

Practical **ACTION**

CONSULTANCY - DEVELOPMENT OF AN E-MOBILITY WHITE PAPER AND CASE STUDY



Practical Action ABOUT US

We are an international development organisation putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world's toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

We're a global change-making group. The group consists of a UK registered charity with community projects in Africa, Asia and Latin America, an independent development publishing company and a technical consulting service. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

OUR AIMS

We help people find solutions to some of the world's toughest problems, made worse by catastrophic climate change and persistent gender inequality. Our aims are to:

- Make agriculture work better for smallholder farmers, many of them women, so they can adapt to climate change and achieve a good standard of living.
- Help more people harness the transformational effects of clean affordable energy and reduce avoidable deaths caused by smoke from indoor stoves and fires.
- Make cities in poorer countries cleaner, healthier places to live and work.
- Build disaster resilience into the lives of people threatened by hazards – reducing the risk of hazards and minimizing their impact on lives and livelihoods.

PRACTICAL ACTION IN KENYA

In Kenya, Practical Action has a long history of addressing systemic barriers that prevent people from accessing energy that transforms their lives, helping communities and government make cities healthier and safer, making agriculture and markets work better for small holder farmers and supporting communities and government to become more resilient.

We use a mix of programming with communities and consultancy services with shapers of policy and practice to achieve our aims.

ABOUT THE ROLE

Background

The e-mobility landscape in the region is characterized by rapid growth and innovation, but also faces challenges related to infrastructure, policy frameworks, and sustainable practices. The e-mobility sector in Sub-Saharan Africa is rapidly evolving, presenting both significant opportunities and challenges. As the region seeks to address its transportation needs while minimizing environmental impact. In Kenya, for example, the electric vehicle market has seen exponential growth, with the number of newly registered EVs increasing from just 65 units in 2018 to 5,724 units in 2024. This growth is supported by government initiatives such as tax incentives and reduced electricity tariffs for e-mobility.

However, as the sector expands, so does the need for comprehensive ESG (Environmental and Social Governance) practices. ESG considerations are becoming increasingly crucial for companies in the e-mobility space, not only for responsible business practices but also for attracting high-value financing from major development finance partners, donors, and venture capital firms.

The MOBESSA (Mobility and ESMS Solutions for Sub Sahara Africa) Project emerges at a critical juncture in this transition. Implemented collaboratively by Practical Action and BasiGo, and funded by P4G (Partnership for Growth), this project aims to develop and share implementable guidelines for ESG and ESMS tailored specifically for the e-mobility sector in Sub-Saharan Africa. The project is supporting the development of guidelines on ESG that can be supported by the sector and creating a supportive enabling environment for the e-mobility industry.

Purpose of the assignment

The assignment seeks to engage a competent consultant or a team of consultants to support in the development of two deliverables.

- To carry out a comprehensive analysis of the e-mobility sector in developing the two deliverables. This will involve conducting a deep dive on a selected e-mobility company, documenting the growth of the company, impact to the e-mobility sector and a review of the policy and regulatory environment, documenting the enablers and barrier to the growth of e-mobility companies in Kenya.
- The White Paper will focus on the review of the e-mobility landscape in three selected Counties, with travel to Nairobi, Mombasa and Kisumu for stakeholder engagement. The Consultant will be expected to facilitate focus group discussions in the two Counties as part of data collection.

Specific Objectives of the of the Assignment

- Conduct desk research, site visits and interviews with key e-mobility stakeholders.
- Review relevant policies, market reports, and sector data.
- Develop a well-structured case study highlighting business strategy, enabling environment, challenges, and results.
- Draft an informative policy brief with key findings and policy recommendations.
- Integrate gender, climate, and inclusive development lenses throughout.

SCOPE

Assignment Title	Development of an E-mobility White Paper and Case Study
Location	Nairobi, Mombasa and Kisumu Counties
Duration	30 days

Methodology/Approach

1. Desk Review

- National & county policies, market reports, sector data.

2. Field Engagement

- At least 10 key informant interviews (national + county).
- 2 focus group discussions per county (Mombasa, Kisumu).
- Site visit to one leading e-mobility firm.

3. Analysis & Drafting

- Develop case study structure and White paper outline.
- Integrate gender, climate resilience & inclusion lenses.

4. Validation & Finalisation

- Present draft findings to Practical Action & BasiGo.
- Incorporate feedback & submit final deliverables.

Expected Deliverables

- Inception report with methodology and work plan.
- Draft White Paper and Case Study for comments.
- Final approved Case Study report and White Paper.
- Slide deck summarizing findings of the White paper and case study.

Qualifications of the Consultant(s)

- Proven experience in case study development, policy analysis, sectoral analysis and reporting and clean mobility
- Strong understanding of Kenya's transport and energy policy landscape
- Excellent communication and analytical skills
- Familiarity with gender and social inclusion frameworks is an advantage

Administrative and Logistical Support

- Practical Action will provide oversight and necessary documents and information during the assignment to support the actualization of this assignment and within stipulated timelines.

Guidelines for Submission of Expression of Interest

The consultant that meets the above requirements and is available within the time limit indicated above should submit the following:

1. **Technical Proposal**
 - Understanding of the ToR and proposed methodology.
 - Detailed work plan and timeline.
 - Description of relevant experience and qualifications.
 - Team composition and CVs of key personnel (maximum 2 pages per CV).
2. **Financial Proposal:** Detailed budget breakdown, including all costs, in Kenya Shillings.
3. **References:** Contact details of at least two past clients
4. **Sample Work:** Examples of previous Case studies and Policy Brief.

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