

Terms of Reference (ToR)

Mapping and Conducting Needs Assessment of Distributors and Retailers Study

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1. Background

1.1 Project Context and Challenges

Kenya has made progress in promoting clean cooking solutions through policies, international commitments, and stakeholder efforts. However, the sector still struggles with insufficient access to sustainable, energy-efficient technologies and fuels, which hampers adoption, especially among female-headed households, rural communities, and low-income families. Women and girls are disproportionately affected by traditional cooking practices, facing health risks from indoor air pollution and time loss from fuel collection. Additionally, women are underrepresented in the sector, limiting their roles in manufacturing, distribution, and sales.

The Kenya National Cooking Transition Strategy (KNCTS) aims to achieve universal access to clean cooking solutions by 2028. It addresses barriers such as policy gaps, market challenges, low public awareness, and insufficient financial incentives. Currently, 68.5% of households, or 9.1 million, rely on traditional fuels, with the majority in rural areas. KNCTS targets adoption rates of 50% for LPG stoves, 30% for bioethanol, 10% for electricity, 3% for biogas, and 7% for sustainable biomass by 2028.

The project also aims to strengthen energy crop cultivation to ensure a reliable fuel supply. Activities will include conducting a baseline assessment of viable energy crops (e.g. cassava, sugarcane, water hyacinth) and mapping existing actors in the energy crop value chains, policies, barriers and opportunities. Capacity building to strengthen the investment preparedness for the energy crop producers, sensitization of county government officials on [Bioenergy Strategy \(2020-2027\)](#) and [Bioenergy Action Plan](#) for incorporation into the respective County energy plans.

The project aims to implement the KNCTS by enhancing local manufacturing and supply chains for Tier 4-5 clean cooking technologies, including biogas, electric, and bioethanol solutions. It aligns with the Kenya Energy Transition and Investment Plan (ETIP), which highlights localised cleantech manufacturing as vital for green growth, and the Kenya National eCooking Strategy (KNeCS), which emphasizes capacity building, quality standards, and accelerated eCooking adoption. The project focuses on enhancing local manufacturers' capacity to design and produce high quality, energy-efficient cooking appliances that meet global standards, addressing the insufficient supply of clean cooking appliances and sustainable fuels.

The project adopts an inclusive approach by involving women, youth, and marginalized groups in the clean cooking value chain, supporting women-owned businesses, creating youth employment, and ensuring affordable access for persons with disabilities and low-income households. The project will contribute to emissions reduction, develop sustainable supply chains, create demand for clean cooking appliances and energy crops, and promote trade linkages, aligning with the KNCTS, ETIP, and KNeCS goals of clean energy, social inclusion, and a sustainable energy transition in Kenya.

The proposed study, **Mapping and Conducting a Needs Assessment of Distributors and Retailers**, seeks to identify existing eCooking, biogas and bioethanol distributors and retailers across Kenya, assess their capacity, challenges, and support needs, and recommend practical interventions to enhance their contribution to sustainable Clean Cooking market development.

1.2 The Partners

This study will be undertaken under Gamos East Africa in collaboration with Practical Action and Clean Clean Association of Kenya (CCAK). Other key stakeholders include; The government agencies, private sector players, financial institutions, and development partners. The partners aim to enhance the capacity of local market actors to deliver affordable, reliable, and sustainable electric cooking solutions to all households and institutions.

The project is designed to support the Ministry of Energy and Petroleum (MoEP), PrivateSector, and Clean Cooking Association of Kenya. The MoEP is mandated by the Energy Act to manage clean cooking issues through its Renewable Energy Directorate, Bioenergy Department. The MoE collaborates with other government agencies, the private sector, civil society, and development partners on these activities, utilizing the Inter-Ministerial Committee on Clean Cooking (IMC) as a key forum to discuss the transition from solid biomass to cleaner cooking technologies and fuels.

UK Partnering for Accelerated Climate Transitions (UKPACT) provided funding for this project. A unique capacity-building programme, jointly governed and funded by the UK Government's Foreign, Commonwealth and Development Office (FCDO) and the Department for Energy Security and Net Zero (DESNZ) through the UK's International Climate Finance, it works in partnership with countries with high emissions reduction potential to support them to implement and increase their ambitions for tackling climate change. UK PACT has been partnering with Kenya since July 2021 to support the acceleration of the clean energy transition and low-carbon economic development. Previous and ongoing UK PACT projects in Kenya include:

- Supporting development of data driven County energy plans for Narok and Makueni Counties.
- Supporting Ministry of Energy and Petroleum (MoEP) to develop energy models linked to county-level needs for improved energy planning capabilities.
- Supporting development of the Kenyan Clean Transition Strategy and Kenyan National eCooking Strategy which has since been launched by the MoEP.
- Supporting development of a design document for the Kenya National Off-Grid Electrification Solar Home System Programme that will operationalise solar home system electricity targets.

