
CONSULTANCY SERVICES: Outcome and Impact Assessment

ABOUT US:

Practical Action is an international development organization 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 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 consist of a UK registered charity with community projects in Africa, Asia and Latin America, alongside 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.

In Kenya, we've been active for three decades, driving meaningful change in the systems that shape people's lives. We are a trusted partner to the government, funders, private sector, and communities. For more information, visit www.practicalaction.org

ABOUT THE PROJECT:

Practical Action's third phase of the ENERGIA-supported and Sida-funded Women in Energy Enterprises in Kenya (WEEK 3) Project supports women energy entrepreneurs in Meru, Embu and Tharaka Nithi Counties to run profitable businesses in energy technologies or Productive Use of Energy (PUE).

The project also supports the national and county governments and renewable energy companies to mainstream gender in their policies, programs, operations and budgets. Read on to learn about the highlights of the second project year. The project supports business improvement for 402 women entrepreneurs – 338 in energy enterprises and 64 in PUE – by facilitating training, mentorship, access to finance and market linkages. These interventions have led to the sale of 112,769 modern clean energy technologies benefitting 581,610 consumers in last-mile communities. This is significant in a region affected by overexploitation of forests for firewood and charcoal for cooking and productive use. Mentorship has also strengthened the entrepreneurs' resilience and empowerment, with 255 entrepreneurs reporting they are now making major household decisions like children education support, home improvements, social participation, assets acquisition, 152 making decisions on how to spend income from Page 1 of 8 business, 99 spending income earned on themselves and reduce on time burden, 89 reporting to have confidence in their ability to negotiate with ecosystems actors.

The project lobbies the County Governments for political goodwill and commitment to the gender and energy transformation agenda. The effects of these lobby endeavors are already tangible in two out of three project counties. Embu County committed to develop a gender sensitive County Energy Plan (CEP) and made budgetary commitments to supporting women energy entrepreneurs, by co-financing the Embu energy exhibition and a dedicated market space. Because of the project's gender awareness influencing and advocacy engagements, Embu County now waives county fees on project marketing interventions.

As part of the gender transformative approach in the project, Practical Action assessed the progress in institutionalizing gender equality in programs, services, processes, and budgets in the Semi-Autonomous Government Agencies (SAGAs). The report documenting evidence of gender mainstreaming in the energy SAGAs was generated and disseminated widely. The project has also sensitized and supported the SAGAs, the Ministry of Energy and Petroleum and two Renewable Energy companies to develop Gender Action Plans including development of gender policies, lobbying of top leadership and appointment of gender champions.

Purpose of the Outcome and Impact Assessment of the WEEK III Project.

The purpose of this consultancy is to undertake an integrated outcome and impact assessment to assess the project's contribution to inclusive and sustainable energy access, women's economic empowerment, market linkages, and resilience outcomes. The consultancy will identify and verify significant outcomes and systemic changes influenced by the project, including shifts in behaviours, relationships, capacities, and market dynamics; assess the project's relevance, effectiveness, efficiency, sustainability, and contribution to impact; examine the integration of gender equality, social inclusion,; and generate evidence-based learning and actionable recommendations to inform accountability, adaptive management, scaling, and future energy programming. The evaluation shall assess project performance and contribution against the approved Results Assessment Framework (RAF), including validation of selected outcome and output indicators, milestones, assumptions, and progress towards intended systemic change. The consultancy will integrate results verification with Outcome Harvesting approaches to capture both predefined and emergent changes attributable to the project's interventions.

Specific Objectives by Outcome Area:

Outcome Area 1: Women's Economic Empowerment and Inclusive Clean Energy Enterprises

1. Assess the extent to which the Project strengthened women entrepreneurs' access to finance, mentorship, market linkages, productive use of energy (PUE) opportunities, and resilience measures to support growth and sustainability of clean energy enterprises.
2. Evaluate the project's contribution to women's economic empowerment, including decision-making power, ownership of businesses, negotiating power, collective agency, employment creation, and changing social norms supporting women's participation in clean energy markets.

Outcome Area 2: Improved enabling policy and market environment through enhanced awareness, and gender-responsive actions of public and private sector actors

1. Assess the extent to which the project influenced development and adoption of gender responsive policies, strategies, action plans, and institutional commitments supporting inclusive clean energy markets and women's economic empowerment.
2. Evaluate the effectiveness of the project in strengthening engagement, partnerships, and participation of women's associations, government institutions, private sector actors, and other market ecosystem stakeholders in advancing gender responsive energy actions.

