



CALL FOR EXPRESSION OF INTEREST

Kakuma Market Based Approach to Energy Access Project (MBEA)

**Partnership in enhancing market development and access of
good quality small Solar systems, Cookstoves and clean fuels in
refugee camps through last mile distribution channels**

September 2018

Deadline: Monday 1st October 2018



1. Introduction

1.1 SNV Netherlands Development Organization (SNV)

SNV Netherlands Development Organization is a not-for-profit international development organization. Founded in the Netherlands nearly 50 years ago. We have local presence in 38 countries in Asia, Africa and Latin America. Our global team of local and international advisors work with local partners to equip communities, businesses and organizations with the tools, knowledge and connections they need to increase their incomes and gain access to basic services – empowering them to break the cycle of poverty and guide their own development.

In the energy sector, SNV is a facilitator of commercially viable markets for renewable energy products and services for households and SMEs. We work in underserved areas facilitating energy access for lighting and cooking needs for households, SMEs and institutions through Biogas, Clean cookstoves & Fuels and Solar.

We have received funding from Energizing Development (ENDEV) to implement a market based energy access intervention for refugees and host community in Kakuma.

The main objective of this new initiative is to promote sustainable market based energy access for cooking and lighting through support to energy entrepreneurs.

We are therefore seeking partnership with RE companies in the implementation of this project.

1.2 Energizing Development Kenya Country programme (EnDev Kenya)

Energizing Development (EnDev) is a global impact oriented programme and promotes the supply of modern energy technologies to households and small-scale businesses. This refugee programme is financed and directed by Endev through the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

The EnDev Kenya Country Programme (EnDev Kenya) started in 2006 and covers currently 27 counties in Western, Central and Eastern Kenya and has a stoves and solar component. Its objective is to accelerate access to clean energy for the rural population, in particular fuel saving cook stoves and small solar systems. The solar component of the programme is implemented by GIZ and SNV.

The main objective of this new initiative is to promote sustainable market based energy access for cooking and lighting through support to clean energy entrepreneurs.

The key objective of this project is to facilitate market based access to and use of cookstoves, solar and small electricity services for households and businesses in Kakuma Refugee camp and host community by establishing and strengthening sustainable and commercially viable supply and distribution models for quality cookstoves and PicoPV (1 – 100 W) products by triggering demand from households with an aim of reducing indoor pollution and improving health outcomes.

1.3 Overview of the Kakuma MBEA Project for refugees and host community.

Globally over 1.1 billion people live without access to electricity and almost 3 billion people lack clean cooking facilities. The world's poor are continuously affected by the low availability of sustainable and reliable energy, with increasing difficulty in remote areas. Modern energy services are crucial to human well-being as well as to countries' economic development. With the right mix of approaches, solutions and technologies, SNV Netherlands Development Organization works with public and private partners to empower rural and peri-urban communities to end energy poverty.

Ensuring energy access and facilitating progress in market creation, gender equality, security, health, education and climate change mitigation, our projects have improved the lives of millions of people around the world in the energy sector, SNV is a facilitator of commercially viable markets for renewable energy products and services for households and SMEs. We work in underserved areas facilitating energy access for lighting and cooking needs for households, SMEs and institutions through Biogas, Clean cookstoves & Fuels and Solar.

Through funding from Energizing Development (ENDEV), SNV is implementing a market based energy access intervention for refugees and host community in Kakuma. SNV Kakuma supports access to modern lighting and basic electricity services through promotion of high quality, affordable and efficient plug-and-play small solar systems. These systems provide good quality lighting and basic electricity services such as mobile phone charging and powering of small radios/entertainment devices. The systems are useful, particularly in areas with limited or no access to grid electricity such as refugee camps.

1.4 Solar Component;

The activities under the solar component include but not limited to:

- Promotion and awareness creation for quality small solar products.
- Training and capacity building for last mile entrepreneurs in solar technology, business and marketing skills.
- Strengthening of camp and host community distribution channels for small solar products through business linkages.
- Facilitate increased access to innovative and suitable financing schemes for end users and entrepreneurs.
- Facilitate the creation of an enabling environment in the refugee camp for dissemination of quality Pico PV systems.

1.5 Cookstoves component;

The activities under the cookstoves component include but not limited to:

- Increased awareness of improved cookstoves in the refugee camp
- Development and construction of an additional Stove Production Unit (SPU) outside the camp and host community.
- Increased range of affordable stoves in the refugee camp and host community
- Increased sale of clean stoves in the refugee camp and host community

1.6 Fuels Component;

The activities under the alternative fuels component include but not limited to:

- Increases range of alternative fuels in Kakuma Market

The project collaborates and partners with distributors of good quality small solar systems in order to enhance the success of project activities particularly in enhancing market development and access of small solar systems in the refugee camp and host community.

