

**REQUEST FOR PROPOSALS IMPORTANT INFORMATION FOR
BIDDERS**

-FOR -

**ZE-GEN'S DEMAND GENERATION ACTIVITIES TO TACKLE MARKET
BARRIERS**

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Supporting Documents

- Scope of Services (pdf);
- Important information for bidders (pdf)
- Terms (pdf)
- Bid Price Calculation Sheet (Excel template);

1. Introduction

You are invited to submit an expression of interest for the project: “ZE-Gen’s demand generation activities to tackle market barriers” (“**Awareness raising project**” or the “**Project**”), which is part of the [Zero Emission Generators \(ZE-Gen\) programme](#).

The key objectives of the project are to design a project to increase demand for renewable energy alternatives through improving customers’ understanding of and willingness / ability to switch from FFGs, such as solar generators or behind the meter battery back-ups, by raising awareness of product options and empowering customer choice. The design should illustrate how the project will lead to increased sales of alternative technologies and the displacement of FFGs to support improved economic, health and climate outcomes. Successfully selected projects will have the opportunity receive follow-on funding to implement and scale their designs.

This request for proposals scope of services focuses on the design of the awareness raising and demand generation programme, Phase 1 (Design). The design phase (Phase 1) is anticipated to be a 4-month contract, with the option to be selected for the pilot implementation and scale up phases of the programme. More information can be found in the **Scope of Services**.

This document contains information to support bidders with their application.

Set out below is a summary of the timetable that applies to this procurement. The Carbon Trust reserves the right to alter this timetable by notice to tenderers.

Description	Date (and, if applicable, time)
This request for proposals issued	24 February 2025
TA Facility open for applications from	24 February – 2 March 2025, 23.59 UTC
TA Facility webinars	26 and 28 February
TA Facility kick off and implementation	10 March – 16 April
Deadline for receipt of queries from tenderers	14 March 2025
Date for Carbon Trust’s response to queries	19 March 2025
Deadline for receipt of proposals	16 April 2025
Interviews (if required)	w/c 19 May 2025
Successful and unsuccessful tenderers notified	06 June 2025
Start date of contract	01 July 2025

2. Application process for Phase 1

The application process will progress as follows:

1. Application support for in-country applicants

- The Technical Assistance Facility will be open for applications from **24 February – 23.59 UTC on 2 March**. A certain number of applications will be selected to receive support between **10 March – 16 April**.

2. Applicant questions on tender and responses

- All questions relating to this request for proposals must be submitted by email to ze-gen@carbontrust.com
- Please insert **ZE-Gen Awareness Raising Design phase request for proposals** in the email title line for all communications.
- All questions must be submitted no later than **23.59 hours on 14 March 2025**. Questions submitted after this deadline are unlikely to be answered.

3. Carbon Trust shares answers

- All questions will be anonymised and answers will be circulated to all applicants.
- The Carbon Trust expects to circulate all answers on **19 March 2025**

4. Written bid submission and review

- The deadline for submissions is **23.59 hours BST on 16 April 2025**.
- Tenders will be evaluated against the criteria provided in section 14 of the *Awareness raising request for proposals_Terms* document to be evaluated fairly to ascertain the most impactful and economically advantageous tenders.

5. Selection of tenders taken to interview

- A shortlist of Bidders will be invited for interview. Selected bidders will be in the top 8 highest scorers.

6. Due Diligence and contracting for winner

- Carbon Trust will do a vetting of the chosen bidders.
- Carbon Trust will announce winners after the contracting process has been complete.

7. Phase 1 implementation

- Projects will preferably start in **July 2025** and run for ~4 months. Projects must finish no later than **31 October 2025**.

The Carbon Trust may issue clarifications at any time. The Carbon Trust may also request clarification during the evaluation phase of any aspect of an applicant's proposal. Applicants are asked to respond to such requests promptly.

3. Structure of proposals

Bidders are required to submit:

- Main Bid Document (pdf) – structure provided, details below;
- The signed Tender Certificate (pdf) – ‘Request for Proposals – Terms document section 24’
- The filled-in Bid Price Calculation Sheet (xls) – template provided.

3.1 Main bid document

We require bidders to stick to the following format:

- Font size: **11**
- Overall maximum length, including appendices: **15 pages**
- Main document maximum length: **8 pages**

We suggest that Bidders use the following structure and page limits (this is not a requirement):

- Bidders' market understanding and market analysis: 3 pages
- Approach to work: **3 pages**
- Experience and team: **2 pages**
- Appendix: **7 pages**

3.1.1 Market understanding and market analysis (~ 3pages)

Bidders are expected to highlight:

- Why they believe their chosen market is suitable for awareness raising activities for generator replacement.
- Their knowledge of local customs and traditions of the chosen location, highlighting how the local environment and social practices will be embedded in the project.
- Any close working relationships with key stakeholders such as solar generators distributors, government officials, civil society, original equipment manufacturers (OEMs), research institutions, innovators, trade bodies, end users seen as relevant to the success of this Project. Please supply ideas of how these groups can be engaged and leveraged.