Outcome Area 3: Integration of gender transformative approaches by strategic clean energy and climate action programs, institutions, and companies, to advance gender equality and women empowerment

1. Examine the extent to which clean energy and climate change institutions, programs, and companies adopted and implemented gender action plans and gender-responsive practices as a result of the project interventions.
2. Assess the project's contribution to institutional strengthening and mainstreaming of gender-transformative approaches within clean energy and climate action programs, policies, workplace systems, and organizational practices.

Outcome Area 4: Thought leadership and voice of ENERGIA enhanced through robust evidence, knowledge products, tools and tested pioneering innovations

1. Assess the effectiveness of the project in generating, sharing, and promoting evidence, knowledge products, partnerships, and learning platforms that advance gender, energy, and climate action agendas at national and global levels.
2. Evaluate the extent to which communication campaigns, networking initiatives, and strategic partnerships enhanced visibility, stakeholder engagement, collaboration, and audience exposure to gender and clean energy issues.

Evaluation Criteria

Criteria	Evaluation Questions
Relevance	<ul style="list-style-type: none"> • To what extent were the WEEK III Project interventions aligned with the needs and priorities of women energy entrepreneurs, market actors, county governments, and underserved communities? • How responsive was the project design and Theory of Change to the prevailing gender, energy access, and market systems challenges within the target counties? • To what extent were gender equality and social inclusion (GESI) integrated into project design and implementation?
Coherence	<ul style="list-style-type: none"> • To what extent was the WEEK III Project coherent and complementary with national and county energy policies, gender priorities, and other market systems initiatives? • How effectively did the project coordinate and collaborate with government institutions, renewable energy companies, financial institutions, and other ecosystem actors? • To what extent did the project create synergies across enterprise development, energy access, market systems strengthening, and institutional gender mainstreaming?
Effectiveness	<ul style="list-style-type: none"> • To what extent did the WEEK III Project achieve its intended outputs and outcomes as outlined in the RAF? • How effective were the project interventions in strengthening women's economic empowerment, enterprise growth, resilience, and inclusive access to clean energy technologies? • To what extent did the project influence institutional practices, gender mainstreaming, policy commitments, and market actor behaviors within the energy ecosystem?
Efficiency	<ul style="list-style-type: none"> • To what extent were project resources, partnerships, and implementation approaches utilized efficiently to achieve intended results? • How efficient were the project's coordination, stakeholder engagement, and delivery mechanisms? • What implementation bottlenecks or resource constraints affected achievement of results, and how were they addressed?
Outcomes and Impact	<ul style="list-style-type: none"> • What intended and unintended behavioral, relational, institutional, and systemic changes emerged because of the project? • To what extent did the project contribute to women's empowerment, livelihoods, resilience, and sustainable market systems development within the clean energy sector? • What broader policy, institutional, ecosystem, or market-level changes can be linked to the project's interventions?

Sustainability	<ul style="list-style-type: none"> • To what extent are the project outcomes, enterprises, partnerships, and market systems changes likely to be sustained beyond the project period? • To what extent have county governments, private sector actors, and ecosystem stakeholders demonstrated ownership and commitment to sustaining project gains? • What opportunities, risks, and strategies exist for sustaining, scaling, or replicating successful interventions and approaches?
-----------------------	--

Methodology

The evaluation will use a mixed-methods, theory-based and participatory approach, combining Outcome Harvesting with an external evaluation against OECD-DAC criteria (relevance, effectiveness, efficiency, coherence, sustainability, and impact).

The methodology shall integrate:

- Verification of progress against the RAF
- Outcome Harvesting to identify, verify, and analyse intended and unintended behavioural, relational, institutional, and systemic changes
- Theory of Change validation to assess whether assumptions, pathways, and strategies contributed to observed outcomes
- Contribution inclusive gender analysis approaches to assess the project's role in influencing observed changes.

Data will be collected through enterprise surveys, key informant interviews (KIIs), focus group discussions (FGDs), stakeholder validation workshops, and document and secondary data review. Existing project datasets, monitoring reports, baseline data, and RAF tracking tools will be shared with the consultant to support triangulation and trend analysis. Purposive sampling will be applied to ensure representation across key stakeholder categories in the energy value chain including women entrepreneurs, mentors, county government representatives, financial institutions, renewable energy companies, consumers, market actors, project staff, and Semi-Autonomous Government Agencies (SAGAs), while ensuring adequate gender and social inclusion considerations. The consultant shall conduct data triangulation and verification to strengthen the credibility, reliability, and validity of findings. The findings will be validated through stakeholder engagement processes to enhance accuracy, ownership, and usability of results.

Expected deliverables.

1) Inception Report

- a. Detailed understanding of the assignment.
- b. Evaluation matrix.

