Terms of Reference

Provision of consultancy services to train improved cook stove (ICS) Last Mile Energy Entrepreneurs in rural and peri-urban areas of Kenya through podcasts

Introduction
Practical Action is a change-making organization that works in unconventional ways. We bring people together in bold collaborations, using knowledge and innovation, to build futures free from poverty and help shape a world that works better for everyone. We put ingenious ideas to work so people in poverty can change their world.

We are an international development agency with more than 50 years’ experience in development and scaling of a range of technologies appropriate to the needs of the poor. Working throughout Africa, Asia and Latin America, Practical Action improves the lives of around one million people every year through access to energy, sustainable agriculture, water, sanitation, hygiene and waste management, and disaster risk reduction.

We are a trusted partner of many communities, governments, development agencies and the private sector. We are uniquely placed as a knowledge broker with a breadth of capacities which enable us to capture and share knowledge in relevant ways for our diverse audiences. We are influential at national level where we work, and globally and considered a “go-to” agency by those seeking to improve lives for men and women living in or vulnerable to poverty.

Our vision is a world where all people have access to the technologies that enable them to meet their basic needs and reach their potential, in a way that safeguards the planet today, and for future generations.

In pursuit of our Vision and Mission, we are committed to advancing gender equality and women’s empowerment through all our work including programmes, knowledge sharing, advocacy, external communications, and also through our own organizational development.

Project Background
Practical Action is currently implementing the ‘Kenya ICS Last Mile Entrepreneurs Acceleration project (KILMEAP) project in peri-urban and rural areas of Nakuru, Nyandarua and part of Kericho and Baringo Counties.

The objective is to increase use of ICS through market development support to the last mile entrepreneurs to grow sustainable businesses and increase uptake and access of ICS for households and institutions.

Background and justification of the consultancy assignment
The use of podcasts to train micro entrepreneurs is an innovative approach to stimulate proactive learning and allow flexible access to learning material by entrepreneurs. The advancement of mobile phone technology has since made it possible for digital tools such as the podcasts to start taking their place in e-learning in the Sub-Saharan region.

Practical Action is seeking to strengthen the role that clean cooking entrepreneurs play in the last mile distribution of clean cooking products in rural and peri-urban areas of Kenya through the use of podcasts. We aim to help them in the development of sustainable business models and skills within the challenging business environment.
In the KILMEAP project, the podcasts will allow for flexible access to learning materials by the LMEs and therefore address the existing knowledge gaps and time constraints that these entrepreneurs may have. The podcasts content will be structured with considerations on ease of absorption and focusing on topics proposed by the entrepreneurs as the most pressing areas of learning need.

**Scope and Deliverables of the Assignment**

The consultant will work under the guidance of the Project Manager (Supervisor), Communications Manager and the project team.

The main objective of the consultancy is to develop and disseminate podcast messages fitting the learning needs of the ICS entrepreneurs for knowledge advancement on a rolling basis. The consultant shall be required to produce several podcast series in which will be availed via phone and internet to the ICS entrepreneurs. This will enable delivery of consistent training materials on technical queries and business techniques to all entrepreneurs in a simulation manner. The podcasts messages will focus on the following key areas. In addition, the consultant will engage with the LMEs to identify any other existing knowledge gaps:

- Business growth, sustainability and diversification
- Simple business planning and its importance in business
- Financial literacy (borrowing, lending, saving, credit management, etc.)
- Product pricing and business profit calculation
- How to effectively handle products distribution/distribution channels
- How to stay afloat in business during harsh economic times
- How to effectively the local ICS products in the face of multiple superior brands in the market
- Customer care and after sales services
- Affordable marketing strategies/product promotion
- Bookkeeping/record keeping
- Production of Kisasa and Rocket stove liners
- Installation of Kisasa and Rocket stoves (for households and institutions)
- Fabrication and cladding of improved cook stoves (Kisasa jiko)
- ICS standardization process and its importance
- Improved cook stoves’ **key performance indicators** – e.g. efficiency

**Expected Consultancy deliverables**

- Preparation of an implementation strategy on how to deploy the podcasts to the LMEs, including the schedule of the activities indicating when each podcast will be deployed to the ICS entrepreneurs.
- Review the existing training curriculum and scripting of the podcast messages based on the recommended key areas
- Production and testing of the podcast messages
- Refining the podcast messages for broadcasting
• Broadcasting of the pre-recorded messages on the agreed upon platforms; that can be downloaded by the entrepreneurs at their own leisure. The messages to be broadcasted on a rolling basis (preferably, bi-weekly)
• Provision of a Means of Verification for the disseminated podcasts and an analysis of the rate of absorption of the podcast messages
• Submission of a comprehensive final report detailing the successes realized, the challenges experienced during dissemination and recommendations for future improvements and success

**Timeframe of the Assignment**
This assignment is expected to be implemented in a span of 4 months running from June 2022 to Sept 2022.

**Terms of Engagement**
Payment for the assignment shall be done in three tranches as indicated below
- Tranche 1 (25% of the total cost): Upon successful submission of the inception report elaborating the implementation strategy
- Tranche 2 (25% of the total cost): Upon scripting, production and testing of the podcast messages
- Tranche 3 (25% of the total cost): Upon provision of means of verification on the rate of absorption for the podcast messages disseminated
- Tranche 4: (25% of the total cost): Upon submission of the final detailed report

Note that the payments will be done subject to the consulting entity meeting quality and timely delivery of stated tasks.

**Minimum Qualifications and experience**
- Degree in education, business, communications or related field
- Past experience in ICS enterprise development using digital technology
- Experience in podcast production, management and support services
- Vast experience in the use of podcasting in training and learning

**How and what to submit**
We invite qualified and interested candidates to submit the following:
- The individual’s profile, with relevant experience
- A concept note of how the consultancy will be implemented including methodology, approach and tools for undertaking the assignment
- A tentative budget/Financial proposal
- Three (3) references from past clients