This consortium will work closely with government agencies and other stakeholders ⁷ to execute the project across Kajiado, Kilifi, Kisumu, Nakuru, and Nairobi counties.

2. Objectives and Scope

The core objective of this project is to strengthen local manufacturing and Energy Crops Cultivation, establish quality standards, foster inclusive business models, and build capacity across the clean cooking value chain for **Tier 4-5 solutions** (biogas, liquefied petroleum gas (LPG), electricity, and bioethanol).

The approach will be inclusive, ensuring that women, youth, persons with disability, and marginalised groups are integrated throughout the clean cooking value chain by supporting manufacturing, distribution, and retail businesses to create employment opportunities and ensure clean cooking solutions are accessible and affordable for all communities. To stimulate systemic

change and ensure sustainability, the project will support the manufacturers and distributors to identify and establish business models that meet customer needs and create synergised partnerships that strengthen the supply chain. The project will further offer linkages between manufacturers, distributors, and retailers through the establishment of a Community of Practice (CoP); sales and marketing support via Above the Line (ATL) and Below the Line (BTL) communication; and financial intermediation through innovative carbon financing.

2.2 Project Scope

The assignment's scope is to provide technical support and direct intervention for the Enhancement of local manufacturing and energy crop cultivation for clean cooking supply chains for technologies and fuels used in households, institutions, and micro, small, and medium establishments (MSMEs) in the selected counties.

The project will use a market-based approach, combining Participatory Market Systems Development (PMSD) with private sector engagement to create self-sustaining clean cooking systems that endure beyond donor support.

Target Actors in addition to the stakeholders listed above include Distributors, wholesalers, retailers, and agents involved in the sale and distribution of eCooking, bioethanol and biogas appliances and technologies/products.

Focus Areas:

- Mapping of active eCooking, bioethanol, biogas distributors, and retailers.
- Assessment of business models, supply chains, and financing mechanisms.
- Identification of operational, financial, and technical capacity gaps.
- Understanding of regulatory, infrastructural, and market barriers.
- Recommendations for strengthening capacity and access to finance.

2.3 Expected Results

The study is expected to produce the following results:

- a. A comprehensive database of eCooking, bioethanol and biogas distributors and retailers in Kenya particularly spotlighting the five counties of focus.
- b. Detailed insights into capacity gaps, challenges, and opportunities within the supply chain.
- c. Recommendations on targeted interventions such as training, financing, policy support etc.
- d. Strengthened understanding of the enablers and constraints to eCooking, bioethanol and biogas distribution and retail growth.

The broader project will contribute to the long-term impact of an inclusive clean cooking sector that provides equitable access to sustainable clean cooking solutions and economic opportunities through job creation and export earnings.

Result Type	Description
Impact	An inclusive clean cooking sector that provides equitable access to sustainable clean cooking solutions and economic opportunities through job creation and export earnings.

Outcomes	O1: Increased income for the local clean cooking value chain actors. O2: Increased green job opportunities in the clean cooking value chain
Intermediate Outcomes	I03: Increased availability and equitable adoption of clean cooking solutions by end users
Outputs	OU3: Increased sales of clean cooking appliances through comprehensive market understanding and targeted strategies.

3. Timelines, Duration and Financial Requirements

The overall implementation period is **2.5 months** from the start date. The financial proposal should offer a lump sum price covering all costs, detailed for each deliverable/milestone.

No.	Deliverable	Timeline	Description	Percentage
1.	Inception Report	Week 2	Includes refined methodology and stakeholder mapping	40%
2	Draft Report	Week 9	Preliminary findings and analysis	25%
3.	Validation Workshop	Week 10	Presentation to stakeholders for input	25%
4.	Final Report	Week 12	Finalized report with recommendations and dataset	10%
Total				100%

4. Supervision of the work

The Consultant's work will be overseen by the Director of Gamos East Africa for overall operations, with direct project supervision provided by the Research Associate. Regular progress updates will be shared during bi-weekly meetings.

5. Requirements on the format of the bid

The technical and financial proposal should be submitted with the following specifications:

1. Understanding of the assignment
2. Proposed methodology and work plan
3. Financial Proposal (in KES) detailing costs by activity and deliverable. Should not exceed 2 pages. The expected total budget is 7000GBP (or equivalent in KES)
4. Examples of similar assignments if any.

How to apply

Interested and qualified consultants are invited to submit their technical and financial proposal in PDF to info@gamoseastafrica.org, Copying syprose@gamoseastafrica.org and Lilian@gamoseastafrica.org by **17:00 hours, 21st November 2025**.