

REQUEST FOR PROPOSALS SCOPE OF SERVICES

-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.

The request for proposals comprises:-

- (1) This Scope of Services (pdf);
- (2) Important information for bidders (pdf)
- (3) Terms (pdf)
- (4) Tender Certificate (Template provided in section 24 of the Terms document)
- (5) Bid Price Calculation Sheet (Excel template);
- (6) Clarification Document (if applicable)

2. Awareness raising and demand generation programme aims

ZE-Gen will support between one to five successful applicants (depending on the quality, type, scale and quantity of applications received) to design (Phase 1) awareness raising and demand generation programmes. This design phase should build the foundations and evidence base required to pilot and implement their proposed awareness raising programme (Phase 2 and 3).

3. Background on ZE-Gen

The Zero Emission Generators (ZE-Gen) programme tackles market barriers, accelerates innovation and funds activities to build a thriving, competitive market for renewable alternatives to fossil fuel powered generators. The unreliability and limited reach of national grids, particularly across Sub-Saharan Africa, Asia and the Pacific, has led to a reliance on FFGs to enable customers to have a continuous supply of power. ZE-Gen aims to enable the replacement of millions of polluting and expensive fossil-fuelled generators by accelerating the transition to renewable energy-based alternatives. The lead implementers are The Carbon Trust and InnovateUK (IUK) and the programme is co-funded by UK Aid through the UK Government's [Ayrton Fund](#) and the IKEA Foundation.

Viable alternatives to fossil fuel powered generators do exist, but despite the potential benefits these offer their reach is extremely limited. Some of the many barriers that impede the scale up of genset alternatives include:

- **Customer's ability and motivation to switch to alternatives:** Lack of awareness of alternative products, the financial case for them and their performance capabilities, as well as a lack of awareness around programmes or incentives to help with financing.
- **Capacity:** Lack of technical skills and a shortage of people across the whole value chain including the private and public sector.
- **Lack of finance:** Financing gap across the value chain, affecting consumers, distributors and innovators at both local and national levels.
- **Unsupportive regulations:** A lack of enabling regulations for solar and energy storage products.
- **Weak value chains:** Limited manufacturing capacity for solar and energy storage generators; the value chain for solar assets and energy storage is less established locally.
- **Limited innovation:** Insufficient viable solar and energy storage genset products and business models suited to end consumers, and a lack of innovation in the sector.
- **Poor data and knowledge:** Large gaps in stakeholder's understanding of markets, in particular the use cases and factors that affect local decisions and integration of innovators into existing systems.

ZE-Gen is working to overcome these barriers by focusing on four key areas of work and a cross-cutting function that provides ongoing research and sector engagement.

- **Demand Generation:** Understand the target audiences and implement effective tools and promotional strategies to generate awareness of and desire for renewable energy-based alternatives.
- **Product and Innovation:** Accelerate and invest in innovation to support technology, business model and venture development.
- **Finance and Investment:** Mobilise financing & investment. Scope, design and partner to catalyse concessional finance, commercial debt, equity and climate finance to the sector.
- **Ecosystem and supply chain building:** Influence sector capacity building; map best practice policy, regulation and standards, invest in the value-chain to lower cost of deployment.

For further details about the programmes current activities please visit the [Ze-Gen website](#)

4. The need for an awareness raising and demand generation programme for fossil fuel generator displacement

Increasing fuel costs, noise, and pollution are drivers for customers to move away from FFGs, but overall, the adoption of zero emission generators remains limited despite the significant benefits they offer at both local and national scales. This is primarily due to low customer willingness and ability to access and adopt renewable alternatives. Factors contributing to the low adoption of alternative generators include:

- **Mistrust** due to a lack of awareness of alternatives and bad experiences with poor-quality solar products.

- **Limited knowledge** of the long-term financial case and available financing options for alternatives, which size alternative system to purchase, or the negative impact of non-efficient gensets.
- **Customer ‘advocacy’ for gensets** as customers value the advice and second-hand gensets from neighbours and trusted peers.