3.1.2 Approach to Work (~3 pages)

In this section, Bidders should:

- provide a clear and detailed description of how they plan to deliver the Scope of Work. The description should include an initial overview of the approach followed by a description of how each Work Package and task will be delivered.
- justify how their proposed approach meets the objectives of the Project.
- focus on the approach to meet Phase 1 objectives but consider how Phase 1 will set-up for Phase 2 and 3.

- include a Gantt chart which describes the timeline for the Project, showing when each Work Package will start and finish and highlighting when deliverables are to be delivered.
- specify any input data, or other inputs that the Bidder requires the Carbon Trust and/or ZE-Gen to provide.
- Bidders are required to describe how they will manage the Project utilising appropriate resources and describe how they will work with any project stakeholders.

3.1.3 Experience and team (~2 pages)

In this section, Bidders must:

- provide at least two examples (with reference to specific roles, responsibilities and activities the Bidder undertook) of previous work which illustrates the Bidder's skills, capabilities, and experience in all of these areas (Bidders may wish to make reference to submitted examples of previous work for other clients).
- Bidders should include biographies of all Project staff and illustrate how the team's skills are relevant to the Approach to Work, each staff's intended position in the Project, and their main responsibilities.

Bidders should:

- elaborate on their experience and explain how it is relevant for this tender
- demonstrate their experience working in or supporting the distributed renewable energy sector.
- demonstrate it has experience of working in, networks in, and knowledge of the project's target countries (one of multiple of Ethiopia, Ghana, Kenya, Nigeria, and Zambia).
- Note that partnerships with other companies to support certain areas of experience are welcomed.
- Note that they will be required to provide detailed CVs/Resumes for any key personnel who will be involved as part of Due Diligence. CVs should include professional membership of the proposed staff working on this Project.

Want to propose an alternative methodology?

Carbon Trust will consider bids that propose alternative methodologies to the methodology suggested in the 'Work Packages' section within '7. Scope of Services' within the 'Scope of Services' document. However, any 'variant' bid must meet the minimum requirements and objectives as set out in the 'Request for proposals – Terms' and 'Scope of Services' documents.

Want to propose additional activities?

The Bidder can propose additional activities on top of those to be funded by Carbon Trust. Please reference these in your Main Bid Document and provide details in your Main Bid Document's Appendix. The price for such additional work packages shall be specified as an additional work package in the Bid Price Calculator sheet.

4. The signed Tender Certificate

Bidders must sign the Tender Certificate provided in section 24 of the *Awareness raising request for proposals_Terms* document

5. Bid Price Calculation Sheet

The Total Budget for the delivery of phase 1 is expected to range between £40k and £60k (incl. VAT) and last around 4 months.

All costs and rates quoted in the Main Bid Document and Bid Price Calculation Sheet must be in GBP (£) and all staff rates quoted in the tender must represent the Day Rate for employment of staff members. All prices and day rates must remain fixed.

In the Bid Price Calculation Sheet, Bidders are required to provide day rates for all staff grades and to input the time involved in each Work Package. They should provide a cost breakdown by Work Package, including man hours and day rates of personnel completing the work.

Bidders are required to specify expected expenses separate from the estimated budget for each Work Package.

If there is any Additional Work proposed by the Bidder, this will be evaluated separately.

6. Evaluation of proposals

Proposals to be assessed with the following criteria. Carbon Trust may take a portfolio approach to facilitate the selection of tenders according to approach, geography and type of programme. Please see the *Awareness raising request for proposals_Terms* document for more information.

	Criterion	Weighting
1	Local and sector knowledge	35%
2	Approach to work	35%
3	Experience	15%
4	Staff skills	10%
5	Price	5%

Each criterion will be scored on the basis of the following matrix:

0	Completely fails to meet required standard (including Bid Price) or does not provide a proposal.
1	Proposal significantly fails to meet the standards required, contains significant shortcomings or is inconsistent with other proposals.
2	Proposal falls short of achieving expected standard in a number of identifiable respects.

3	Proposal meets the required standard in most material respects but is lacking or inconsistent in others.
4	Proposal meets the required standard in all material respects.
5	Proposal meets the required standard in all material respects and exceeds some or all of the major requirements.

7. Additional application support for local applicants

For this open call for proposals, additional support is available to a select number of local applicants to develop and submit their proposals, via the Transforming Energy Access (TEA) Technical Assistance Facility. The TEA Technical Assistance (TA) Facility is funded by UK aid from the UK Government via the TEA platform and delivered by EED advisory. The opportunity for TEA TA support in this round is tied to the ZE-Gen call for proposals, and is open only to selected innovators or organisations based in the eligible ZE-Gen target regions that are considering applying for the ZE-Gen open call for proposals. Applications are open from **24 February**, closing at **23.59 hours UTC on 2 March 2025**.

See Section 23 of the *Awareness raising request for proposals_Terms* document for further information and to find full eligibility criteria and details on how to apply for support visit <https://tea.carbontrust.com/tea-technical-assistance-facility>.