2. Areas of the partnership

SNV Netherlands Development Organization invites distributors of Lighting Africa/Lighting global approved good quality solar products to express interest for partnership in distributing their products in Kakuma refugee camp and host community, recruit and provide capacity development of last mile entrepreneurs (LMEs) in Kakuma in order to enhance market development, distribution channels and access of solar products and cookstoves in the refugee camp. The specific objectives for the partnership shall include:

- Identification and recruitment of new LMEs in the refugee camp and host community
- Training and capacity building of new LMEs in the refugee camp and host community
- Marketing support to new and existing LMEs in the refugee camp and host community
- Monitoring and reporting of sales by all LMEs in the refugee camp and host community

2.1 Identification and recruitment of new LMEs

This involves identification and recruitment of potential LMEs from the different camps and host community. This shall be the responsibility of distributors of cookstoves, fuels and solar products interested in this partnership. Potential LMEs will be identified in accordance with the criteria set by the individual companies. Interested companies will however be required to:

- Ensure that the selected LMEs have potential of being good performers once inducted to cookstoves, fuels and solar business.
- Ensure that a critical mass of potential LMEs is selected depending on the type of training (see below the training requirements).
- Ensure that the selected LMEs are operating within Kakuma camp and host community.
- Consider gender balance during the recruitment process with at least 30% of potential LMEs coming from either gender.

The identified LMEs shall thereafter undergo an induction training followed by other support/capacity building measures jointly facilitated by SNV and the participating companies.

2.2 Training and capacity building of new and existing LMEs

SNV has been implementing solar induction trainings for new LMEs. The induction trainings are usually non-exclusive/ product neutral, covering the basics of solar energy, solar photovoltaic systems and basic entrepreneurship aspects. These trainings also allow the various partner distributors to show case their products and engage the new LMEs.

SNV also supports products exclusive specific trainings based on the requests from distributors of solar products.

With this partnership, SNV wants to enhance the current training and capacity building measures for LMEs by intensifying the engagement of distributors of cookstoves, fuels and solar products in the

recruitment, training and mentorship of LMEs. Proposed measures can either be non-exclusive (joint) or exclusive (individual) for the participating companies as defined below.

- **Non-exclusive (joint) training /capacity building measures:** These are joint activities organized and facilitated by SNV for all LMEs irrespective of the companies they affiliated to. The following shall apply in case of non-exclusive activities:
 - SNV Kakuma will take lead in coordinating the implementation of the activities in close collaboration with the participating companies.
 - The participating companies shall nominate the participants for the different activities (e.g. trainings) and submit their names and contacts to SNV Kakuma
 - Each participating company shall follow-up and ensure that their selected LMEs participate in the relevant events.
 - ○ SNV Kakuma shall invite the participating companies to the events
 - SNV Kakuma shall provide the training content and resource persons for induction trainings

- **Exclusive (individual) training/capacity building measures:** These are activities requested by individual companies and implemented specifically for the LMEs affiliated to them. The following shall apply in case of exclusive activities:
 - Participating companies to take lead in coordinating the implementation of the activities in close collaboration with SNV Kakuma.
 - Cost sharing between SNV Kakuma and participating companies which shall be agreed upon after the request.
 - Participating companies to provide the resource persons for the trainings/activities.
 - Participating companies to provide content for the training and mentorship activities.

Examples of these interventions are summarized in the table below:

Training/capacity building measure	Non-exclusive/Joint	Exclusive/Individual
Induction training* Overview of technical and operational aspects of small solar systems Company/product specific trainings (business models, marketing strategies, customer care, operational & technical e.t.c)	√	√
	√	
		√
Training/capacity building measure	Non-exclusive/Joint	Exclusive/Individual
Technician training (T1/T2) Mentorship**	√	
		√

* SNV Kakuma shall provide the training content and resource persons for induction trainings



**The participating companies shall share the mentoring scheme/methodology with SNV Kakuma for review at the time of requesting for support of mentorship activities

2.3 Marketing support to new and existing LMEs

SNV Kakuma supports product neutral marketing and promotional events for solar products including consumer education. SNV Kakuma focuses on marketing and promotional events targeting LMEs e.g. market day activations/promotions, night demos, camp to camp campaigns, field days, barazas e.t.c. These events are usually non-exclusive and SNV Kakuma involves all the LMEs (from the area where the event is organized) irrespective of the distributor or product affiliation. SNV Kakuma shall organize and facilitate product neutral marketing and promotional events including providing product neutral promotional materials.

2.3.1 Product Specific Marketing

Under the partnership, the participating companies shall also propose how to effectively carry product specific marketing and promotional events including proposing additional product specific marketing strategies. The companies will also be required to organize and invite their LMEs and customers to participate these events and ensure adequate product specific marketing material and demonstration products are available.

2.4 Monitoring and sales reporting

SNV Kakuma undertakes close monitoring of cookstoves, clean fuels, picoPV and SHS sales by LMEs trained and supported under programme. Information required includes: LMEs details, products and sales details and the end-consumer details. This information allows for verification of sales. SNV Kakuma and the participating companies/distributors shall therefore agree on an effective and efficient method for collecting and verifying this information.

2.5 Request for EOI

To achieve the above objectives, SNV is seeking to engage reputable companies with high quality clean lighting (solar) products with Lighting Global/Lighting Africa certifications and clean cookstoves with KIRDI certification and or KEBS certification.

How to Apply

Kindly submit to SNV Netherlands Development Organization a letter indicating your interest to partner with SNV in Kakuma refugee camp and attached the following documents via Email to Chepkoech, Norah nchepkoech@snv.org and cc. sodumbe@snv.org before Monday 1st October 2018 midnight.

1. Certificate of registration/incorporation
2. Company profile
3. Relevant Product certifications (KIRDI/KEBS/MOE/ERC for clean cookstoves/clean fuels and KEBS/LG/LA for solar products)
4. KRA PIN and
5. Product Catalogue