Customers lack the awareness, willingness and ability to switch away from FFGs. Additionally, the private sector and national governments lack the resources to invest in demand generation activities. Support in this area will enable quick impact to be realised through early adopter customers who will help to generate valuable proof of concept evidence for the sector.

ZE-Gen is launching this awareness raising and demand generation programme to help overcome some of these market barriers. The awareness raising intervention will consist of three phases:

- Phase 1: Design and research;
- Phase 2: Pilot and implementation, and
- Phase 3: Scale up.

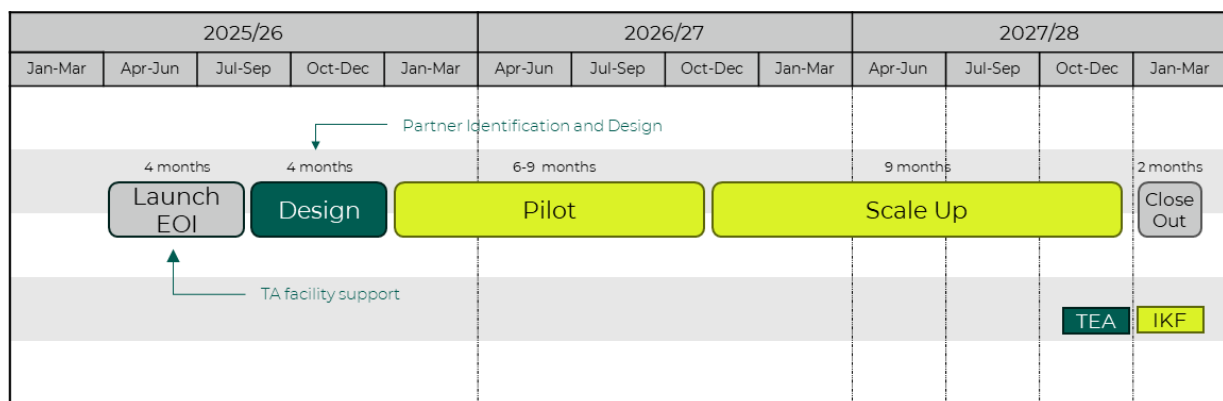


Figure 1: Awareness raising programme phases

This request for proposals scope of services focuses on the design of the awareness raising and demand generation programme, Phase 1 (Design).

Phase 1: 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. The anticipated commencement date for the Services is 01 July 2025. It is expected that between July and October 2025, selected participants will be funded to design their proposed project (Phase 1), by carrying out market research to understand the available products, the customer base, key stakeholders, the target audience and the best way to engage with them.

Phase 2: The implementation phase (Phase 2) is to start in December 2025. Applicants' will submit a proposal based on Phase 1 findings for the Carbon Trust to assess and down select participants. We expect to select around three participants from five projects to proceed to the pilot implementation phase (Phase 2), where participants will receive funding to test their designs in a chosen location.

Phase 3: Considering Phase 2 results, in November 2026 participants will be down selected once again to proceed two from three projects to Phase 3 - the scaling up stage of their project proposal. Proposals are to be reviewed and amended between November 2026 – January 2027 based on the pilot phase outcomes to be scaled up and implemented between February 2027 - December 2027.

These timelines will be reviewed with applicants who are successful in Phase 1.

5. Instructions to applicants

Please read the instructions relating to the tendering process. See supporting documents: *Awareness raising request for proposals, Important information for bidders and the Awareness raising request for proposals Terms.*

Failure to comply with them or to return any of the required documents or information by the due date and time may invalidate your tender.

Please note, payment for the Design Phase will be in arrears and based on completed of all deliverables.

6. Funding available

Phase	Total funds available	Timeline	Expected number of projects	Expected funds per project
Ayrton Fund funded (GBP)				
Design phase	£250,000	4 months	3 – 5	£50,000
IKF funded (Euros)				
Pilot phase	€501,000	6 – 9 months	3	€167,000
Scale-up phase	€594,000	9 months	2	€275,000

Funding and number of projects will be determined based on the quality of applications and projects.

