great pride in providing for his family
- He aspires to move up the social ladder by growing his business and equates material possessions with success
- Heavily influenced by the buying habits of his peers (neighbors, friends), if they have something “new” he wants it too

Expected Benefits:

Riad is trying to improve his life and provide for all the needs of his family, which is why he works so hard. He doesn't like the idea that he is wasting his hard earned money on fuel. If he can find a way to reduce the amount of money that he spends on fuel, but still allows him to provide for his family, then he would be interested in making such a change. He is also the type who would like to boost his social status by buying a new product, especially if others in his social network already have such a product.

Barriers:

- He hasn't heard much about the ICS so is unaware of its benefits and where he can purchase one
- He isn't always able to make big purchases in one go, will usually wait to make big purchases around the holidays
- He is sensitive to price and needs to know that his money is going for something that will last

Media Habits:

- Likes to watch TV during his down time, mostly cricket matches
- Listens to FM radio, usually on his mobile phone
- Owns a low-cost smart mobile phone

Openings:

- Actively participates in business co-operatives, sees it as a social function, not just business
- Loves cricket, especially watching the Bangladesh Tigers
- Socializes with his friends in tea stalls
- Uses public transportation, a rickshaw around town and a bus for longer trips

Secondary Audience

Salma – The Perfect Homemaker – Females 20 – 30 years

Salma is a 25-year-old married woman who has two children. She has completed primary school and is primarily a homemaker, although she does take on part-time work from time-to-time to contribute to the family's finances. She lives with her husband, Riad, in a rented home since they moved to Savar from another town on the other side of Bangladesh. Salma takes great pride in her cooking and has been told by many people that she cooks very well. She does most of her cooking in a standalone kitchen with a traditional stove. Her husband complains about how much they spend on wood fuel but she doesn't feel like she has much of a choice since they have to feed their growing children. She knows that her current stove uses a lot of wood fuel but she views her cooking as an act of love and generosity for her family. She may worry that an ICS would change the taste of her food.

Psychographics:

- Very family-oriented
- Take her cues from Momtaz, an influential women in her community
- Attends local fairs that are organized around holidays as a social function
- Loves to spend time with her family and friends

Expected Benefits:

Salma would accept an ICS to reduce the cost of fuel burden on her husband but she needs to know that it would not change the taste of her food. She likes the idea of having a stove that takes less time to cook and makes cleanup easier since it means she would have more time to spend with her family and friends.

Barriers:

- She likes her traditional stove since she built it herself
- She believes that food tastes better when it is cooked on a traditional stove
- She needs to be convinced that an ICS won't require more of her time or attention, it needs to perform as well or better than her current stove
- She doesn't make purchase decisions but she can influence her husband's decisions

Media Habits:

- Watches TV during her downtime, mostly cable channels (Zee Bangla)
- Enjoys watching cooking shows
- Owns a basic mobile phone

Openings:

- Member of a women's savings group (microfinance institution)
- Drops off and picks up her children from school
- Goes shopping with her friends and husband during big festivals and events
- Goes to the health center for regular check-ups and when she or the children are sick

Appendix 3: Estimated intended audience size per upazilla

District	Upazilla	Estimated number of intended audience	
		Primary	Secondary
Dhaka	Dhamrai	5,225	Assuming one wife per male head of household, the estimated number living in the intervention zone is equal to that for the primary audience.
	Kenraniganj	9,247	
	Nawabganj	3,371	
	Savar	17,759	
Gazipur	Gazipur Sodor	23,506	
	Tongi	6,232	
	Sreepur	6,371	
Khulna	Batiaghata	1,924	
	Dacope	1,670	
	Digholia	1,221	
	Dumuria	3,468	
	Rupsa	1,888	

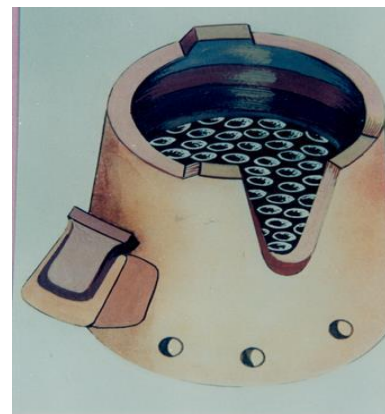
Appendix 4: Catalog of ICS models to be promoted

 <p>Life Engineering</p>			 <p>Filament Engineering Limited</p>
			
<ul style="list-style-type: none"> • Pellet-based • Three-year warranty • Six-month warranty for fan and charger • Price range BDT 1000-2000 	<ul style="list-style-type: none"> • Pellet-based • Optional solar panel to charge battery, can be used for lighting too • Price Range BDT 2500-4000 	<ul style="list-style-type: none"> • Two-year warranty • Wood Fuel • Price Range – BDT 2000- 3000 	<ul style="list-style-type: none"> • Stainless steel • Portable • Price Range – BDT 1500-2000
<ul style="list-style-type: none"> • Authorized distributors/NGOs • Door-to door visits • 35 distribution points 	<ul style="list-style-type: none"> • Door-to-door visits • Field marketing • Sell directly through our outlet system • Appoint dealers and distributors to sell our products • 48 outlets, 10 distributors, 110 dealers 	<ul style="list-style-type: none"> • Available in 6 districts • Pabna, Sunamganj, Faridpur, Jhenidah, Sathkhira and Rajshahi • Below-the-line marketing • Market demonstrations, fairs, school sessions, cooking competition 	<ul style="list-style-type: none"> • Door-to-door visits • Market demonstrations

Bondhu Chula

IDCOL ICS

Shakti Chula



- Portable
- Stainless Steel
- Price Range – BDT 2000-3000
- Saves Fuel cost by 50%

- Concrete, fixed model
- Chimney
- Multi-pot options
- Price Range BDT 600-1000

- Portable single pot
- Low cost (150 BDT)





- Double pot fixed with chimney
- Concrete
- Price range –BDT 600-1200

- 50+ distributors

- 2,000+ sanitation shops
- Door-to-door visits

- Distributed through local partners and entrepreneurs

- Distributed through IDCOL's partner organizations

	 <p>By JITA Social Business Bangladesh Limited</p>
	<p>Shikha Chula</p> 
<ul style="list-style-type: none"> • Portable • Metallic Body • 3 years Warranty • Price Range – BDT 2000-3000 	<ul style="list-style-type: none"> • Portable • Metallic Body • 2 Year Warranty • Can save upto BDT 325 Fuel Cost/Month • Price Range – BDT 2000-3000
<ul style="list-style-type: none"> • Wood Fuel • Door to door • Distributors in three region • Market demonstration • BTL activities 	<p>(Proposed)</p> <ul style="list-style-type: none"> • Authorized distributors/NGOs • Door-to door visits • Market Demonstration • JITA Distribution Channel • IDCOL POs • BTL Activities