- c. Stakeholder mapping framework.
- d. Refined methodology for the outcome harvesting and external evaluation.
- e. Evaluation framework, tools, sampling approach and workplan.
- f. Outcome harvesting design, harvest questions and validation approach.
- g. Data collection protocols, including quality assurance and risk mitigation plan
- h. Ethical considerations.

2) **Data Collection Tools and Outcome Harvesting Instruments**

- a. Draft and final qualitative and quantitative tools (KIIs, FGDs, surveys where applicable)
- b. Outcome harvesting tools, outcome descriptions and substantiation templates
- c. Data collection and analysis plan.

3) **Validated Outcome Harvesting Report**

- a. Documented and substantiated outcomes (intended and unintended)
- b. Analysis of behavioural, relational, institutional and systemic changes.
- c. Evidence of contribution to project outcomes and market systems change.
- d. Lessons and emerging opportunities.

4) **Draft Outcome and Impact Assessment Report**

- a. Findings against evaluation criteria (relevance, effectiveness, efficiency, sustainability, impact).
- b. Analysis of progress against RAF indicators and milestones.
- c. Analysis of GESI integration.
- d. Sustainability and scalability analysis.
- e. Assessment of the TOC assumptions and pathways.
- f. Conclusions, lessons learned and preliminary recommendations.

5) **Final Integrated Evaluation and Outcome Harvesting Report**

- a. Revised final report incorporating feedback.
- b. Executive summary – PowerPoint presentation.
- c. Consolidated findings verified outcomes.
- d. Strategic recommendations for future programming, scaling and adaptive management.
- e. Learning brief highlighting key lessons and systemic change insights.

6) **Clean Data and Supporting Documentation**

- a. Final datasets, interview/FGD notes (where applicable), harvested outcomes database, tools, and annexes submitted to the client.

Requirements of the Consultant

- Advanced academic qualifications in Evaluation, Monitoring and Evaluation, Development Studies, Energy Studies, Economics, Social Sciences, or a related field.
- Proven experience (7+ years preferred) in conducting external evaluations, impact assessments, and Outcome Harvesting or other contribution analysis methodologies.
- Demonstrated expertise in Outcome Harvesting, including identifying, verifying, and analyzing outcomes and attributing contribution to programme interventions.
- Strong technical expertise in mixed-methods research, including qualitative and quantitative data collection, analysis, and triangulation. Familiarity with market systems development and systems change approaches, particularly in relation to livelihoods, enterprise development, and resilience.
- Excellent facilitation and stakeholder engagement skills, including experience conducting KIIs, FGDs, and participatory validation processes with diverse stakeholders.
- Strong analytical and report writing skills, with the ability to produce clear, actionable, and high-quality evaluation reports and learning briefs.

Education

- Minimum of a Master's degree in Evaluation, Monitoring and Evaluation, Development Studies, Energy Studies, Economics, Statistics, Social Sciences, Environmental Studies, or a related field.
- A Bachelor's degree in a relevant discipline is required as a foundation.
- Additional training or certification in Outcome Harvesting, impact evaluation, or results-based management will be a strong advantage.

Quality Assurance and Review Process

Practical Action will review all deliverables and provide consolidated feedback within an agreed timeline. The consultant shall address comments and submit revised versions within agreed timelines.

Final approval of deliverables shall be provided by the designated Practical Action technical review team upon satisfactory completion of required revisions and quality standards.

Timelines

This consultancy will 30 Days (spread in the months of (June and July). Final work plan duration shall be agreed with the selected consultant before signing the agreement

Reporting and Payment

Payment for the evaluation shall be made in three tranches.

- Tranche 1 (40% of the total cost): Upon submission of the inception report
- Tranche 2 (30% of the total cost): submission and acceptance of the of 1st draft of the report

- Tranche 3 (30% of the total cost): submission and acceptance of the final report

Payment Terms

Detailed financial proposal in Kenyan Shillings: If the team consists of several members, the professional fees should be based on clear time allocation by each member to the various activities and all other costs directly related to assignment such as logistics, travel, accommodation, administrative, taxes etc.

All payments shall be inclusive of applicable taxes and subject to Practical Action's financial procedures and timelines.

NOTE

1. Practical Action reserves the right to accept or reject any application.
2. All outputs, including the strategy, creative materials and raw data, will become the sole property of Practical Action and its partners.
3. Consultants must declare any existing or potential conflict of interest with or competing projects.
4. The consultants shall comply with Practical Action's Safeguarding and Data Protection policies and obtain informed consent from all research participants.
5. Payments will be made subject to the consulting entity meeting quality and timely delivery of stated task.