7. Scope of Services

7.1 Project focus

The aim of your programme should result in FFGs displacement, the sector focus could include **Micro, Small and Medium Enterprises (MSME), residential, healthcare, humanitarian settings, as well as commercial and agricultural use cases.**

The target countries are **Ethiopia, Ghana, Kenya, Nigeria, and Zambia.**

Organisations that apply are expected to have experience working in or supporting the distributed renewable energy sector, extensive local market and sector knowledge and an established network in countries across Sub-Saharan Africa. The programme should be designed to integrate with existing in-country initiatives, leverage local traditions, and involve key stakeholders to maximise impact and foster collaboration with local partners. The approach will depend on location, customers' purchasing behaviours and the links into the rest of the ecosystem.

Hypothetical approaches could comprise:

- **Customer awareness campaign:** A campaign designed to support specific in-country regions and customer bases e.g. a demonstrator or roadshow approach.
- **Government / stakeholder partnership:** A proposal aimed at developing partnerships with government, cooperatives, financial institutions, etc. to support them to influence customers' decisions.
- **Marketing grants for product suppliers:** A project aimed to provide grant funding to product suppliers to support them to engage with customers, potentially in exchange for customer research data.
- **Material / toolkit creation for customers:** Develop a tool (e.g. app) or learning material, to help see financial benefits, size products, and choose appliances.
- **Behavioural change campaign:** A behavioural economics led approach focusing on piloting small, targeted interventions with subsequent scale up.

Please note these are only guiding examples, applicants are welcome to propose the approach they see fit based on their own experiences, market research findings and understanding of the issue, the sector and the location.

7.2 Design - Phase 1 – 4 month duration

The Carbon Trust estimates that it will take a small team of mixed seniority approximately 4 months to complete Phase 1, kick-off in July 2025.

Bidders should use the Scope of Services set out below to create the 'Approach to Work'. Any Alternative Work or Additional Work shall be stated in the Approach to Work at the end of the relevant Work Package description.

It is expected that simplifying assumptions will be required to complete the work in the given timeframe. These assumptions should, to the extent possible at the time of the request for proposals submission, be clearly stated in the Approach to Work. It is expected that during the development of Phase 1 of the Project, any assumptions will be discussed with the Carbon Trust prior to the start of each Work Package.

The Carbon Trust will consider a range of different organisations and approaches, including roadshows, advertising campaigns, behaviour change approaches, partnership with government, etc., as long as they lead to tangible results in terms of FFG displacement and an increase in sales of renewable generators. Once ZE-Gen has identified and selected suitable partners, they will enter into contracts for the design phase and proceed with the following activities:

Work Packages:

A. Research and analysis.

Conduct a comprehensive market analysis to identify target demographics and energy consumption patterns, leveraging the applicant's local connections, knowledge of the sector and experience working with or supporting the distributed renewable energy sector:

Some of the topics that should be covered by the research include:

- Reasons to carry out awareness raising campaign in chosen country.
- National and local government support on the adoption of renewable generators.
- Current levels of customer awareness and understanding.
- Potential local partners and collaborators in the energy sector.
- Engagement plan to connect with key stakeholders and develop partnerships.
- Current activities supporting the development of renewable generators.
- Assessment of available products to ensure that they meet minimum standards (potentially aligned to Green Genset Facility products).
- Identify key risks to project, i.e., Lack of viable products available in the market; financial barriers too large to overcome.

Work Package Deliverables:

D1.1: Market analysis report. Report prioritising countries based on customer purchasing behaviours and demographics, providing an overview of available products and detailing existing activities aimed at promoting the uptake of renewable generators.

B. Design strategy: Awareness and demand raising campaign delivery.

Develop a detailed customer-focused awareness strategy based on the findings from the research phase, considering connections to the broader ecosystem. The strategy should include:

- Define approach of project, for example:
 - Specify how approach produces tangible results in terms of FFG displacement and an increase in sales of renewable generators.
 - Customer awareness campaign
 - Government / stakeholder partnership
 - Material / toolkit creation for customers
 - Behavioural change campaign
 - Specify audience and ways to engage with them leveraging local traditions and customs.
 - Key messages, channels and communication tools, specifying how different media channels will support each other, for example paid advertisement (e.g., radio jingles, influencers, etc) coupled with and direct engagement (e.g., 1:1 meetings with key stakeholders, roadshows, etc).
 - Approach to delivery, specifying the steps, location, scale and review process at each stage (implementation plan).
 - Develop communication and marketing plan.
 - Recommendations.

Project Deliverables:

D1.2: Awareness strategy document. Report describing planned customer awareness campaign specifying how the strategy contributes to FFGs displacement.

D1.3: Engagement plan. Document providing a detailed plan on how and to connect with energy sector stakeholders, community organisations, schools, businesses, government representatives, cooperatives and financial institutions.

C. Monitoring and evaluation

A Monitoring and evaluation strategy should be developed to assess the delivery of the project and to improve its implementation as it is delivered. The evaluation strategy should assess how increase sales of renewable generators has impacted the use and displacement of FFG.

The bidder should monitor a range of different indicators, including Input Indicators, output Indicators / Deliverables, outcome Indicators, to prove how their action has resulted in increased renewable generators sales as well as behavioural change.

The campaign performance assessment should be designed to determine overall effectiveness of the project with a view to answering four questions:

- To what extent were the campaigns objectives achieved?
- What were the key factors contributing to or hindering success?
- How sustainable are the campaigns output and outcomes?
- What was the overall impact and what is the forecasted impact?

Project Deliverables:

D.1.4 Monitoring and evaluation strategy.

D. Project Management

- The Bidder should stipulate how it will manage the Project efficiently and effectively. In particular, the following activities should be included (and hence budgeted for)
 - project management time (including sufficient time for review processes);
 - regular update calls with the Carbon Trust Project Manager.
 - the preparation of monthly flash reports (Carbon Trust template) containing key financial data and information of the delivery status of the Project; and towards the end of the Project.
 - the production of a 3-page Executive Summary Report for the entire Project for internal dissemination.
 - time dedicated to presenting the main results, findings and outcomes of the Project in the form of a 1-hour webinar to the Transforming Energy Access and ZE-Gen teams.
- the preparation of a Project Closeout Form (Carbon Trust template) which includes a short summary of areas for future research, scale up approach and a documentation of all Project Deliverables.

- Bidders should be aware that the Carbon Trust usually require 2-3 weeks to review and provide feedback on each Project Deliverable, with at least one round of review comments to be accommodated. This should be considered when calculating your Bid Price.

Project Deliverables:

D1.5: Monthly flash reports

D1.6: Executive Summary Report

D1.7: Delivery of webinar

8. Request for proposals expectations

Expectations for your submission structure can be found in Section 3 of '*Important information for bidders*' document.

The Scoring Matrix can be found in section 15 the '*Awareness raising request for proposals_Terms*' document.

9. Expected Scopes of Services for Phase 2 and Phase 3

Applicants are not expected to propose anything for Phase 2 or Phase 3 at this stage. This section is for your information to help inform your proposals for Phase 1 and so that you can illustrate how the work in Phase 1 could develop into Phase 2 and 3.

9.1 Pilot implementation (Phase 2) - 6 to 9 months duration (IKEA foundation Funding)

During Phase 2, up to 3 of the best Phase 1 projects will be selected to receive funding. Organisations will be expected to begin on-the-ground delivery of their fully designed initiatives and realise their results over 6 to 9 months.

Work Packages:

A. Content creation:

- Develop educational and/or marketing materials and tools.
- Tailor the content to the target audience and ensure it is approved by relevant stakeholders.

Project Deliverables:

D2.1 Amended Awareness strategy document. Following Phase 1, documented awareness raising programme, highlighting amendments considering feedback received.

D.2.2 Supporting resources. Educational material and supporting tools tailored to specific regions and customer bases, such as brochures, influencers, a demonstrator or roadshow.

B. Partnership development:

- Partner with local community organisations, schools and businesses to expand the programme's reach.

- Collaborate with energy service providers for mutual promotion and support (if certified).
- Engagement plan
- Organise workshops, webinars, campaigns and/or community events to engage directly with the target audience

Project Deliverables:

D2.3 Record of partnerships. Established partnerships with energy sector stakeholders, community organisations, schools, businesses, government representatives, cooperatives and financial institutions.

D2.4 Workshops, webinars and community events. Stakeholder events organised to engage directly with the target audience.

C. Deployment:

- Set up and run the designed awareness campaign/s depending on approach in localised regions. (6 to 9 months)
- Launch materials and or tools (e.g. website, adverts) on multiple online and offline platforms.
- Facilitate outreach and engagement.
- Engage directly with the target audience through workshops, webinars and community events.
- Track and evaluate key risk identified during phase 1.

Project Deliverables:

D2.5 Phase 2 report. Comprehensive project report documenting activities, outcomes, learnings and recommendations.

D. Evaluation and feedback:

Following Phase 1 Monitoring and evaluation strategy (D.1.4), the bidder is expected to monitor and adjust the campaign in real-time based on performance metrics, through the following activities:

- Conduct surveys and collect feedback to assess the awareness programme's impact.
- Carry out comprehensive analysis to assess impact of Pilot
- Measure campaign success by key performance indicators (KPIs).
- Identify areas for improvement and potential adjustments for scale up stage.
- Compile a comprehensive report documenting project activities, outcomes and lessons learned.
- Share the report with stakeholders and partners.

Project Deliverables:

D2.6 Impact measurement report. Specific for this Phase and based on impact strategy design in D1.4, stating key actions required to proceed to Phase 3

E. Project Management

- The Bidder should stipulate how it will manage the Project efficiently and effectively. In particular, the following activities should be included (and hence budgeted for)
 - project management time (including sufficient time for review processes);
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 - the preparation of monthly flash reports (Carbon Trust template) containing key financial data and information of the delivery status of the Project; and towards the end of the Project
 - the production of a 3-page Executive Summary Report for the entire Project for internal dissemination;
 - time dedicated to presenting the main results, findings and outcomes of the Project in the form of a 1-hour webinar to ZE-Gen teams.
- the preparation of a Project Closeout Form (Carbon Trust template) which includes a short summary of areas for future research, scale up approach and a documentation of all Project Deliverables.
- Bidders should be aware that the Carbon Trust usually require 2-3 weeks to review and provide feedback on each Project Deliverable, with at least one round of review comments to be accommodated. This should be considered when calculating your Bid Price.

Project Deliverables:

D2.7: Monthly flash reports

D2.8: Executive Summary Report

D2.9: Delivery of webinar

9.2 Scale up (Phase 3) - 9 months duration (IKEA Foundation funded)

Depending on the success of the pilots, ZE-Gen plans to fund two scale-up projects, selected from the three pilot projects, and replicate into new locations or markets. The expectation is that the scale-up projects will achieve double the reach of the pilot projects.

Work Packages:

A. Scale piloted campaign

- Determine new locations and/or markets to extend the campaign to, justifying the selection.
- Develop scale up strategy – replication plan.
- Define impact measurement tools.

Project Deliverables:

D.3.1 Scale up strategy report

B. Evaluation and feedback:

- Conduct surveys and collect feedback to assess the awareness programme's impact.
- Measure campaign success by key performance indicators (KPIs).
- Compile a comprehensive report documenting project activities, outcomes and lessons learned, highlighting learnings from pilot phase.

- Make recommendations based on final outcomes, reflecting on pilot and scale up stages.
- Share the final report with stakeholders and partners.

Project Deliverables:

D3.2 Final campaign report. A thorough campaign report should be presented, comprising:

- A detailed documentation of activities, outcomes, learnings and recommendations.
- Established partnerships through Phase 1-3 with energy sector stakeholders, community organisations, schools, businesses, government representatives, cooperatives and financial institutions.
- Total workshops, webinars and community events to engage directly with the target audience.
- Customer awareness campaign, educational material and supporting tools tailored to specific regions and customer bases, such as brochures, influencers, a demonstrator or roadshow.

D3.3 Impact measurement report. Report should cover Phases 1 – 3.

C. Project Management

- The Bidder should stipulate how it will manage the Project efficiently and effectively. In particular, the following activities should be included (and hence budgeted for)
 - project management time (including sufficient time for review processes).
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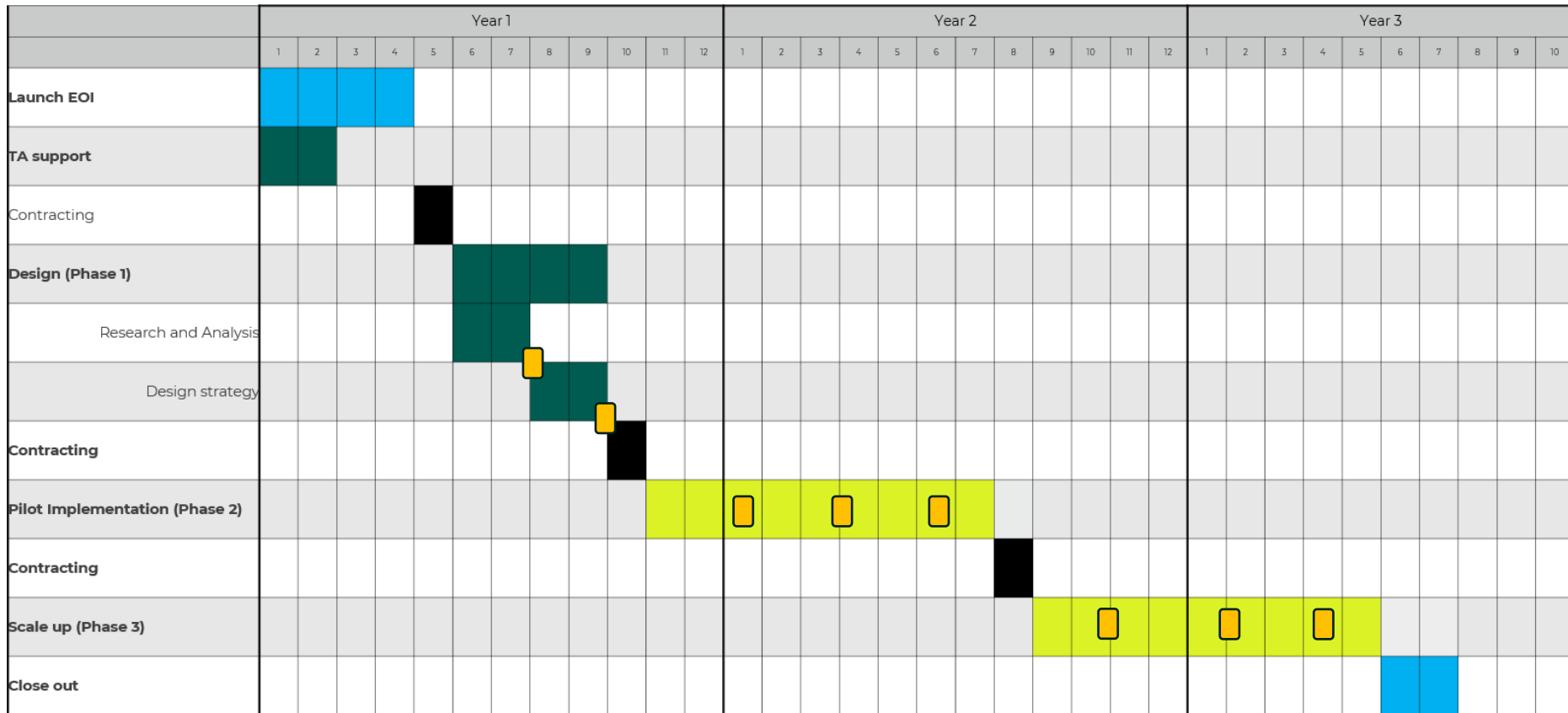
Project Deliverables:


D3.4: Monthly flash reports

D3.5: Executive Summary Report

D3.6: Delivery of webinar

10. Expected programme timelines



 Feedback sessions